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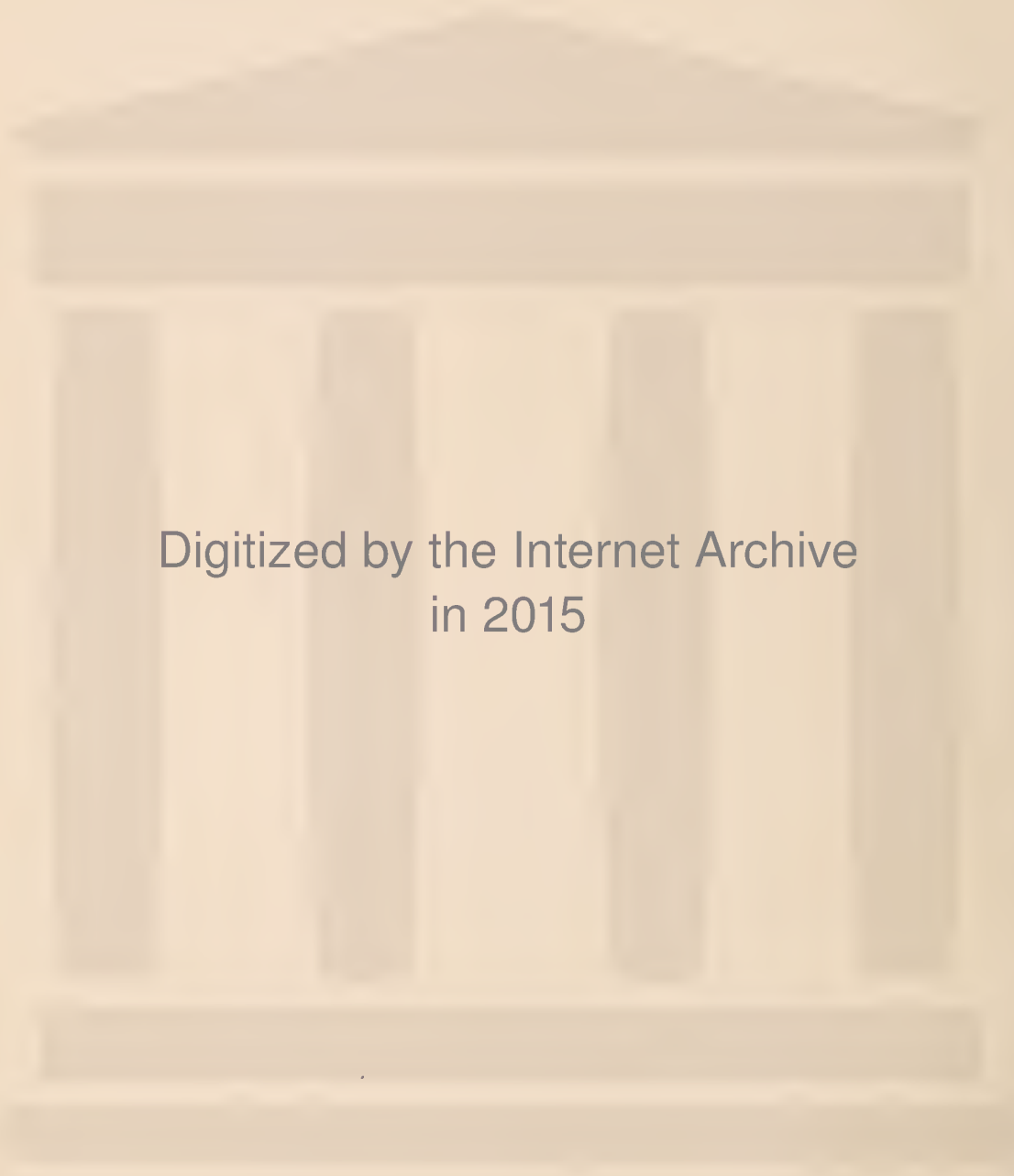

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Index to 1957 NEWSLETTERS and Supplements

Index to Television Digest, 1957: Volume 13

References are grouped into three major categories: General (pages 1-9), Manufacturers & Merchandisers (pages 9-10), Supplements (page 1). Index attempts to cover only items considered to be of more than passing interest. Reference numbers following each item designate issue and page of Newsletter in which item appeared.

General

ADVERTISING
House resolution to investigate "false" advertising, 2:3
Panama viewers protest cut of commercials, 2:6
fire underwriters test spots, 2:9
TvB 1957 forecast, 2:10
"lion's share" of national advertising ultimately to TV, says 'Advertising Age', 3:14
overcommercilization complaints not heavy, AAAA reports, 4:8
Publishers Information Bureau reports on network billings, 4:14, 7:14, 12:16, 14:9, 17:11, 22:12, 26:14, 31:14, 35:12, 40:14, 45:14, 50:14
Rorabaugh Reports on TV spot, 5:8, 46:8
WBNS-TV, Columbus, O. buys spots in N.Y. to reach time buyers, 5:10
admen die younger, says 'Advertising Age', 5:16
'Printers' Ink' figures, 6:3, 27:14, 33:8, 35:3, 43:16, 52:9
spot expenditures compiled by TvB, 7:4, 8:6, 12:5, 14:8, 21:3, 32:12
best 1956 campaign chosen hy 'Tide' panel, 7:6
"bait" advertising charged American TV Inc. & deForest-Sanahria Corp. hy FTC, 7:12, 8:9
deceptive advertising check by FTC-FCC, 8:12, 10:4, 19:11, 20:1, 21:6 & 14, 44:3
ten top agencies of 1956, 9:9
agency executives salary surveyed by 'Printers' Ink', 10:4
contests for station promotion mgrs., denounced by WBC's David Partridge, 10:4
European agencies form Continental Adv. & Marketing Agencies, N.Y., 10:9
FTC probe of questionahle TV commercials, 12:5, 13:3, 14:6, 15:4
lower TV costs needed, says Young & Rubicam pres. Sigurd Larmon, 12:10
'Life' raises rates, 12:16, 31:5
top 100 advertisers, 13:6, 24:9
networks promotion expenditures, 14:9
NARTB monitors commercials, 15:6
'Saturday Review' advertising awards, 15:14
overcommercialization warning in 'Advertising Age', 16:7
Britain blocks further U.S. agency hranches, reports London's 'World Press News', 16:8
TV credited with 1500% increase in upholstery dept. by Gimbel's, Philadelphia, 16:8
5-10% increase in volume this year, says AAAA pres. Frederick R. Gamble, 17:5
1956 ID expenditures $46,806,000, 18:8
public wants advertising, says Grey Adv., 18:9
reclassification of TV time needed, says 'Advertising Age', 19:6
auto makers returning to TV, 19:7, 26:9, 39:5
magazines pricing selves out of competitive market, says J. Walter Thompson exec., 19:12
Schick suit against Sperry Rand for "misleading" commercial, 20:2, 21:6
National Better Business Bureau writes 100 TV appliance mfrs. on "misleading" prices, 20:10
AAAA officers, 21:5
new Pulse technique for measuring TV, radio & newspaper advertising, 21:6
no viewer on 15% of sets in operation during afternoon in N.Y., reports Pulse, 22:8
Pulse adds individual market ratings, 22:8
5% cost increase for all media over 1956, says 'Printers' Ink', 23:14
AFA, 24:5, 37:6, 52:5
international TV-radio advertising, 24:6
theatremen endorse TV advertising, 24:9
cost of network shows up 128% in 5 years, homes up only 78%, says 'Sponsor', 24:9
sponsors told to insist on single price for time-&-talent packages in 'Advertising Age' editorial, 25:7
radio leads in national advertising gain, says 'Printers' Ink', 25:7, 38:12
"participating" commercials well within code time limits. NARTB finds, 25:8
NARTB TV circulation measurement plans, 25:12
TV attack by Chrysler of Canada, 26:9, 48:6
"slim look" TV set campaigns, 26:11
"bait" advertising outlawed in Ohio, 28:4
joint sponsorships outnumbers single sponsors, says 'Sponsor', 28:7
agency profits down, says 'Printers' Ink', 28:14
Pat Weaver retained by Kaiser, 29:6
FTC terms toiletry commercials "misleading," 29:14, 31:3, 35:12, 44:2
'Reader's Digest' dropped by BBDO, 29:14
viewers recall of spot ads is low, says Bureau of Advertising, 29:14
prevalence of "soft sell," 29:14
Jack Gould's article on "softest" demand yet for TV time, 30:2, 31:7, 33:8
advertising "millionaires," 30:11
dept. stores use TV for "prestige," 31:7
TV role in huilding mass consumption demands reviewed hy Robert Sarnoff, 32:5
Schick prohihited from misrepresenting "free" home trial of razors by FTC order, 32:12, 40:6
shorter than 52-week contracts signed with networks, 33:8
Rolaids "misrepresents" says FTC, 33:8, 40:4
100 top advertisers and expenditures hy media, reported by 'Advertising Age', 34:3
$10.2 hillion advertising in 1957 predicted hy 'Printers' Ink', 34:4
network changes require fresh TV appraisal hy spot buyers, says Ed Petry, 34:8
liquor ads should be kept off TV, says National Distillers, 35:12
advertising game losing "glamour" says John McCarthy in 'Harper's', 35:12
auto advertising on TV favored hy dealers and clients, NBC survey finds, 37:5
adless Academy Awards telecast, movie producers buy time, 37:8
"suhliminal projection," 37:14, 45:1, 46:9, 47:2, 48:14, 49:9, 50:4, 51:9, 52:4
rising costs of talent & programs threaten TV, says Reynolds Tohacco, 39:8
spot advertisers get "awareness" sampling of effectiveness from KTWO-TV, Casper, 41:8
cigarettes harmful, says FTC, 41:14
promotion hookup of networks with supermarkets illegal, says FTC, 43:8, 44:3
bait advertising charge against Universal Sewing Service hy FTC, 43:8
salary range paid hy western agencies, 43:8
"truthful" adv. drive of AFA & FTC, 43:8
Schick sued for use of "cotton test" ad hy former agency, 43:8
Japan filming commercials for U.S. sound, 43:10
commercials average 90 sec. of viewing hour, reports 'Advertising Age', 43:16
audience measurements may be superior to newspaper sworn-circulation, says NBC's Beville, 43:16
'Broadcasting' endorses liquor advertising, 44:4
Frey report on agency practices, 44:9
tax on advertising, 45:5, 46:8, 47:4, 48:3, 49:10, 50:6, 51:16, 52:14
Piel's "Bert & Harry" injunction suits, 45:6; Piel sales up, 48:6
practice of hlaming ratings when shows are dropped decried by Pulse and Hooper, 45:7
Edsel results from Crosby-Sinatra show, 46:8
TV seen as pump-primer of national economy by Wrede Petersmeyer, 47:1
"fantastic" impact of TV recounted by N.Y. drug & toiletry concession operator, 47:5
77% of TV audience stops viewing between programs, reports Burke Market Research, 47:5
new TV-radio hillings report, hy PIB puhlisher and BAR, 45:14, 48:6
TV saturation hy 1965, says John O. Young, 48:6
"more for same money" demand by advertisers in 1958, 'Tide' finds, 48:6
top 10 TV-radio agencies, per 'Broadcasting', 48:7
announcers for corporate marketing & puhlic relations, 48:7
FTC charges Rad-Tel sold "reject" radio tuhes as first quality, 49:13
top 50 TV-radio agencies, per 'Sponsor', 49:16
employment totals, 'Printers' Ink' report, 49:16
ARB's "Arbitron" instantaneous rating system, 50:1, 51:16
Kolynos toothpaste drops Grey Adv. after Fatt TV interview, 50:6
Buick drops Kudner, 51:5
WGN-TV movie commercials, 51:6
$11 billion volume in 1958, predicts 'Printers' Ink' publisher, 51:16
viewing and advertising above 1956, says NARTB, 52:8
higher 1958 hudgets forecast hy 70% of top agencies, 52:9

ALLOCATIONS
Craven proposal, 1:3, 8:2, 12:4, 17:1, 21:7, 22:2, 23:7, 24:7, 25:5 26:7 37:3 41:3
WINT shifted to Ft. Wayne, 1:4, 2:7, 12:8
FCC deintermixture decision, 3:1, 6:2, 8:2, 9:2, 11:8, 12:4, 13:4, 14:7
TASO, all industry allocations study group, 4:9, 5:7, 10:9, 15:4, 16:14, 17:6, 20:2, 29:7, 30:9, 32:3, 36:7, 39:6, 52:7
FCC study on 890 mc and up, 6:8, 25:12, 28:14, 29:8
"UHF Preserve" in Pa.-N.Y., 8:2
WKST-TV moves from New Castle to Youngstown, 8:4
WRGB, Schenectady uhf shift proposed, 9:2, 20:8
Senate ad hoc committee, 9:3, 11:4, 13:14
Senate TV investigation, 10:1
House Commerce Committee hearing, 10:2, 11:4
New Haven-Providence shift, 12:4
reports of military seeking Ch. 2-6, 14:1, 15:1, 22:7, 44:1
FCC study of 25-890 mc, 14:3, 15:4, 32:3, 45:5, 48:1, 51:9
Assn. of Maximum Service Telecasters, 15:4, 20:2, 36:14, 42:7, 48:9

Supplements and Special Reports Published During 1957

References are to issues of *Television Digest* with articles pertaining to documents

Directories

Semi-Annual TV Factbooks (Spring-Summer and Fall-Winter) with weekly Addenda reporting current FCC grants, applications, new stations on air, etc.

Annual AM-FM Directory of Jan. 1; with weekly Addenda reporting current FCC decisions, applications, etc. Listings of all AM-FM stations by states and frequencies, all applications by states and frequencies, call letter lists, etc. (Includes other North American stations.)

Special Supplements and Reports

Proposal to Abandon TV Allocations Table. Full text of FCC proposal, with concurring statement by Comr. Mack, dissenting statement by Comr. Hyde, Bartley & Lee dissenting. (Vol. 13:17).

Financial Data on Television-Electronics Companies. Statistical summaries of reports of leading publicly-owned companies. Prepared by Edgar N. Greenebaum Jr., financial consultant in electronics. Compiled as of May 1, 1957. (Vol. 13:18).

FCC Request for Specific Proposals for Pay-TV Tests. Inviting comments from interested parties on major questions regarding projected modes of operation (Vol. 13:21).

FCC Staff Report on Network Broadcasting. Summary and recommendations of report by Network Study Group headed by Roscoe L. Barrow. (Vol. 13:40).

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Canadian assignments in B.C., 18:5
WTPA, Harrisburg, shifts from Ch. 71 to 27, 20:5, 21:7
telecommunications included in airways modernization bill, 22:7
Govt. use of frequencies study by independent group, proposed by Sen. Potter, 25:8, 26:14, 33:8, 37:3, 38:6
Albany gets 2 vhf, 36:6, 41:9, 49:7, 51:8
Govt. use of Ch. 2 for scatter in Pacific, 38:6
Portland, Ore. assigned Ch. 2, 39:6
EIA radio spectrum study, 41:3, 44:1
Mexican border channel conference, 46:6, 47:10, 48:8
WROM-TV, Rome, moves to Chattanooga, 49:7

AM (Standard) BROADCASTING (see also specific networks and Advertising)
Farm Broadcasting Day, 5:16
U.S.-Mexican treaty, 5:16, 11:8
network adds audience not reached by TV, says ABC's Durgin, 7:6
upsurge, 9:9, 28:7, 51:10
Middle East radio of National Council of Churches, 11:4
foreign set totals, 11:5
compatible single-sideband, 12:7, 50:9
importers of foreign sets, 12:12, 22:10
reviewed by J. Walter Thompson, 13:8
daytime radio hearings, 13:8, 37:7, 51:7
Radio Pioneers, 14:5, 46:9
sunspots sometime improve radio, reports RCA's Nelson, 17:12
UP radio clients increase, 18:4
Ford $5,500,000 network package, 18:9
National Radio Week, 18:12, 19:3, 23:12
paid religious programs dropped by WGY, Schenectady, 19:6
audience swing to independents reported by rep Adam Young, 19:12
sports network, 20:7
NBC to pay sales effectiveness studies by network advertisers, 21:8
"Program PM" Westinghouse format, 25:8
teen-age music drives away adult listeners, says Mitch Miller, 27:7
AM-FM station totals, 28:4, 52:2
radio comeback reported in 'Life', 29:14
summer radio audience exceeds TV, reports Sindlinger, 31:8, 32:12
Jack Benny sponsor, 33:4
single sideband experimental transmission by WABC, N.Y., 33:8
ABC program pattern, 36:7
remote control rules relaxed, 38:8
first portable auto radios in Oldsmobile, 38:11
Edison Amateur Award, 40:5
RAB officers, 42:8, 45:4
Kate Smith's return, 42:14
Vatican station, 44:7
Cuban Labor Confederation buys Union Radio chain, 44:7
San Diego "music only" station, 44:11
Mexican mass education program, 49:6
set production up, 49:11
2-hour CBS show, 51:4
Frank Sinatra buys 3 AMs, 52:7

AMERICAN BROADCASTING CO. (ABC)
top level staff changes, 1:5, 30:6
new Walt Disney contract, 3:9, 34:8
House anti-trust subcommittee to keep ABC discounts secret, 6:4
moves to become CBS-NBC competitor, 7:3
ratings, 8:7
first to use U.S. feature films on regular schedule, 10:9
Goldenson profited in 'N.Y. Times', 11:7
new rate card, 11:9
International Boxing Club signed, 12:10
new Chicago headquarters, 13:5
financial reports, 13:13, 16:13, 21:4, 30:15, 47:15
radio separated from TV, 14:6, 15:8
affiliates meeting, 15:5
'TWIX' newsletter for affiliates, 15:5
transmitting test signals in blanking period, 17:6
Winchell withdraws suit, 17:6
compensation of AB-PT executives, 17:10
plans reported by Goldenson, 20:14
billings up, 21:4
Mike Wallace suit, 22:4, 23:14, 28:14
Kaiser program, 27:9
radio plans, 28:14
drops dual affiliation in Dallas-Ft. Worth, 29:8
Hollywood TV Center, 30:10
new symbol, 35:7
cancels Nielsen Radio Index, 36:14
buys KQV, Pittsburgh, 39:6
XETV affiliation, 39:12
"This Restless Sphere" with Prince Philip as narrator, 41:6
"multiaccess" & "ambiactive" radio programming, 42:6
advantages of TV to corporations outlined by Treyz, 47:5
"universality" of radio stated by Eastman, 47:5
TV audience gain, 47:6, 51:6
ownership of Microwave Associates Inc. and Technical Operations Inc., 51:15

ANTENNAS, TRANSMITTERS (see Equipment, Telecasting)

ANTI-TRUST (see also Patents and Congress)
suit by Republic Pictures charges AFM union foes violate law, 1:16
Celler bill to give Justice Dept. free hand in anti-trust suits against regulated agencies, 2:2
Philco suit against RCA, GE, AT&T, 3:2, 4:4, 24:11, 27:12, 31:10, 33:2, 35:7, 36:6, 37:7, 41:9
'Kansas City Star' case, 4:5, 5:5, 25:8, 27:8
Jerrold suit, 7:5, 11:14
Wurlitzer jukebox complaint, 9:14
International Boxing Club conviction, 10:4
networks defended against monopoly charges by NBC pres. Sarnoff, 12:2
Justice Dept. investigation of "block hooking" by TV film distributors, 12:5, 13:2, 16:2
NBC-Westinghouse swap, 15:14, 18:2, 20:14, 45:14, 48:14
Justice Dept. investigation of network practices, 16:2, 31:14
N. Y. Federal grand jury investigating TV-radio imports, 21:12
Philadelphia radio rate-card suit, 24:5, 25:2
20th Century-Fox & National Theatres sued by Sam Goldwyn, 28:9

APPLICATIONS & CPs FOR NEW TV STATIONS
Final Decisions
Jacksonville, Fla., Ch. 12, 4:9, 5:9, 24:7, 32:3
Miami, Fla., Ch. 10, 6:1, 7:9, 8:4, 10:8, 24:7, 37:7, 41:9
New Orleans, La., Ch. 4, 10:5, 27:8
Indianapolis, Ind., Ch. 13, 10:8, 41:9, 43:9
Boston, Mass., Ch. 5, 11:4 & 8, 13:4 14:7, 17:4
WIIC, Pittsburgh, Pa., Ch. 11, 11:8, 12:8
St. Louis, Ch. 11, 13:4, 14:6, 17:4, 18:5, 38:7
KGHL-TV, Billings, Mont. Ch. 8, reaffirmed, 16:5
Peoria, Ill, Ch. 25 & Ch. 31, 20:8
WPRO-TV, Providence, Ch. 12, reaffirmed, 20:8
Orlando, Fla., Ch. 9, 23:8
WTIC-TV, Hartford, Conn., Ch. 3, reaffirmed, 23:8, 25:5, 27:8
WPSD-TV Paducah, Ky., Ch. 6, reaffirmed, 24:7
WCKT, Miami, Fla., Ch. 7, reaffirmed, 25:5
San Francisco, Cal., Ch. 2, 26:7, 27:8
Pittsburgh, Pa., Ch. 4, 30:9
Seattle, Wash., Ch. 7, 30:9, 37:7
Biloxi, Miss., Ch. 13, 31:3
WSOC-TV, Charlotte, Ch. 9, reaffirmed, 32:3
WRAL-TV, Raleigh, N.C., Ch. 5, reaffirmed 32:3
Initial Decisions
St. Louis, Mo., Ch. 11, 3:1, 11:8
Hatfield, Ind., Ch. 9, 8:4
Parma-Onondaga, Mich., Ch. 10, 10:8
Toledo, O., Ch. 11, 12:8
KFDM-TV, Beaumont, Tex., Ch. 6, rescinding recommended, 13:4
reversal for Pittsburgh, Pa., Ch. 4, 15:9
Cheboygan, Mich., Ch. 4, 25:5
Buffalo, N.Y., Ch. 7, 38:7, 39:6
Lubbock, Tex., Ch. 5, 38:7, 46:6, 48:8, 49:7 50:9
Mayaguez, P.R., Ch. 3, 42:8
Court Decisions
WCKT, Miami, Fla., 11:3, 14:6
FCC newspaper ownership policy, 13:4
WFGA-TV, Jacksonville, Fla., 22:4
KARD-TV, Wichita, Kan., 26:7
WESH-TV, Daytona Beach, Fla., 42:8
Court of Claims dismisses suit by Bcstg. Corp. of America over FCC withdrawal of Ch. 1, Riverside, Cal., 45:9

ASSOCIATIONS (not listed under other categories)
Radio-TV Correspondents Assn., 2:4
Federal Communications Bar Assn., 2:4
Radio & TV Executives Society, 15:8
Brand Names Foundation, 17:9, 18:7
American Women in Radio & TV, 18:4 & 7
Assn. of Federal Communications Consulting Engineers, 19:4
National Electronic Distributors Assn., 21:11
Broadcasters Club, 21:14, 27:14
Catholic Broadcasters Assn., 23:9, 25:12
Magnetic Recording Industry Assn., 23:13
AIEE officers, 32:3
Producers of Associated Components for Electronics Inc. (PACE), 33:7
AP Radio & TV Assn., 37:6, 39:4
Bcstrs. Promotion Assn., 37:8, 41:8, 42:5, 45:4
Audio Engineering Society, 41:11

BOOSTERS & SATELLITES
vhf satellite on Omak Mt., Wash., 1:7
bills to legalize vhf boosters, 2:3
translator audience grows, 4:6, 47:10
experimental on-channel booster of WFBG-TV, Altoona (Ch. 10), 6:8
Utah bill authorizes tax-financed translators, 6:14, 7:4, 8:12, 10:7
translator receiver antenna, 7:12
Washington state bill to legalize intra-state boosters, 8:12
Ariz. bill for tax-financed translators, 10:14
Butte, Mont. city translator, 12:9
first translator sale, in Colo., 14:4
Cal. bill for tax-financed translators, 15:4, 24:5
FCC power over illegal boosters affirmed in Bridgeport, Wash. case, 18:3
FCC proposal to eliminate translators where regular stations will build, 17:2, 22:12, 23:7
translators seen as economical aid to uhf stations, 25:1
licensing of vhf rejected by FCC, 26:14, 28:4
Canada's translator application, 28:8, 40:14
FCC proposal to set up vhf or uhf booster repeater stations, 31:1, 32:2, 39:6, 41:9, 50:9
WWLP translator chain, 41:9, 48:8, 50:9, 51:8
legalizing vhf boosters proposed by Comr. Craven, 44:8, 46:6, 51:8
regulation of boosters, satellites & translators asked by NARTB engineering committee, 46:7
CATV operator seeks to block construction of Richland, Utah vhf booster, 49:6

CENSUS, TV RECEIVER
ARF census reports on set ownership, 3:4, 43:1
Census Bureau, 4:14, 52:8
Market Research Corp., 11:6
Sindlinger & Co., 18:14
2 sets or more in over 20% of N.Y. homes, 27:12
40,000,000 homes with TV, NBC estimate, 28:3
ARB audience measurement includes all counties claimed by station, 29:9
NARTB plans for all-industry TV set census, 25:12, 38:3
Puerto Rico, 39:10

CLOSED-CIRCUIT "MEETING" TV
Teleprompter's group communications div., 2:16
Upjohn Co. buys GPL equipment, 3:14
East-West TV Network, 4:5, 11:5, 16:7
"Tele-Sell," 7:6, 52:4
AT&T declines to use for annual meeting, 11:5
60-city hookup for phone book advertisers, 11:5
N. Y. apartment house system, 13:14
Theatre Network Television, 14:9, 45:3
American Machinery & Foundry Co. stockholders meeting, 16:14, 19:12
"Farmerama-57," 18:6
night club floor shows to other cities from Las Vegas planned by Sands Hotel, 25:12
new mfr. Tela-Electronics, 28:9
British art auction, 28:14
Robinson-Basilio fight, 29:14, 32:5, 34:5, 35:12, 37:5, 39:7
church solves overcrowding, 33:4
theatre-TV can revivify legitimate stage, says producer Howard Erskine, 34:14
Selectivision Inc., 43:10
first big-screen colorcast claimed by Closedcircuit Telecasting System, 51:10
roundup of industry, 52:2

COLOR
Jack Gould analyzes slow progress, 1:10
first closed-circuit system at ad agency, J. Walter Thompson, 4:13, 5:10
color increases viewing, says Barry Wood, 5:10
color commercials 1½ times as effective as black-&-white, says Schwerin, 9:13
IRE reports on color progress, 12:12
tape recording, 14:9, 43:2, 46:7, 47:9
evaluated in mfrs. annual reports, 14:10
RCA Milwaukee campaign, 14:13, 16:7, 17:9, 23:12, 46:2
'N. Y. Herald Tribune' hullish, 14:13
international symposium, 16:7
4th choice on buying list of N.Y. residents, reports Pulse, 18:9
called "complete failure" in U.S. by British 'Wireless World', 19:7
NBC plans almost all nighttime shows in color in fall, says RCA pres. Burns, 20:6, 30:16
merchandising methods by dealers criticized by Motorola exec. v.p. Taylor, 21:12
not more than 100,000 sets sold in 1957, Motorola's Galvin, 26:12
Russian, described by Jensen, 27:4
World Series, 27:6, 39:7, 40:9
color from black-&-white film, Bryg, Inc., 27:8
FTC actions to stop sale of TV screen covers alleged to provide color, 16:7, 27:13, 29:12, 35:11, 36:11, 41:9, 47:14, 52:12
RCA's $100,000,000 investment told in Aug. 'Fortune', 29:12, 32:11
color receiver checker, 29:13
RCA color drive, 36:3, 46:1
color set sales "beginning to make the difference in dealer's profit," says RCA's Drew, 36:11
Cuba, 36:14, 52:8
"Color Week" promotion suggested by Max Liebman, 38:12
study of effectiveness in commercials by Scherwin, 39:7
Crosley stations promote, 39:7
buyers of RCA h-&-w sets get color first on 10 day trial in 4 test cities, 39:10
GE, 41:11, 43:13
Sylvania, 42:13
Magnavox, 42:13
new kinescope recorder, 45:14
production estimates by Hotpoint, 47:12
RCA set servicing report, 49:11
KTLA, Los Angeles, drops color, 51:4
Receivers
sales estimates: general, 2:10, 4:13; Philadelphia, 1:10; Kansas City, 9:13, 20:6, 26:12, 39:7, 41:13, 44:13, 48:12, 52:13; Los Angeles, 14:13, 52:11; Colo., 22:10, 30:16, 40:7, 48:12; San Francisco, 49:13, 52:11
San Francisco bank loans for sets, 3:9
price increases, 5:11, 6:9, 7:13, 10:12
RCA guarantee against price decline, 7:13
Raymond Rosen promotion, 7:13, 46:12
RCA portable demonstration room, 8:10
Packard-Bell sets, 11:8
DuMont set and tube in engineering stage, 15:12, 24:12
small dealer's experience reported in 'Electrical Merchandising', 19:7
Bruno-N. Y. $15 demonstration fee, 33:7
RCA new models, 36:11, 45:12
RCA models set for maximum brightness, 48:12
Station Equipment
live cameras, 8:1
RCA urges conversion to color, 9:8
GE studio camera, 38:12, 47:11
Tri-Color Tubes
RCA round, 2:10
Chromatic TV Lab plant & license to build Lawrence color tube sold to Litton, 3:9
transparent-phosphor, 17:12

RCA all-glass, 22:11, 34:11, 40:12
Lawrence, 51:4

COLUMBIA BROADCASTING SYSTEM (CBS)
news & public affairs, fellowships, 1:16, 18:7, 44:11
daytime viewing, 5:3
joint owner of Santa Monica, Cal. amusement park, 5:5
CBS-TV rates increase, 7:6, 10:6, 11:9
Sevareid commentary on ban of newsmen from China, 7:14
KLFY-TV, Lafayette, La., first EMP affiliate to become primary CBS-TV, 8:7
Judy Garland suit, 11:10, 42:5, 43:10, 44:5, 45:5, 46:8
cancels talk by priest, 11:14, 13:7
Chicago beadquarters moved, 14:9
affiliates meeting, 15:5
switch from WCHS-TV, Charleston to WHTN-TV, Huntington, W. Va. protested by Rep. Byrd, 16:7
cited for public service programming by American Jewish Committee, 16:14
sues IBEW Local 1212, 19:5, 49:8
Paley and Stanton among top-salaried industrialists, 21:13
"Journalism on the Air" speech by Stanton, 27:2
sued on "High Finance" format, 28:9
sues Amana for refusing to pay in full for "Phil Silvers Show," 29:14, 44:6
plagiarism suit filed by Linkletter to halt "To Tell tbe truth," 32:4
"Miss America" contest, 33:4
competing product commercials to be separated by at least 15 min., 36:7
airline plugs, 39:5
radio sponsorships up, 44:11
tape of radio network programs to Library of Congress, 51:9
CBS News, new name of CBS News & Public Affairs Dept., 51:16

COMMUNITY ANTENNA SYSTEMS
Trans-Community TV Network Inc., 1:7
first to close because of translator is Bishop, Cal. system, 1:9
regulation proposed by states, 4:10, 9:4
U. S. Tax Court ruling that initial connection charges are taxable, 5:3, 6:4
roundups, 5:3, 31:2
microwaves, 10:14, 17:6, 20:3, 37:9
Canadian systems, 11:14, 40:7
Clarksburg, W. Va. system sold, 11:14, 39:11
NCTA, 12:10, 14:9, 16:6, 23:5, 23:9
court rules against 8% Federal tax, 13:4, 24:5
local closed-circuit originations, 16:8
Jerrold buys Whitney's 3 systems, 21:14
new type of compact wiring and equipment forseen by Fitzroy Kennedy, 25:6
Jerrold asks for special microwave channels or to share STL frequencies, 28:14
Wyo. moves to regulate systems as public utilities, 30:16
Canada's NCATA, 40:7, 43:6
Ariz. merger, 52:8

CONGRESS
committee membership, 1:6, 2:2, 3:6, 8:5, 9:14, 12:9, 18:14
multiple-ownership bills, 1:6
Evins "influence" report, 1:7
Celler bill to give Justice Dept. free hand in anti-trust suits against regulated industries, 2:2, 6:4
Bricker bill to control networks, 2:3
bills to reduce uhf excise tax, 2:3
bill to ban subscription TV, 2:3, 6:4
resolution to investigate "false" advertising, 2:3
bills to legalize vhf boosters, 2:3, 4:9
resolution to televise sessions of House and House committees, 2:3
bill for science scholarships for armed forces and employes, 2:15
Senate Commerce Committee TV investigation, 4:2, 10:1, 11:2, 14:3, 24:6, 25:3, 26:1, 26:9
questions possible grant of Ch. 10 to National Airlines, 3:2, 4:2
Dept. of Transportation & Communications bill by Rep. Younger, 4:9
standardization of govt. hearing procedures bill by Rep. Fascell, 4:9
bills extending length of TV-AM licenses, 4:9, 12:6
Senate Small Business Committee distribution investigation, 5:12
bill to give FCC authority over amount of TV-radio time for commercials, 6:5
political broadcasting bills, 7:14, 9:14
songwriters ask network investigation, 9:4, 24:6
Sen. Hennings' letter about FCC policies, 9:14
Moulder subcommittee investigation of Govt. agencies, 10:4, 15:14, 16:14, 22:12, 29:5, 30:9, 38:7, 40:6, 42:7
Celler subcommittee network report, 10:9, 14:3, 16:3, 19:3, 21:6, 22:12, 23:3, 25:6
Sen. Hennings questions FCC on "network monopoly," 10:9
bill to repeal "protest" section of Communications Act, 11:4
Kenneth Cox resigns, 12:16
ACLU asks Sen. Magnuson to investigate TV-radio handling of "controversial issues," 18:5
Congressman criticize FCC, 22:4, 23:8, 25:2
airways modernization bill proposes "flexible" military-civilian telecommunications, 22:7
Celler bill to require networks and stations to offer advertisers identical rates for identical services, 25:2
bills to set up commission to study govt. use of frequencies, 25:8
bills to plug tax loopbole on profits from station sales, 26:7
bills to stop "leaks" from govt, regulatory agencies, 27:14
bill to define functions of advisory groups of govt. agencies, 28:11, 34:10
bill for license fee payments by stations, 35:12
Celler committee investigation of Justice Dept. policy in settling anti-trust suits, 38:12
Celler attack on TV networks, 39:2
Harris outlines changes planned in Communications Act, 43:3
plans for 1958 investigations of TV, 51:3

EDUCATIONAL TV
programs underwritaen by business firms, 2:7
Hagerstown, Md. pilot study, 2:10, 3:4, 11:10, 35:2, 46:9
school construction plans should provide for TV, 3:4, 5:2
Jack Gould reports on WGBH-TV, Boston, 3:7
tax-support of WILL-TV, Cbampaign, Ill., ruled legal, 3:7, 22:7
Gov. Harriman seeks fund for N. Y. TV station, 3:14, 5:16, 6:4
NBC program series, 3:14, 9:5, 10:4, 12:16, 14:8, 36:8, 38:7, 43:10
TV-taught college credit courses, 6:4, 25:12, 36:8, 39:7
TV monitor in Pearl River, N.Y. school, 7:5
Ford Foundation commitments, 8:3, 9:5, 16:5
TV college courses, 8:12
NEA to fight for channel reservations, 10:8
educators differ in evaluations, 10:8
prisoners get college courses in Ill., 11:8
stations carry NBC programs without commercials, 13:7, 17:6
Assn. for Professional Bcstg. Education, 15:8
N.Y. Chelsea study, 16:14, 17:12, 29:6, 48:7
Educational TV & Radio Center, Ann Arbor, 18:14, 19:10, 29:14
Mass. bill to allow local scbools up to $1 per pupil for TV, 19:4
CBS biggest non-govt, educational film producer, 19:12
teaching experiment of Fund for Advancement of Education, 20:2
Magnuson bill for TV grants to each state & territory, 20:3, 21:2
Ohio plans 9-city network, 20:14
N. Y. Metropolitan Educational TV Assn., 20:14, 23:14, 36:14
closed-circuit evaluated by RCA's Burns, 24:4
closed-circuit system in Fulton County, Ga., 24:4
WTTW, Cbicago, recording service, 24:6
ACLU urges keeping channel reservations, 25:6
second (ubf) channel requested by WQED, Pittsburgh (Ch. 13), 26:14, 46:6
educational programming on WVEC-TV, Norfolk-Hampton 26:14
U of Tex. expands use of TV, 28:8
WOSU-TV, Columbus, part of 3-station Ohio public service "network," 28:14
stations on air longer, 29:9
network in 16 southern states forseen by Southern Regional Education Board, 31:14, 35:3
Fla. appropriates $500,000 for microwave, 31:3
U of Detroit teaches freshmen over WTVS, 32:5
Scbenectady low-cost closed-circuit, 32:12
classroom use survey by National School Boards Assn., 33:4
teacher training in Texas, 36:7
Port Chester, N. Y. higb school closed-circuit system, 36:14, 49:10
commercial sponsorship to improve quality & status, ONSET aim, 37:5, 43:5
closed-circuit, not broadcasting, seen as education's future field by Weiss of Ford Foundation, 37:5
WGTE-TV, Toledo, gets donation from Edward Lamb, 37:7
pre-school courses on WCET, Cincinnati, 37:9
WCBS-TV 6:30 a.m. course, 39:7, 47:9
WBC educational programs, 39:7, 50:7
international seminar on educational TV at Boston U, 40:14
"Bold Journey" homework assignment, 41:8
in-school TV training will exceed available air time in 10 years, predicts John Taylor, WTTW, Chicago, 42:6
N. Y. programming funds frozen, 43:10
Philadelphia schools buy uhf-vbf sets, 46:12
purchase of commercial time by Govt. or exercise of eminent domain suggested by U of Mich. TV director Garnet R. Garrison, 46:14
Houston school board meetings on integration carried by KUHT, 46:14
closed-circuit network to train scientists urged by 'Radio-Electronics', 48:9
N. Y. Board of Regents seeks to buy WATV, 49:1, 50.4, 51:8
audience is 12,000,000, says Dr. Ryland Crary of Ann Arbor Center, 49:10

ELECTRONICS, GENERAL, NON-TV
modular components, 1:1
engineer shortage relief plan offered by Daystrom pres. Thomas R. Jones, 2:15
Rochester, N.Y. tries 2-way bus radio, 2:15
air cleaning equipment for offices & factories sold by Minneapolis-Honeywell, 2:15
defense & military electronics expenditures, 3:13, 14:12, 24:9, 48:12, 52:13
total 1957 volume about $1 billion higher, says Frank Folsom, 5:15
National Electronics Labs Inc. sold to Thiokol Chemical Corp., Trenton, 5:15
atomic battery, size of thumbtack head, developed by Elgin Watcb, 5:15
Air Associates Inc., now named Electronic Communications Inc., 6:12
Electronics Investment Corp., 6:12, 34: 12 & 13
300 top research & development contractors, 1954-56, 6:13
tiny battery good for 20 years made by GE, 6:13
Ling Electronics Inc., 6:13, 44:15
cryotron to replace tubes & transistors in computers developed by MIT, 6:13
electronics development in next 10 years as predicted by Donald Fink, 12:15
Business & Defense Services Administration threatened by appropriation cut, 15:10, 16:9, 19:9, 20:10, 22:9, 23:12
$23.2 billion sales predicted for 1965 in 'Electronics Industry Fact Book', 16:10
military expenditures from mid-1950 to 1956 totaled $15.2 billion, says RETMA, 16:12
man-made ionospheric cloud for long-distance communications, 16:12
100 top military contractors, 16:12, 42:12
5-10% increase in total electronics volume, predicts Robert C. Sprague, 17:8
Topp Industries debentures, 17:11
$12.25 billion volume in 1957 predicted by Sylvania's Mitchell, 18:13
semiconductor mfrs. ranked by 'Fortune', 20:8
international market improved, reports Raytheon's Ellis, 20:11
no ceiling in sigbt for industry, says Dr. W. R. G. Baker, 20:11
telescope improved by TV components, 24:9
vacuum tube replacement seen with new inventions, 26:10
Sanders Assoc. stock issue, 28:13
electronic Braille, 29:9
growth on west coast, 29:13
electronic bird call ban, 33:4, 35:7
decline in engineering demand, 35:8
moon used as radio relay station, 36:8
Electronic Specialty financial report, 36:8
sunspot explosion affects aircraft radio, 36:14
Victoreen Instrument Co., 39:11, 41:13
evaluation of growth, by H. L. Hoffman, 40:12
"Systemized electronics," key to new era of growth, says RCA's T. A. Smith. 40:12
120% expansion by 1965, says RCA's Foster, 40:13
Hewlett-Packard Co. stock issue, 41:13
electronic bighway for safe driving demonstrated in Neb., 42:9
Kaiser Aircraft & Electronics Corp. sold to Kaiser Industries, 43:14
$200,000,000 total semiconductor sales in 1958, predicts J. S. O'Flaherty, 44:14
Jefferson Electric Co. buys Electronic Products Corp., 48:12
role in U. S. economy outlined by EIA's Secrest, 50:10
role in missiles & defense, per Gen. Sarnoff and Dr. W. R. G. Baker, 52:10

ELECTRONIC INDUSTRIES ASSN. (EIA)
1956 production and set sales totals, 6:10
quarterly meetings, 10:11, 11:11, 37:11, 47:15
name change to Electronic Industries Assn., 11:12, 19:8, 21:12, 28:12, 30:11
trade show questionnaire, 14:11, 35:10
new recommended standards for electronics industry, 16:11
convention, 19:8, 20:9 & 11, 21:12
Canadian RETMA, 26:13
committees, 30:13 & 14, 31:11, 33:7, 34:11, 44:13
reviews TV set safety standards, 38:10
all-spectrum study, 41:3, 44:1, 47:4, 50:5
small business firms 2/3 of membership, 45:11

EQUIPMENT, TELECASTING
new RCA equipment, 9:8
GE "price adjustment," 9:8
equipment at NARTB convention, 15:5
FCC may require photographs for type acceptance, 41:9

Antennas
WOR-TV, N. Y., tower, 5:9, 28:7
Baltimore's 3-station "candelabra," 6:8
Philadelphia's 2-station tower, 6:8, 12:8, 50:8
WSM-TV, Nashville, tower crasb, 6:8
WHAS-TV, Louisville, tower, 9:14, 26:14
WBZ-TV, Boston, tower, 12:9, 14:9
legislation to require painting & lighting unused towers, 13:3, 16:7
airspace "grab" by aviation attacked by WHAS-TV, Louisville, 13:14
KRON-TV, San Francisco, multiple antenna tower, 14:6, 37:4
KVSO-TV, Ardmore, Okla., tower destroyed by tornado, 14:6, 17:5
WEAR-TV, Pensacola, tower, 17:4
tall-tower rules by JIGTSC, 22:2, 23:7
trend to antenna farms, 37:4
Airspace Panel actions, 41:7
FCC antenna farm plan, 47:10
KVIT, Santa Fe, move to Sandria Crest, 51:8

Cameras
RCA pocket-size, for military, 5:15
RCA simplified studio vidicon, 6:8
NARTB demonstrations, 15:5
underwater, 19:5
Ling vidicon, 20:14
RCA 1-in. vidicon tube, 23:14
Electron Corp. "do-it-yourself" kit, 25:12
RCA "tube savers", 38:12
Majestic German imports, 42:4
Air Force infrared patent, 52:14

Transmitters
low-priced Standard Electronics amplifier, 7:5
RCA 5-megawatt uhf, 9:8
Crosley experiments with low aural power, 15:9

Miscellaneous
sunspot effects on TV-radio reported in 'Wall St. Journal', 2:6
proposal for TV city near Secaucus, N. J., 3:14
DX-ing, 12:9, 13:14, 44:8
test signals in blanking period, 12:7, 14:7, 15:5, 17:6, 24:5
automation, at NARTB convention, 15:5
Hallamore one-man TV studio, 26:4
unique housing for WEWS microwave eliminates weather interference, 29:9
color TV rebroadcast receiver, 31:6
Mutual TV Purchasing Corp., 34:5
Q-TV suit against Curtis Publishing and Teleprompter, 47:11

EXPERIMENTAL STATIONS
WJMR-TV, New Orleans, Ch. 12, 22:4, 26:7, 29:7
KMBC-TV, Kansas City, facilities used in "scrambled" experimental 4-day lecture series for physicians, 30:16
WITV, Ft. Lauderdale, Fla., seeks Ch. 6, 33:8

FEDERAL COMMUNICATIONS COMMISSION (FCC)
multiple ownership rule, 1:4, 2:8
Bricker bill to bring networks under FCC control, 2:3
Edward Lamb hearing, 3:3, 18:5, 24:14
budget, 3:14, 11:4, 12:5, 14:7, 16:10, 24:7
RETMA asked to investigate sales of equipment to unauthorized persons, 4:10
to announce instructions for staff to draft decisions, 6:3
elimination of quasi-judicial functions endorsed by American Bar Assn., 7:14
McConnaughey departure, 8:1, 13:4, 19:4, 21:14
STAs after April 1 to be issued only for equipment changes, not for programming, 8:4
staff appointments, 8:6, 21:5, 25:4, 30:6, 36:4, 41:5, 44:4, 49:5
Rep. Younger's proposal to charge fees for FCC services, 13:4
House Commerce Committee questions FCC policies, 11:4
"Play Marko" decision reversed by court, 11:4
5-year licenses, 11:4, 15:4, 25:6
network study report, 12:5, 17:3, 18:5, 20:14, 21:3, 22:4, 23:14, 24:6, 26:9, 36:14, 39:1, 40:1, 41:2, 44:8, 48:14, 51:3
not authorized to consider economics when making grants, 12:8
objections to protests, 15:4, 43:16, 45:8
Ed K. Mills appointed, withdraws, 18:1, 19:1
"leaks" investigated by Senate subcommittee, 19:6, 21:3, 23:14, 27:14
WWBZ, Vineland, N. J., horse race case, 20:3
WCLE, Cleveland, Tenn., "economic injury" court decision, 23:14
Doerfer named chairman, 26:2
Frederick W. Ford named to succeed McConnaughey, 27:1, 28:9, 29:7, 31:4, 32:12
policies attacked in 'Harper's' and 'Reporter', 35:1, 37:7
license fee suggested by Budget Bureau, 47:10
"written hearings" ellmination, 48:8, 50:9
alien radio operator deported for falsifying application for permit, 49:9
Dominican Republic request for free time on CBS to answer Gallndez-Murphy documentary program turned down, 51:8

FINANCIAL ACTIVITY, GENERAL

Manufacturing
1956 trading in electronic stocks, 1:15
more stable TV industry will result from drop-outs of fringe mfrs., 2:11, 7:11
Electronics & Electrical Equipment Share Group, 2:14
Television-Elcctronics Fund, 2:14, 7:13, 8:11, 21:13, 28:13, 36:13, 48:13
Electronics Investment Corp., 9:13, 22:11, 49:15
compcnsation of executives, 12:13, 13:12, 15:13
TV Industry outlook as reported by RCA, Motorola & Hoffman, 19:8
semlconductor mfr. rankings by 'Fortune,' 20:8
business fallures among equipment mfrs., 20:12, 27:9
decline in number of set mfrs. since 1958, 28:10
'Fortune' dlrectory of 500 largest firms, 31:13
electrical equlpment, radio & TV mfrs., group lead Industry in 3rd quarter profits, reports First National City Bank, 46:12
TV mfrs. among 39 top non-financial firms In 'Business Week' rating, 48:13
Interlocking officials in communications, as reported by Small Business Committee, 49:14

Telecasting (see also Advertising)
RKO Teleradio, 1:9, 8:11, 14:13, 44:15
WCBS-TV, New York, 1:9
KTTV, Los Angeles, 1:15, 47:6
KSTP-TV, Minncapolis, 6:6
WVEC-TV, Hampton-Norfolk, 6:14
KTVR, Denver, 6:14
KFMB-TV, San Diego suit, 7:9
Storer Bcstg. Co., 8:11, 13:3, 16:6, 17:11, 32:6, 42:13, 47:6
WWLP, Springfield, Mass., 9,7, 15:14
Bitner's Consolidated TV & Itadlo Bcstrs., 9:12
WJR, Detroit, 10:13, 16:13, 30:15, 42:13
Gross Telecasting Inc., 12:14, 14:13, 51:15
Theatrical Interests Plan cancels SEC registration, 15:14
Whitney sets up Corinthian Bcstg. Corp., 17:7
DuMont Bcstg. Co., 17:10, 30:15
1957 seen as peak year, 21:3
broadcasting employes 2nd highest-paid group in U. S., says Dept. of Commerce, 30:6
typical revenues & profits, as shown by NARTB survey, 30:16
FCC report on 1956 revenues & expenses of stations, 34:4, 38:4
network profits for 1956 revealed by FCC network study report, 40:6
81,000 jobs in TV-radio, reports 'Changing Times', 48:9

FINANCIAL REPORTS (see individual manufacturers and networks)

FOREIGN TV
roundup, 4:1, 19:12, 30:1, 50:5
trade fairs, 7:11, 9:7, 19:12, 20:11, 24:12, 42:4
Eurovision, 15:6, 25:7, 50:5
international color symposium, 16:7
CCIR, 16:11, 32:3
sets-in-use figures reported by TPA's Manny Reiner, 23:9
First World Congress of commercial telecasters, 26:9
Arabian American Oil Co. station in Saudi Arabia, 28:4, 33:4
'Fortune' directory of 100 largest foreign mfrs., 31:13
set prices, 36:9
donation of obsolete sets to other countries would speed TV development, says ABC's Treyz, 37:12
"war" over TV standards reported in 'Wall Steet Journal', 41:6
commercial TV acceptable to majority of public, says International Chamber of Commerce, 43:7
international TV may draw nations closer, says FCC chairman, Doerfer, 46:7
Argentina, 49:10, 52:8, 52:12
Australia, 10:11, 13:12, 26:14, 35:8, 46:7, 48:6
Bermuda, 45:9
Columbia, 52:12
Cuba, 7:14, 8:12, 10:14, 16:14, 36:14, 37:8, 39:12, 52:8
Cyprus, 40:9, 43:7
Czechoslovakia, 23:14
Denmark, 18:9, 34:14
Egypt, 52:12
France, 46:9, 52:14
Germany (west), 16:14, 44:7, 52:12, 52:14
Hong Kong 22:12, 41:6
India, 33:7
Iran, 31:3
Iraq, 37:14
Italy, 10:7
Japan, 1:16, 5:10, 9:12, 11:10, 19:6, 20:11, 24:7, 33:5, 40:14, 43:7, 51:8, 52:7
Mexico, 44:2
New Zealand, 12:7
Norway, 32:5
Okinawa, 47:6
Pakistan, 39:12
Peru, 29:5, 41:6
Philippines, 52:12
Poland, 10:7, 20:6, 28:14
Russia, 5:12, 13:12, 22:8, 27:3, 40:14, 49:4, 51:10, 52:12
Singapore, 30:16
Spain, 43:7
Sweden, 27:9, 28:9, 31:3
Switzerland, 2:12, 44:7
Syria, 52:12
Thailand, 35:8

Britain
British taste not elevated by highbrow BBC programming, reports Burton Paulu, 2:6
Associated-Rediffusion in black, 2:6
drop of 6-7 p.m. ban on telecasting, 2:6
set sales, 2:12, 6:10, 10:7, 19:9, 28:11, 50:5
most popular commercial programs, 3:14
interference from U. S. taxi calls, 4:14
birth of baby televised by BBC, 6:14
color, 7:13, 49:13
international newsfilm agency, 9:7
Third Program cut follows loss of audience to TV, 15:14
radio-TV licenses, 16:7, 19:3, 21:8, 23:14, 36:14, 44:16, 48:12, 52:12
excursion train equipped with closed-circuit for passengers, 17:12
church changes to afternoon services because of "I Love Lucy" competition, 18:8
set license fce raised, 18:9
old British movies to TV, 20:7
Prince Philip's Geophysical Year program, 27:9, 41:6
closed-circuit used in art auction, 28:14
ABC-Television reports profit, its theatrcs increased admlssion to keep up earnings, 30:16
new outicts, 33:8, 45:7, 51:16
western movies, 34:8, 35:8, 52:7
TV advertising boom won't last, thinks Sir Kenneth Clark, retiring ITA chairman, 35:8
set styles and prices, 36:11
counterfelters cause of TV interference, 38:12
nudist colony film, 41:6
movies hit by TV, 41:6, 51:6
BBC stops competing with ITA for maximum audience, 45:7
Sir Kenneth Clark joins ATV, 47:8
purchase of U. S. spectacular kincs, 47:9
TV advertising expenditures, 47:9
mobile closed-circuit color at British medical meetings, 47:11
Irish network, 49:9
political party identification mixup, 49:9
commercial TV report in 'Broadcasting' by E. P. H. James, 49:16
child viewing of "horror" movies attacked by 'London Daily Express', 51:6
Sir Ivone Kirkpatrick new ITA chairman, 52:5
Christmas TV debut of Queen, 52:9

Canada
TV sales by distributors, 3:11, 29:12, 36:11, 45:12, 51:14
sets-in-use, 5:12, 30:10
network extended, 8:5, 46:9
1956 sales by distributors, 8:10
new TV stations recommended, 12:9, 19:6, 27:7, 40:14, 50:5
Fowler report on CBC, 13:5, 15:12, 28:8, 41:14
continuance of 15% excise tax on TV-radio receivers protested, 15:12, 31:11, 48:14
TV applicants, 15:14, 35:6, 44:8, 46:5, 52:7
CBC gives free time for elections, 16:14
drop in set sales analyzed, 17:9, 52:12
set makers' advertising plans, 31:11
TV week, 32:10
TV billings up, 34:5
roundup in 'Sponsor', 35:6
union asks color start to avert layoffs, 35:11
largest TV package bought by GM, 39:5
CBC financial report, 39:12
temporary live hookup of 10 additional stations for Queen's visit, 39:12
giveaways banned, 40:6, 52:6
color preparation urged by RCA's Bennett, 40:11
set prices decline, 43:13
TV-equipped car brings traffic charge, 51:4
court orders CBC to pay $3000 to physician for invasion of privacy, 51:6

FREQUENCY MODULATION (FM)
"Concert Network," 2:8
auto, 18:4
Capt. Finch's WGHF-FM, Brookfield, Conn., 29:6
WBC stations' separate programming, 30:8
rules change to permit either horizontal or vertical polarization asked by James McNary, 31:6
FM Unlimited Inc., station rep & promotion firm, 31:14
converter makes TV set FM receiver, 36:11
remote control rules relaxed, 38:8
NBC applies for Philadelphia, 38:8
European roundup, 44:11
Japan to export tuner, 45:12
RCA new line, 49:9
deadline extended to March 1 for converting to multiplexing, 49:9
FM tuners in every TV urges NARTB, 49:14
use in Conelrad system proposed, 52:6
multiplexing application by Fordham U for stereophonic sound, 52:6

HIGH FIDELITY
sales, 15:11, 26:13, 49:11, 50:10, 51:11
Columbia Records buys Bell & Howell, 21:12
Westinghouse line, 28:11
boom shown by EIA statistics, 29:13, 51:11
Capehart line, 29:13, 36:12
Zenith line, 29:13
Capitol Records enters field, 30:13
DuMont line, 33:6
billion-dollar 1958 sales, predicts RCA's Toney, 37:11
Belock Instrument line, 40:13
$200,000,000 components volume in 1957, 41:12
not booming in hinterlands, reports 'Electrical Merchandising', 45:12
standardization program of Institute of Hi-Fi mfrs., 47:14
fair trading, 48:12
German sales in U. S., 50:12
Chicago promotion, 52:12

INDUSTRIAL TV
closed-circuit ticket system at Penn Station, N. Y., 2:15
TV traffic control in big cities suggested by GE's Barnes, 7:5
closed-circuit system in ship, 7:5
rental closed-circuit, 7:5
narrow-band, 12:7
bank robbers filmed by camera in Cleveland holdup surrender, 16:7
DuMont's new line, 17:12, 21:8, 29:9, 43:7, 46:9
stereoscopic unit at British AEC station, 19:7
GE 3-dimensional color, 28:11
airborne GPL closed-circuit equipment, 31:4
$5,000,000 sales seen for 1957, 32:2
"Business Service TV" service offered by WOR-TV, 33:4
closed-circuit in Pittsburgh's Ft. Pitt tunnel, 35:7
not full success yet, says 'Business Week,' 38:12
hospital patients watch chapel services 14:14
Los Angeles defense plant hookup, 42:4
library experiment at U of Va., 42:4
RCA expansible chain, 45:7
new uses, 45:14, 46:7
Walter Reed Army Medical Center color, 45:14
Insul-8-Corp. enters field, 52:13

INSTITUTE OF RADIO ENGINEERS (IRE)
directors & officers, 2:13, 47:11
convention, 5:15, 12:7
Professional Group on Broadcast Transmission Systems, 30:10
awards, 2:15, 37:6, 47:11
Canadian IRE, 40:9

LABOR (see Unions)

MERCHANDISING, TV RECEIVER (see also Color)

TV sales slow at winter marts, 2:11
Emerson's Jefferson-Travis line, 2:12
Westinghouse line in west coast Montgomery Ward stores, 2:12
NARDA convention, 3:10 & 12
consumer buying survey by U of Mich, 3:11, 6:12, 10:10
replacement market, 3:11
1956 TV set sales & servicing estimates, 4:11
economic outlook, 4:11, 21:11, 26:10, 26:12, 28:10, 29:11, 30:12, 35:10, 37:14, 43:12, 44:14, 62:11
Senate Small Business Committee distribution investigation, 5:12
distributor failures, 6:12, 27:12
Woolworth sells portables, 6:12
west coast report on portables, 5:13
"Live Better Electrically" promotion, 5:16
anti-inflation controls, 6:9, 22:10
Hamburg Bros., Pittsburgh, charged with price discrimination on resales, 6:11, 34:10, 41:12
National Sales Week features closed-circuit "Tele-Sell," 7:6
emphasis on 17-in. portables, 7:10
1956 record year for goods and services, says Commerce Dept., 8:9
trend to higher priced units, 9:10, 12:11, 31:11
international expansion by U. S. set makers, 11:11; German possibilities, 44:13
Census Bureau market study reports on population shifts, 11:12
FRB study of consumer credit, 12:11
appliance dealer failures, 12:12, 17:9
hi-fi not affecting TV sales, 13:10
Graybar seeking own appliance line, 13:11
Polk buys block of "Around the World in 80 Days" tickets for customer give-aways, 13:12
portable TV marketing methods, 16:10
portables used as second sets, Hotpoint survey finds, 15:11
discount houses, 15:12, 16:10, 32:10, 35:10, 42:11, 47:14
dept. stores urged to push appliances by GE's Boian, 16:12
dept. store credit plans debated, 16:10
record major appliance sales predicted for 1956 by GE's Brewer, 16:11
consumer credit control by retailers urged by FRB's Mills, 17:9
W. Va. fair trade act ruled "unconstitutional" in GE suit, 19:10
E. J. Korvette discount chain, 19:10, 42:13, 44:15, 49:16
National TV week, 20:4, 26:13, 28:11, 29:13 & 14, 33:4, 34:10, 35:7, 36:10, 37:5, 38:11, 47:15, 48:10
110 degree tube and higher prices, 20:9, 23:10
brand preferences in TV sets reported by newspaper surveys, 20:12, 22:10, 24:12, 27:13, 40:10, 46:12
estimates of sales for 2nd half of 1957, 21:11, 24:10, 25:9, 33:6, 47:13
prize trips for dealers by mfrs. criticized, 21:12
portable and color merchandising criticized by Motorola's Taylor, 21:12
NAED officers, 22:10
consumer credit control opposed, increased TV set sales seen, by UCLA's Neil Jacoby, 23:13
retail profit margin down, 24:10
GE "Fair Trade" action against Masters Mail Order, Washington, 25:11, 28:11, 30:13, 42:12
"slim look" advertising, 26:11
electrocution of boy by defective portable, 29:2, 30:14, 31:10, 32:10, 36:9
dept. store sales, 29:12
NARDA management institutes, 30:13, 31:10
salesmen's compensation rates reported by NARDA, 33:6
trade show views by mfrs. surveyed by EIA, 35:10
GE name respected by teen agers, reports 'Scholastic Magazine', 35:10
fair trade ruled unconstitutional in S. C., 35:11
set exports, 36:9
metal case use stopped by Magnavox, 36:9, 38:11, 42:12
safety standards "more than adequate," says EIA board, 38:10
Rolls-Royce with TV on sale in U. S., 38:11
more advertising to cope with rising TV inventories, predicts 'Tide', 40:11
Admiral sets checked in carton, 41:12
imported TV & radio sets, 42:10, 60:12
tight money eased by Federal Reserve cut in discount rate, 46:11
home appliances share of consumer dollar has declined, says Westinghouse's Cresap, 46:12
home amusement expenditures tabulated, 47:12
FTC trade practice rules, 47:13, 62:12
TV-radio-hi-fi gets 1% of total U. S. household expenditure, according to 'Life' survey, 47:14
1959 lines, 48:10
TV-appliance merchandising reviewed by 'Home Furnishings Daily', 48:12
servicing costs eliminate profit from smaller dealers, according to 'NEDA Journal', 49:14
TV style trends, 60:11
Philadelphia distributor changes, 50:12
freight rate increase asked by railroads, 52:12

MILITARY USE OF TV

more kines and films for Armed Forces stations urged by 'Billboard', 1:4
lack of commercials protested in Canal Zone, 2:6
Maj. Robert Cranston named chief of Army Radio-TV Branch, 5:4
armed forces TV stations, 10:7, 12:7, 18:3, 20:6, 21:14, 30:5, 42:14
tail gunners may move forward, using closed-circuit TV, 16:12
closed-circuit color in SAC headquarters, 43:16
contract for TV and other electronic battlefield surveillance methods awarded Cornell Aeronautical Lab, 51:10

MOBILIZATION

Gordon Gray named ODM director, 4:9, 11:13
wartime communications control placed under ODM director, 16:6
Cal. bill would supply Conelrad equipment to stations, 16:14
ODM takes over from Cabinet Committee on Telecommunications Policy & Organization, 27:14
communications systems survived simulated attacks in national test exercise, 29:9
Talos rocket test, 42:9, 45:13
battery radios with radiation detectors proposed as defense against radioactive fallout by AEC Comr. Libby, 44:14
Sarnoff warns of need for intercontinental missile within 5 years, 44:15
Conelrad weather warnings authorized for stations by FCC, 49:9, 51:16
FM proposed for Conelrad alerting, 52:6

MONOPOLY (see Anti-Trust)

MOVIE & TV FILM

increased TV film production planned by Hollywood, 1:9
TV film expansion planned by Warner Bros., 2:14, 28:7
MGM enters TV film production, 4:5, 29:8
NTA enters movie distribution, 4:5
Paramount Newsreel discontinued, 4:5
old movies on TV drive public to see new ones at theatres says Skouras, 6:6
NTA film network, 5:6, 9:4, 13:6, 14:8, 18:8, 24:9, 26:9, 30:11, 34:8, 40:14, 41:6, 43:10, 46:2
over $125,000,000 for syndicated TV film by advertisers, predicts Ziv, 6:7
syndicated film sponsors, 8:7, 48:7
TV "blessing in disguise" to movies, says Walt Disney, 8:12
prices up, even for oldies, 9:4
British international newsfilm agency, 9:7
newsreel theatre uses TV film, lacking newsfilm, 9:7
cost up for TV film production, 9:8
NTA seeks independently-produced features, 10:9
20th Century-Fox expands production, 12:10
Official Films re-enters first-run syndicated film field, 12:10, 28:7
U. S. distributors expand in foreign markets, 13:5, 14:8, 17:6, 19:6, 20:7, 28:9, 33:4, 40:14, 46:9, 52:7
time-for-film barter deals, 14:8, 30:7
public spent more on movies in 1956 than in 3 previous years, says Sindlinger, 14:8
Screen Gems buys "Wild Bill Hickok" and other Broidy properties, 15:7
MGM continues newsreels, drops theatrical short subject production, 16:7
film producers and distributors called by FCC network study group, 17:3, 18:5, 20:14, 21:3, 22:4, 23:14, 24:6, 26:9
Alliance of TV Film Producers, 17:7
SMPTE, 18:4, 32:6, 36:7, 40:5, 41:5
movies have grossed $160,000,000 from TV showings, says 'Variety', 18:8
up to 95% of TV programs on film, predicts Loew's Vogel, 18:8
"Tarzan" series suit by Jack Denove, 18:8
movies have lost to TV-radio as leader in recreational spending, Dept. of Agriculture study finds, 18:14
Malco Theatres plans 6 film-only uhf chain, 19:3
feature films played out by 1963, estimates 'Billboard', 20:7
suit by KNTV, San Jose, against 23 film distributors, KPIX & KRON-TV, 21:3
six stations help finance and share in distribution profits of "Casey Jones" series, 24:9
new syndicated shows increasing, 25:7, 41:6
"Sgt. Preston of the Yukon" series sold to Jack Wrather, 25:7
Telestars Films Inc. formed, 25:7
C&C Super Corp. changes to C&C TV Corp., 28:13, 31:12
new movie-making technique, "Calnatron", 28:14
Revue Productions leads in film production, 29:8, 37:9
banks find lending to TV film makers more stable than to movie makers, reports 'N. Y. Times', 30:10
N. Y. Mayor Wagner proposes exemption of movies from 5% amusement tax, 31:5
film syndication is big, reports 'Variety', 31:6
stations, rather than advertisers, signed by Official Films, 31:6
Loew's internal fight for control, 32:7
Paramount to operate theatres again, 40:7
syndicated more durable than network, TPA says, 41:6
end of film commercial expansion seen by 'Variety', 41:6
Warner Bros. to double TV film output, 42:6
transatlantic cable used to send news film to England, 43:7
movie attendance hit by rumors new films soon will be on TV, 43:10, 45:6
"bargain" package for small markets offered by CBS-TV film sales, 45:6
Associated Artists Productions sale, 46:2, 48:6, 49:8, 61:9
movies still leading entertainment medium, says producer Jerry Wald, 46:8
TV ownership by theatrical interests, 48:4
Flamingo buys RKO syndicated film properties, 48:7

Movie Backlogs to TV

post-1948 features number 1380, estimates 'Billboard', which begins listing, 4:7
Paramount, 9:4, 10:9, 13:6, 23:14, 52:7
MGM, 9:13, 10:9, 21:6, 24:9, 42:6
Columbia, 10:9, 13:6
Universal, 11:10, 13:5, 17:6, 18:8, 24:9, 30:7, 32:4, 34:7
United Artists, 11:10, 12:16, 21:6, 27:9
RKO, 12:16
20th Century-Fox, 15:7, 21:6
negotiations for release of post-1948 features, 20:7, 32:12, 36:7, 48:7, 50:2
Republic, 52:7

Film Producers' and Distributors' Financial Reports

Disney, 2:14, 6:12, 20:13, 21:6, 27:13, 36:13
Loew's (MGM), 4:13, 18:13, 32:6, 46:13
Universal, 6:14
Allied Artists, 6:14, 20:13, 24:13, 42:13
Republic, 5:14, 9:12, 18:13, 43:14
Warner Bros., 6:12, 21:13, 31:12, 49:15, 62:9
NTA, 10:13, 14:13, 20:13, 24:13, 28:13, 30:15, 39:4, 47:16
Famous Players Canada, 11:13, 16:13
Official Films, 14:13, 42:13
Paramount, 14:13, 20:13, 32:6, 47:15
United Artists stock & debenture offer, 15:13
20th Century-Fox, 15:13, 21:13, 34:13, 48:13
Associated Artists, 16:13
Stanley Warner, 16:13, 30:15, 49:15
Guild Films, 17:10, 21:13, 26:13, 42:13
United Artists, 21:13, 29:10, 60:13
Columbia, 24:13, 30:15, 39:11, 47:15, 51:15
Disney stock listing, 32:6
RKO Teleradio, 42:13
National Theatres, 48:5, 61:15
TPA, 48:13
Hal Roach Productions stock offer, 51:15
Ziv, 52:8

MUSIC AGENCIES

new ASCAP contract negotiated by 9 all-industry interim committee, 16:5, 24:8, 26:9, 62:14
ASCAP, 17:7, 27:8
BMI attacked by ASCAP and Congress, 23:4, 34:8
NAAM officers, 29:12
Muzak sold to Wrather and Loeb, 38:12
United Artists' music firm, 41:9

MUTUAL BROADCASTING SYSTEM (MBS)

Fulton Lewis, Jr. sued, 1:16, 11:14
news headquarters move to Washington, 11:9; back to N. Y., 44:6
begins 17-hour daily programming, 15:6
sold to group headed by Paul Roberts, 29:8, 30:10, 32:12
shows small profit, 41:6
"Manion Forum" program cancelled, 43:6
rate increase, 48:7

NATIONAL ASSN. OF RADIO & TV BROADCASTERS (NARTB)

decline in "pitch" commercials reported by Shafto, 3:14
expanded public relations proposed, 5:8, 6:14
Keynote Award to Herbert Hoover, 6:8
name change to NAB, 5:8, 6:13, 46:9, 62:8
board meetings, 6:13, 25:8
Conference of State Presidents of Bcstrs. Assns., 8:4
American Heritage Foundation commends for get-out-and-vote promotion, 8:12
radio board, 10:6
convention, 12:16, 13:9 & 14, 14:1, 15:2
new officers, 15:4, 26:4, 61:9
Society of Television Pioneers, 15:4, 21:5
Freedom of Information, 16:5, 48:6, 50:4
Edgar Kobak's 22 suggestions for improving functions, 24:14
TV circulation measurement plans, 26:12, 38:3
regional conferences, 34:6, 38:12
radio code symbols, 49:9
viewing and advertising up from 1956, says year-end statement, 52:8

NATIONAL BROADCASTING CO. (NBC)

1956 termed most successful year, 1:9
"Impact Public Service" plan for o-&-o, 2:9
"War & Peace" opera kudos, 3:8
local public service awards to be presented by o-&-o stations, 4:14
buys half of Hope Enterprises, 6:7
sells "Project 20" documentaries abroad, 6:7
daytime TV sales, 7:6, 13:6, 39:5
Robert W. Sarnoff story in 'Business Week', 7:8
"Home" show, 9:7, 21:8
local co-op sales of network shows by affiliates in 1966, 9:9
ratings, 9:14, 46:6
partic. sales on "Today," "Home" & "Tonight," 10:6
buys 26% of Cuban stations, 10:14
networks defined, defended by pres. Sarnoff, 12:2
weekly newsletter to TV-radio editors, 14:5, 19:6, 42:6

"Nightline" radio series, 16:7
Armstrong "Circle Theatre" moves to CBS-TV, 16:8
WRC-TV's new Washington building, 17:5, 18:6
awarded certificates of achievement by American Public Relations Assn., 17:7
Public Service Awards, 19:4
"Wide Wide World" and "Omnibus", 21:8
news & special affairs reorganized, 22:5, 28:6
NBC President's Award, 22:5
NBC International Ltd., 24:14
Figaro Inc. plans, 28:7
drops dual affiliation in Dallas-Ft. Worth, 28:8
affiliates' new by-laws, 28:14
buys WJAS, Pittsburgh, 32:12, 39:6
fall program promotion on sustaining shows & owned stations, 33:4
nets lead "Dangerous Lives," says Sarnoff, 37:5
Philadelphia FM application, 38:8
"Know Your Schools" on o-&-o, 39:7, 41:8
switch to tape from kines, 45:2, 48:9
walkout by Radio & TV Directors Guild. 45:14, 46:7, 48:14
"What's It For?" piracy suit, 46:9
Opera Company praised, 51:9
cultural-educational program reported in 'Educational Television & Groucho Marx', 51:10

NETWORKS, Coaxial-Microwave Facilities
AT&T and microwave growth, 1:2
"scatter" 1:14, 12:7
AT&T rate cut not warranted, FCC tells Sen. Magnuson, 2:10
translator-type microwave facilities for private links proposed by Tarzian, 4:6
AT&T lowers rates for off-air TV pickup service, 6:6, 10:14, 11:5
U. S.-Cuba network service, 6:14, 13:14, 14:6, 22:4, 33:1, 36:5, 37:14, 38:6, 42:4
Canadian network extended, 8:5, 14:14
overseas TV in 10 years, predicts Dr. Lee deForest, 8:12
international TV pickups "commonplace" by 1994, says NARTB's Fellows, 20:7
standard time repeats during daylight saving, 23:1, 24:3, 49:3
rationing of microwave-cable routes by AT&T, 23:1, 24:3, 31:2, 39:3
"TH" microwave system, 23:2
huge increase in requirements for microwave predicted by AT&T officials, 25:12
European-U.S. link in 5 years, says Robert Sarnoff, 28:14
DuMont forward scatter experiment, 34:12
Spanish-Italian link world's first over-horizon microwave, 36:8
relay being developed to handle "several hundred" shows simultaneously, says AT&T, 36:14
Zenith may enter microwave equipment business, 38:2
Ch. 2 use for "scatter" on Midway Island by Govt., 38:6
"scatter" equipment contract awarded GE by Air Force, 38:8
worldwide TV network with "scatter" relays, predicts IT&T's Leavey, 39:12
Moscow-London live telecast, 40:7
transatlantic TV needed for military radar requirements of NATO, says Halstead, 41:6
underseas cable to Honolulu, 41:6
private microwaves, 42:7
space-stationed TV projects, 43:15
Puerto Rico-Dominican "scatter" link, 45:13
transatlantic TV eable proposed by Pye's Stanley, 51:16

NEW STATIONS ON AIR
KONO-TV, San Antonio, Tex., 3:6
WTWV, Tupelo, Miss., 5:9, 12:9
KUMV-TV, Williston, N. D., 6:6
KBAS-TV, Ephrata, Wash., 7:7
WMGT resumes as WCDC, Adams-Pittsfield, Mass., 8:4
KTWO-TV, Casper, Wyo., 9:7
CKMI-TV, Quebec City, Que., 10:7
KLSE, Monroe, La., 12:9
WYES, New Orleans, La., 13:9
CFCR-TV, Kamloops, B. C., 15:9
sparse 1957 crop, 16:1
WSOC-TV, Charlotte, N. C., 17:5
KHVH-TV, Honolulu, Hawaii, 17:5, 18:6
WLBR-TV, Lebanon, Pa. resumes, 18:6
WBLN, Bloomington, Ill. resumed, 20:5, 7:7, 52:6
KBTX-TV, Bryan, Tex., 21:7
WPSD-TV, Paducah, Ky., 22:6
CJOX-TV, Argentia, Nfld., 22:6
WRLP, Greenfield, Mass., 23:9
KGEZ-TV, Kalispell, Mont., 28:8
KPLO-TV, Reliance, S. D., 28:8
KTVC, Ensign, Kan., 30:8
WPST-TV, Miami, Fla., 31:11
WFGA-TV, Jacksonville, Fla., 33:5
600-station ceiling seen, 34:1
WIIC, Pittsburgh, Pa., 35:5
WAVY-TV, Portsmouth-Norfolk, Va., 35:5
KTCA-TV, St. Paul-Minneapolis, 35:5, 36:5
KSPR-TV, Casper, Wyo., 35:5
WWL-TV, New Orleans, La., 36:5
WHYY-TV, Philadelphia, Pa., 37:8
WTIC-TV, Hartford, Conn., 38:6
KETV, Omaha, Neb., 38:6
WKXP-TV, Lexington, Ky., 38:6
CHAT-TV, Medicine Hat, Alta., 38:6
CHBC-TV, Kelowna, B. C., 38:6
WPTA, Ft. Wayne-Roanoke, Ind., 39:8
KOAC-TV, Corvallis, Ore., 41:7
KPAC-TV, Port Arthur-Beaumont, Tex., 43:11
CHBC-TV-1, Penticton, B. C., 43:11
CHBC-TV-2, Vernon, B. C., 43:11
WLWI, Indianapolis, Ind., 44:10
WINR-TV, Binghamton, N. Y., 44:10
WOWL-TV, Florence, Ala., 44:10
KXGN-TV, Glendive, Mont., 44:10
WMVS-TV, Milwaukee, Wis., 44:10
WKST-TV, New Castle, Pa.-Youngstown, O. (resumed), 44:10
XEM-TV, Mexicali-El Centro, Cal., 44:10
WEEQ-TV, La Salle, Ill., 45:9
CKSO-TV-1, Elliot Lake, Ont., 45:9
WBOY-TV, Clarksburg, W. Va., 46:5
WHDH-TV, Boston, Mass., 48:8
KWRB-TV, Riverton, Wyo., 50:8
KVII, Amarillo, Tex., 51:7
CFCL-TV-1, Kapuskasing, Ont., 51:7
WMBD-TV, Peoria, Ill., 52:6
CHCA-TV, Red Deer, Alta., 52:6

Stations Off Air
WTVE, Elmira, N. Y., 7:7
WBLN, Bloomington, Ill., 7:7
KTVI, St. Louis, leaves Ch. 36 to convert to Ch. 2, 13:9
WGBS-TV, Miami Fla., 14:6, 15:9
WCMB-TV, Harrisburg, Pa., 15:9
KPTV, Portland, Ore., 17:5
KCCC-TV, Sacramento, Cal., 20:5, 21:7, 22:6
KVVG, Tulare-Fresno, Cal., 32:3
WENS, Pittsburgh, Pa., 35:5
WJHP-TV, Jacksonville, Fla., 42:9
WLEV-TV, Bethlehem, Pa., 43:11
KVDO-TV, Corpus Christi, Tex., 43:11
WGLV, Easton, Pa., 44:10
WCDB, Hagaman, N. Y., 49:7
WPAG-TV, Ann Arbor, Mich., 51:7
WNAO-TV, Raleigh, N. C., 52:6

NEWSPAPERS, TV'S IMPACT ON
(see also Surveys)
Newspaper Advertising Exeeutives convention anti-TV, 4:3 & 9
newspaper business stimulated by TV & radio, says Ernest Jones, 4:3
TV page readership exceeds movie page, 5:16
AP depending more for news on TV-radio members, 6:5
TV picked by most media directors despite attacks at newspaper admen's convention, 6:5
"TV Key" service of McClure Syndicate, 9:8
'N. Y. Herald Tribune's' viewers' popularity poll, 11:10
N. Y. papers raise price, 12:16
newspapermen should get stories first, says 'Los Angeles Herald Express' reporter, 15:6
newspapers making peace with TV at ANPA convention, reports 'Variety', 18:8
Radio-TV News Directors Assn. plan to improve relations with newspaper reporters, 20:14
newspaper demand for TV news has increased up to 600% in 3 years, reports 'Editor & Publisher', 21:6
St. Louis strike effects, 27:4, 37:7
TV homes outnumber newspaper homes, reports Gallup, 29:9
viewers recall of TV spots is low, charges ANPA's Bureau of Advertising, 29:14
advertising rise in Sunday newspaper magazines attributed to TV, 32:4
newsmen's attacks on TV acidly reviewed by 'Advertising Agency Magazine', 36:14
color TV impact on newspaper advertising is subject of 'Printers' Ink' ad, 38:5
Marie Torre sentence for refusal to report source of Garland story, 42:5, 43:10, 44:5, 45:5, 46:8
TV compared to newspapers and publications as new medium by CBS-TV, 51:6
newspaper totals, 52:2
closed-circuit used as news bulletin board by 'Berkshire Eagle', 52:4
UP's new TV review column, 52:8

Sales & Transfers
Lamb sells 'Erie Dispatch', 1:8
Sheldon F. Sackett buys defunct 'Portsmouth Times', 21:4
Cox newspapers trusteeship, 31:7
Whitney buys into 'N. Y. Herald Tribune', 40:5
Goodson-Todman buy 'Pawtucket-Times', 45:7
Triangle buys 'Philadelphia Daily News', 50:9

PATENTS (see also Anti-Trust)
Radio Condenser Co. suit against Oak Mfg. Co. dismissed, 2:12
Senate Committee's 3 patent reports, 5:5
RCA-Zenith case, 7:11, 8:9, 23:12, 27:12, 37:1, 38:2
Senate plans patent pooling investigation, 9:14
Jerrold sued by Entron, 10:9
international patent licensing probe by N. Y. grand jury, 10:11, 37:3, 40:12
Patent Office as independent agency and other changes, proposed by Senate-House bills, 16:11
FCC drops plan for filing of patents, 17:4
Standard Coil suit against GE use of Cascode tuner, 23:12
radar patent filed, 34:12
RCA patent licensee agreement changes, 40:4, 42:3, 45:3

PERSONNEL ("Did You Know That . . ." column)
ex-FBI men, 52:14

POLITICS
TV-radio campaign expenditures, 5:1
contributions by broadcasters, 5:16
equal time rule, 5:16, 6:14, 15:4, 44:8
NARTB commended by American Heritage foundation for get-out-&-vote promotion, 8:12
Maryland legislature rejects bill for TV-radio sharing of election advertising, 9:14
UAW test case, 11:5, 44:8, 45:5
Ohio bill to ban "anonymous political broadcasts," 21:6
Sen. Goldwater pays own way to debate with UAW on unions paying for political broadcasts, 25:3
TV used most for political campaign information, reports U of Mich., 36:8
West German radio stations to give equal time to all parties, 36:14

PREDICTIONS
1957 industry predictions—'Advertising Age', 2:9
1957 advertising—TvB, 2:10
receiver sales predicted—Packard Bell pres. Robert S. Bell, 2:12
public will pay more for opera than baseball—Robert Sarnoff, 2:16
TV ultimately to get "lion's share" of national advertising—'Advertising Age', 3:14
overseas TV in 10 years—Lee deForest, 8:12
electronics development during next ten years—Philco's Donald Fink, 12:15
new uses of electronics—RCA's Sarnoff, 39:10
1958 production, sales—Philco's Skinner, 45:10
rectifier sales to hit $100,000,000 in 1957—GE's Spaugh, 49:10
1958 TV-radio industry—'Printers' Ink', 52:9
TV, hi-fi, transistors, tubes & closed-circuit—GE spokesmen, 52:13

PROFITS, TV STATION (see Financial Activity)

PROGRAMS & PRODUCTION
(see also individual networks)
TV code extended to film producers, 1:6
live TV-radio coverage of Md. legislature, 1:7
Canon 35, 1:7, 7:8, 9:14, 10:9, 11:14, 13:14, 16:5, 17:12, 19:12, 22:12, 23:7, 27:4, 28:14, 29:1 & 2, 30:11, 34:14, 36:14, 41:8, 42:4, 44:16, 47:9, 48:9, 49:4 & 8, 50:14
spectacular ratings, 1:9, 31:6
Fulton Lewis Jr. sued, 1:16, 6:7, 11:14
all media barred from Eisenhower swearing-in ceremony, 2:3
resolution to televise congressional sessions, 2:3
ratings subject of 'Time' story, 2:6; 'Sponsor' story, 48:7
"Tonight", 2:6, 5:6, 23:14, 42:6, 44:6, 45:6, 46:9, 47:9
WBZ-TV "Let Freedom Ring" series, 2:9
San Diego court ban on stenographic reporting overruled, 2:9, 4:7
NBC o-&-o stations to increase public service programming, 2:9
"Martin Luther" hassle, 2:10, 4:5, 6:8, 8:7, 9:14, 10:5, 11:14, 17:6
network plans for new season, 3:8, 14:8, 22:8, 32:4, 34:7, 35:8
TV to stage, 3:8, 44:6
inauguration coverage, 4:7
Charles Van Doren, 4:7, 10:9, 15:7, 17:6
Jackie Gleason show, 4:8, 22:8
Pulse Inc. in Mexico & Canada. 4:10
armed forces rules for TV-radio appearances by personnel, 4:14
networks to stop publicity on ratings, says 'Billboard', 5:6
quiz shows, 5:6, 6:7, 7:9, 8:7, 9:8, 11:10, 12:10 & 16, 14:8, 15:7, 16:7, 21:8 & 14, 37:9, 49:9, 51:6
National Religious Bcstrs. convention, 5:8
Nielsen Coverage Service No. 2, 5:10, 13:7, 14:8
Farm Broadcasting Day, 5:16
Elvis Presley, 7:9
Ford Foundation sells "Omnibus" and TV-Radio Workship, 8:3, 16:7
WDAY-TV sued for libel in political talk, 8:4, 22:12, 32:12, 35:7, 40:14, 41:14
"The Defender" first 2-part TV drama, 8:7
attack on National Council of Churches network time by Protestant groups, 8:7
Westinghouse workshop on public service programming, 9:3, 12:16, 26:4
equal access dispute with N. Y. City Council, 9:14, 10:14, 45:5
equal access suit by KING-TV, Seattle, 9:14, 16:14
10-year plan of National Council of Churches, 10:5
ABC-TV uses American feature films on regular schedule, 10:9
"Play Marko" ruling reversed by court, 11:4
adherence to TV code, 11:4
N. D. Senate defeats bill forbidding official questioning of newsmen, 11:5
TV plea for reprieve for Cal. kidnap-slayer, 11:10
Barry & Enright productions sold, 12:10, 17:6
Ford Foundation fellowship grants, 13:8
Dave Beck hearings, 13:14, 20:7
summer programming, 14:8, 19:6, 28:7
"Cinderella," 14:8; ballet, 18:8
Sylvester L. Weaver's "Program Service," 15:7, 20:14, 21:14, 22:1, 27:4, 29:8, 30:7, 31:6
"I Love Lucy," 15:7, 50:7
"Arthur Godfrey Show" dropped, 15:8
govt. censorship not answer to undesirable programming, says Comr. Doerfer, 16:5
NARTB equal access program, 16:5, 23:7, 42:4, 50:14
WLWT "Comex" news center, 16:8
"Name the Star" copyright suit, 16:8
Red China news ban, 17:6, 29:5, 34:14, 35:12, 37:14
program casualties, 17:6, 20:7

keep govt. regulation of TV-radio at minimum, resolves U.S. Chamber of Commerce, 18:5
performers' popularity poll by 'N. Y. Herald Tribune', 18:8
religious bcstrs. face competitive programming, warns Sig Mickelson, 18:8
suit over copyright in "Gaslight" parody, 18:8
Fla. House of Representatives TV coverage, 18:9
Krushchev interview and repercussions, 20:6, 21:8, 23:2, 24:2, 25:12, 26:4, 27:2, 28:9, 31:3, 37:14
Dept. of Agriculture changes policy on aid to TV & film producers, 20:7
national PTA seeks self-regulation by TV, 21:6
audience per TvB, 21:8, 36:7, 45:6
Mike Wallace show, 22:4, 23:14, 28:14, 39:5, 41:14 42:6, 45:6, 47:10, 51:4, 52:7
fairy tale trend, 22:8, 26:9, 30:11
"West Point" program, 22:8, 30:7, 35:8
no viewers for 15% of sets turned on in afternoon, reports Pulse, 22:8
Maine House of Representatives allows silent filming by WGAN-TV, 23:5
Ohio law requires political broadcasters to identify selves, 23:7
public service programming by NBC, 24:9
TV is top user of music, says Petrillo, 24:14
TV vs. movie code hassle precipitated by Comr. Doerfer, 24:14
Reps. Rayburn and Walter clash over TV coverage of Un-American Activities hearings, 25:3, 26:4
Move to west coast by live programs, 25:7, 29:8, 41:14, 42:6, 48:7
ARB innovations, 25:12
all media charged with "deception" in civil rights issue by Sen. Russell, 27:8
trend to westerns, 27:9, 44:6
rules for children's programs outlined by Foundation for Character Education, 28:9
public service "network" in Ohio, 28:14
23 shows 5 years old, reports 'Billboard', 30:7
folk song censorship of "darky," "massa," etc., 30:9, 31:4, 44:11
free network time for report on smoking and lung cancer urged by Rep. Griffiths, 30:10
"Annie Get Your Gun," 31:6, 42:6, 45:6, 48:7
labor racket hearings, 31:6
NBC "specials," 31:7
cost of talent, 32:4
Brussels World's Fair spectacular, 32:4
NAFBRAT report on childrens' programs, 32:4, 40:6
"To Tell the Truth" plagiarism suit, 32:4
murder trial in Miami uses TV film, 32:4
Irish programs offered U.S., 32:5
public service programming's acceptance by sponsors, 33:4, 34:7
Queen Elizabeth, 33:4, 35:8, 41:6, 43:7, 45:7
"Star Spangled Banner" hi-fi recording for TV-radio stations, 34:4
Truman series, 34:8
"Kukla, Fran & Ollie" discontinues, 34:8
Martin Agronsky show, 84:8, 35:8
TV employs playwrights who should be writing for theatre, says N. Richard Nash, 34:14
agency rules for writers protested by Writers Guild, 35:8
Marian Anderson Far East tour, 35:8, 50:7
"The Seven Lively Arts," 35:8, 45:3, 50:7
foreign language programming by WATV, 36:7
"Zoo Parade" discontinues, 36:7
"Men of Achievement" promotion, 36:7
KCOP children's programs attacked by NAFBRAT, 37:7
Pope calls for world-wide TV-radio censorship, 37:14
Hartford scare from civil defense show, 38:12
curb on disaster news reports for 15 min. suggested by fire chiefs, 39:7
Eisenhower terms TV important news medium, 40:6
equal time request to answer Eisenhower broadcast on Little Rock integration, 40:6
"sputnik" coverage, 41:8, 42:14, 43:10, 45:8, 48:7, 50:5
McConnaughey opposes govt. control of programming, 41:9
horror films, 42:6, 43:10, 45:6, 46:9
new season programming defended by Robert Sarnoff, 42:6
editorial stands on public issues by stations urged by Gov. Holmes, Ore., 42:7
Bishop Sheen, 42:6
mistrial declared after murder case defendant is interviewed on radio, 42:14, 43:6
Comr. Lee lauds good programming job, 43:5
censorship of programs advocated by Rev. Kirwin, Albany, 43:5
United Steelworkers on film series, 43:5
Bob Hope loses sponsor, 43:10
comedy training in radio suggested by Steve Allen, 43:10
attacks on season deplored by 'Sponsor', 43:10
WABC-TV cancellation of political speech on gangsterism, 43:16
Catholics advocate moral guard over TV-radio, 44:4, 46:9, 47:4, 50:7
"Wide Wide World" salute to TV, 44:6
Russian TV-radio exchange, 44:16
regional Federated Networks Inc., 45:6
Milwaukee free TV lamp offer results in near-riot, 45:7
N. Y. Public Library asks credit deletion on anti-war program, 46:9
GSA relaxes policy on news pictures, 46:14
Frank Sinatra show, 47:9
local live upbeat, reported by 'Billboard', 48:7
Nielsen sued by radio WLEA, Hornell, N. Y., 48:7
westerns highest rated group among 30 min. shows, reports Nielsen, 49:4
Cleveland food market holdup filmed by KYW-TV cameraman, 49:4
Comr. Lee critical of poor taste in TV programming, 49:6
W. Va. legislative sessions on TV, 49:6
network advertising of shows reported in 'N. Y. Times', 49:16
"rating madness" will end in 1958, predicts 'Sponsor', 49:16
"Arbitron" instantaneous rating system, 50:1, 51:16, 52:8
fourth place given ratings in evaluating programs, says Walter Guild, 50:7
"soft" TV market reported by 'Variety', 50:7
more live network says ABC's Aubrey, 50:7
performers' delivery of commercials, 'Printers' Ink' poll, 51:6
N. H. state legislature authorizes live radio coverage, 51:10
Bing Crosby series, 52:7
Gross-Krasne cuts costs by filming "African Patrol" series in Nairobi, 52:7
Pulse changes "rating week," 52:8

Awards

Earl Godwin Memorial, 1:6
Poor Richard Club's "Silver Medal," 5:4
Navy Distinguished Public Service Award, 5:4
'Billboard', 7:9, 14:8, 30:7
Freedom Foundation, 9:5
National Brotherhood, 9:5
National Assn. for Better Radio & TV, 11:9
Emmy, 12:10, 42:6
Alfred I. duPont, 13:7
George Polk, 14:7, 18:6
Sigma Delta Chi, 16:6
Peabody, 16:7
"Mike," 17:7
Lasker Foundation, 18:8
Alfred P. Sloan, 18:8
Robert E. Sherwood, 25:7, 42:8
School Bell, 28:9
Sylvia Spence Assoc. formed to build prestige of awards, 35:8
Golden Mike, 38:7
Radio-TV News Directors, 45:7, 47:9
National Assn. for Mental Health, 47:5
Edison Foundation, 49:5
'Look', 52:5

PUBLICATIONS

Printers' Ink Publications Corp., 1:8
'TV Guide', 2:5, 18:19, 31:5, 43:7, 44:7
'Billboard' buys 'TV Availabilities', 2:8
Time Inc. financial reports, 3:13, 4:13, 32:6
magazine failures analyzed by 'Business Week' and 'Advertising Age', 4:4
magazine billings up, report PIB and 'Advertising Age', 4:4
'Time' expands TV coverage, 8:12, 17:6
"Magazine Circulation & Rate Trends," 9:9
'Omnibook' folds, 10:13
improved magazine position reported by Arnold Bernhard & Co., 11:9
'Newsweek' expands TV coverage, 11:10
'Life' raises ad rates, 12:16
big magazines fared well in 1956, says 'Wall St. Journal', 13:7
Meredith Publishing financial reports, 18:13, 34:13, 40:13, 44:15
demise of British 'Picture Post', 20:14
Crowell - Collier Publishing financial reports, 24:13, 47:15
'Newsweek' buys into KFSD-TV & KFSD, San Diego, 26:9, 33:8
'Printers' Ink' sold, 28:8
'Electronic Technician' growth, 30:11
'Radio-Electronics' circulation, 31:5
'Electronics Magazine' goes weekly, 34:12
'Mart' publisher buys 'Electrical Dealer', 38:11
'Broadcasting-Telecasting' reverts to 'Broadcasting', 31:8
Ed Lamb sues McGraw-Hill for 'Business Week' story, 49:5
'Channel', Tacoma giveaway magazine, 49:9
'White's Radio Log' sold to Curtis, 49:10
'High Fidelity' and 'Audiocraft' sold to 'Billboard', 49:14
TV-AM-FM directories and 'EBU Bulletin' issued by European Bcstg. Union, 51:9
new 'Electronics Illustrated', 52:13

RADIO - ELECTRONICS - TELEVISION MFFRS. ASSN. (see Electronic Industries Assn.)

RECEIVER, INSTALLATION & SERVICING

independent service, 1:11, 3:10
N. Y. investigation of TV servicing, 5:12, 47:14
counterfcit tubes, 9:11, 23:12
RETMA teacher-training seminar, 11:12
NARDA survey of dealer servicing policies, 16:9
$307,922,000 total 1954 business by repair shops, reports Census Bureau, 17:9
service fee is income in year received, rules U.S. Tax Court, 21:12
interference, principal causes, 26:12
$2 billion annually, says GE's Thompson, 31:10
GE award for servicemen, 32:7, 49:14
$8 billion volume in TV-electronics by 1975, says RCA's Bersche, 82:11
wages & materials most important factors, says RCA's Hansen, 34:10
NATESA officers, 34:10
service school planned by NARDA, 36:12, 50:12
Mansfield's estimates of dollar volume, 39:9
code of ethics proposed by GE's Miller, 40:11
'Time' story on TV servicing, 41:12, 42:11, 43:13, 44:13, 45:12, 47:14
printed circuit repair difficulties reported in 'Wireless World', 44:13
dealers not charging enough, says RCA's Hansen, 50:12
Philco shifts to independent contractors. closes own branches. 50:12

RECEIVER PRODUCTION (see also individual manufacturers, color, merchandising, etc.)

modular components, 1:1
Mansfield on scrappage, sets-in-use, 2:1, 30:12
1956 production and sales by RETMA, 6:10
battery portable, 12:1, 13:12, 22:10
picture-on-wall TV, 12:1
new 110-degree portables, 14:10, 16:9, 19:10, 21:9, 46:10
fully transistorized sets in 2 years predicted by Sylvania engineers, 18:11
plant vacations, 19:9, 32:9, 51:13
FCC proposes change in radiation rules, 19:9
average price of sets, 22:9
"slim look," 22:9, 23:10, 26:11, 45:11, 46:10
DeForest patent for picture-on-wall, 22:10
production cuts caused by drop in consumer durable goods sales, 22:10
portable production increase, 27:10, 32:8
Greenebaum estimate of 1957 production, 28:10
1956 TV shipments by mfrs., per Commerce Dept., 30:13
sales to dealers up, 31:9
table model production declines, 32:8
set exports reported by Census Bureau, 33:6
set makers' comeback, 'Barron's' report, 35:11
picture quality criticized by Alistair Cooke, 37:9
private label, 37:10
Hotpoint 10-year forecast, 47:12
1958 production estimates, 47:12
factors affecting 1958 production, 52:10

RECORDS & RECORDINGS (see also Tape Recordings)

45rpm price cut, 1:13, 2:12
bills to repeal excise tax, 1:13, 29:13
Dot Records sold to Paramount Pictures, 2:12
Decca financial reports, 2:14, 11:13, 15:13, 19:11, 32:7, 45:13
Capitol Records financial reports, 9:13, 32:7
RCA new line, 23:12, 29:13
8rpm developed by CBS Labs, 41:9
imports of crystal cartridges & pickups, 43:13
Record-of-the-Month club, 46:12
RCA raises record prices, 49:13, 52:13
Capitol buys Angel parent firm, 49:14

REPRESENTATIVES, TV STATIONS

Petry urges more daytime spot use by auto makers, 2:9
Bore Dore Assoc. formed, 10:9
Wagner-Smith changes name to Roy V. Smith Assoc., 11:7
Devney & Co. takes over McGillvra, 16:6
Young International Ltd. sold to Intercontinental Services Ltd., 32:3
Stovin-Byles Ltd., new name for Horace N. Stovin, 45:9
radio rep business booming, says 'Advertising Age', 46:8
Station Representatives Assn. officers, 52:5

SALES, TV STATION

WSJS-TV, Winston-Salem (1/3), 1:8
KOAT-TV, Albuquerque, N. M., 1:8, 2:5, 6:6
KBST-TV, Big Spring, Tex., 1:8, 4:9, 5:7
KOB-TV, Albuquerque, N. M., 2:5, 11:6
KVDO-TV, Corpus Christi, Tex., 2:5, 12:8
KERO-TV, Bakersfield, Cal., 2:5, 11:6, 17:4, 29:8, 34:6
WFAM-TV, Lafayette, Ind., 2:5
WINR-TV (CP), Binghamton, N. Y., 2:5
KALB-TV, Alexandria, La., 2:5
CFPA-TV, Port Arthur, Ont., 2:5
WLAP-TV (CP), Lexington, Ky., 3:7
Crowell-Collier plans dropped, 3:7, 4:4, 7:8, 8:12
WMUR-TV, Manchester, N. H. sale to Storer, 4:6, 6:8, 7:9, 12:8, 13:3, 18:5, 29:7
KOSA-TV, Odessa, Tex., 4:6
WFAM-TV, Lafayette, Ind., 4:9, 8:5
WKJG-TV, Ft. Wayne, Ind., 5:7, 7:7, 11:6
KVVG, Tulare-Fresno, Cal., 5:7
WESH-TV, Daytona Beach, protest, 5:9
WRAK-TV (CP), Williamsport, Pa., 6:6
KMMT, Austin, Minn., 6:6
WMGT, Adams-Pittsfield, Mass., 6:7
Blackburn-Hamilton firm dissolved, 7:6, 8:5
KTXL-TV, San Angelo, Tex. (75%), 7:7, 11:6
KGMB-TV, Honolulu (6.73%), 7:7
WQMC (CP), Charlotte, N. C., 7:7
KNAC-TV, Ft. Smith, Ark., 7:7, 9:6, 19:5, 26:5
CHCT-TV, Calgary, Alta., (2/3), 7:7, 12:9
Mrs. Alvarez' KFMB-TV & KOTV suit, 7:9
KLTV, Tyler, Tex. (20%), 8:5, 12:8
KBAY-TV (CP), San Francisco, Cal., 8:5, 16:4
WPFH, Wilmington, Del., 9:6, 13:3
Storer sale of WAGA-TV dropped, 9:6
Time Inc. purchase of Bitner stations, 9:6, 10:14, 11:6, 16:4, 20:4
KLAS-TV, Las Vegas, Nev., 9:6
KEYT, Santa Barbara, Cal., 9:6, 13:3
KILT, El Paso, Tex., 9:6, 12:6
KLOR, Portland, Ore. & KPTV option, 10:8, 11:6, 16:4, 17:5, 18:4, 26:7
WGR-TV & Transcontinent TV merger, 10:8
market analyses, 11:1
WNOW-TV, York, Pa., 11:6
WEAT-TV, W. Palm Beach, Fla., 12:8, 20:5
KVDO-TV, Corpus Christi, Tex., 12:8, 14:4

WBRC-TV, Birmingham, Ala., 13:3, 14:4, 19:5
WAPA-TV, San Juan, P. R., 13:3, 14:4, 18:4
WTVD, Durbam, N. C., 14:4, 20:4, 51:7
WDBO-TV, Orlando, Fla., 14:4, 19:5
WGBS-TV sells land, tower & studios to WPST-TV, Miami, Fla., 14:6, 15:9
WBLK-TV (CP), Clarksburg, W. Va., 14:7
Rep. Oren Harris buys stock in KRBB, El Dorado, Ark., 14:7
WCMB-TV swaps plant witb WTPA, Harrisburg, Pa., 15:9, 20:5
WDAF-TV, Kansas City, Mo., 15:9, 16:4, 21:4, 46:6, 47:7, 48:3, 50:8
KCOP, Los Angeles, Cal., 15:9, 16:4, 22:7, 31:8, 34:6, 47:10, 50:8
WDAK-TV, Columbus, Ga., other 25% to Martin Theatres, 17:4, 19:5
KTLA, Los Angeles, Cal., 17:10, 20:13
KICA-TV, Clovis, N. M., (1/3), 18:4, 22:7
WLBR-TV, Lebanon, Pa., 18:6
WGR-TV-WROC-TV merger, 18:9, 27:5, 39:6
WAAM, Baltimore, 18:14, 19:5, 22:7, 26:5, 29:5
WMBV-TV, Marinette, Wis., 20:4
KHUM-TV (CP), Eureka, Cal., 20:4, 31:6
KDRO-TV, Sedalia, Mo., 50% transfer dropped, 20:5
KDHS (CP), Aberdeen, S. D., 20:4
WJBF, Augusta, Ga., 22:5
KPAC-TV (CP), Port Arthur, Tex. (50%), 22:7, 26:5
KVEC-TV, San Luis Obispo, Cal., 22:7, 29:8
WMTV, Madison, Wis., 22:7, 26:5, 30:8
KSLM-TV (CP), Salem, Ore., 23:8
KTRB-TV (CP), Modesto, Cal., 23:9, 36:4
WREX-TV, Rockford, Ill., 24:7, 40:8, 44:6
KDHS (CP), Aberdeen, S. D., 25:5
KAKJ (CP), Reno, Nev., 26:5
legislation to tighten capital gain tax on station sales, 26:7
'Newsweek' buys into KFSD-TV & KFSD, San Diego, Cal., 26:9, 30:8, 33:8, 38:8
WNOW-TV, York, Pa., 27:5, 31:6
WTOV-TV, Norfolk, Va., 27:5, 29:9
KREM-TV, Spokane, Wash., 28:4, 34:6, 39:6, 47:10, 51:8
KOVR, Stockton, Cal., 28:4, 35:6, 39:6, 46:6, 47:7
KIVA, Yuma, Ariz., 28:6, 30:6
WJMS-TV (CP), Ironwood, Mich., 29:8, 46:6
WAGM-TV, Presque Isle, Me., 30:8, 39:6
KMGM-TV, Minneapolis, Minn., (75%), 32:12, 34:6, 37:5, 47:7
KWK-TV, St. Louis, Mo., sold to CBS, 34:4, 36:4, 39:6, 43:9, 44:8, 48:8
KFEQ-TV, St. Joseph, Mo., 34:6, 38:7
KSHO-TV, Las Vegas, Nev., 34:6, 42:8, 47:7
tax depreciation for network affiliation & spot contracts claimed by WBC disallowed, 35:6
WCHS-TV, Charleston, W. Va., (40%), 35:6
WATV, Newark-New York, 16:4, 37:5, 40:8, 44:9, 49:1, 50:4, 51:8
WIIC, Pittsburgb, Pa., (50%), 40:8, 44:9
KHVH-TV, Honolulu, T. H., 40:8, 44:10
WROM-TV, Rome, Ga., 40:8, 44:6
KGEO, Enid-Oklahoma City, 41:7, 45:9, 50:8
KVTV, Sioux City, Ia., 41:7, 44:10, 48:5
WARM-TV, Scranton, Pa., 42:8, 46:6
Meyer Bcstg. Co., N. D., control, 43:9, 46:6
WJDM, Panama City, Fla., 43:9, 47:7
KTVI, St. Louis, Mo., (25%), 43.9
WDAM-TV, Hattiesburg, Miss. (plant), 44:8
WMFD-TV, Wilmington, N. C., 44:9, 50:9
WKRG-TV, Mobile, Ala., 46:7
MGM option for 25% of KTVR, Denver, expires, 47:7
KTES (CP), Nacogdocbes, Tex., (50%), 47:7
WTVJ, Inc. buys into WLOS-TV, Asheville, N. C., 47:7
KPLC-TV, Lake Cbarles, La., 50:9
WCAU-TV, Philadelphia, Pa., 51:1
KFDA-TV, Amarillo, Tex., (25%), 51:7
WMBV-TV, Marinette-Green Bay, Wis., 52:7

SATELLITES (see Boosters & Satellites)

SERVICING & SERVICEMEN
(see Receiver Installation)

SETS-IN-USE (see Census TV Receiver)

SMPTE (see Movies)

SOCIOLOGICAL EFFECTS
not harmful to children's eyes, reports British Ministry of Education, 1:16
bus offers TV to Chicago commuters, 1:16
stimulates book-reading by children, 2:6
British taste not elevated by highbrow BBC programming, reports Paulu, 2:6
British drop ban on TV from 6-7 p.m., 2:6
mass media mustn't replace parents in child education, warns Pope, 2:9
non-pbone homes view more than those with phones, reports Pulse, 2:9
reduces book reading, says John O'Hara, 3:14
mental therapy by closed-circuit, 4:5
beggar in Tucson uses transistor radio, 4:14
top leisure-time activity, reports Politz, 6:5
9 TV sets used by Memphis woman, 7:14
attempted suicide from WBZ-TV tower, 8:12
Sir Thomas Beecham's views, 9:14
home viewing averages 7 hours daily, reports Pulse, 10:6
husband makes like Wyatt Earp, 10:14
"Big Brother" use of TV assailed by Jack Gould in 'New York Times', 14:9
TV makes children more selective in reading habits, says Prof. Stasheff, 14:9, 19:12
British "I Love Lucy" schedule causes church change to afternoon services, 18:8
TV-radio lead recreational spending, 18:14
effects on reading, 22:8, 24:6, 29:9, 37:14
called "blessing of God" by Rev. Keller, 25:12
tenants panic when boy turns on full volume, in apartment, 25:12
stunt spot developed by movie producers urging TV viewers to escape TV tension, 27:9
viewing habits of children in Fairfax County, Va., 28:9
TV homes outnumber newspaper homes, reports Gallup, 29:9
50% of cases lost because jurors opinions on legal prosecution are shaped by TV, says attorney, 36:14
TV to be used to combat illiteracy, 37:14
closed-circuit show for boy dying of muscular dystropby, 41:5
teen-agers ashamed they fell for commercials at younger age, 43:8
"mind, morals & thinking" dominated by TV, radio & press, says Rev. Madsen, 44:10
"rigor kinescopis" affects children, says Prof. Stasheff, 45:6
children's health and schoolwork not harmed by TV, says Paul Witty, Northwestern U, 47:4
juror disqualified for viewing show, 48.9
"Scentovision," 48:9
convicts like westerns, 52:8

SPORTS (see also Closed-Circuit & Theatre TV)
KING-TV sues to get bydroplane race, 9:14
IBC anti-trust conviction, 10:4, 17:3
IBC non-title fights continue, 11:6, 12:10
state bills to levy tax on televised boxing & wrestling, 19:3
Cellar investigation, 19:12
"Wednesday Night Fights" dropped by ABC radio network, 21:8
Cal. law taxes 5% of TV-radio proceeds of boxing & wrestling, 31:14
billiards, 34.8

Baseball
public will pay more to see opera than baseball, predicts Robert Sarnoff, 2:16
Yankee-Giant-Modger games on NBC-TV, 10:6
TV-radio revenues, 12:16, 26:14
minor leagues throttled by TV emphasis on majors, says Dan Parker, 17:3
Giants and Dodgers move to West Coast, 22:3, 23:4, 24:1, 26:8, 29:4, 30:5, 31:4, 32:12, 34:2, 36:3, 40:7, 41:4, 47:11, 48:9, 49:8, 51:2
pay-TV games would get 40% of home viewers, says Pulse, 33:8
games on TV in N. Y. next season, 44:6
minor league protests addition to Sunday "game-of-the-week," 49:8, 50:7, 51:9, 52:7
ABC-TV considers filming games for showing at night, 50:7

Football
NCAA 1957 schedule, 3:7, 6:4, 8:12, 24:9
bill for unlimited coverage of Ohio State U games, 5:6
NBC-TV gets NCAA games, 10:9, 27:9
pro football gross from TV, 30:10
San Francisco dark on western div. playoff, 51:9

SUBSCRIPTION TV
bill to ban subscription TV, 2:3, 16:1, 24:2
Houston plans reported by Home Entertainment Co., 4:5
Zenith counsel attacks NBC & CBS, says subscription TV is answer to "domination," 5:5
Senate Commerce Committee bearing, 7:2, 9:1, 11:4
FCC study, 8:4, 10:2, 12:3, 13:1, 16:1, 21:1, 22:3, 42:1, 43:4, 44:5
NARTB views, 8:4, 18:14, 50:14
closed-circuit in Bartlesville, Okla., 9:4, 10:3, 19:2, 20:14, 25:6, 28:9, 34:5, 36:1, 37:9, 39:2, 42:2, 51:3
closed-circuit seen as servicemen's bonanza by Sylvania's Wickstrum, 9:12
wired system applicants, 10:3, 12:3, 16:2, 21:14, 25:6, 31:4, 40:7, 41:1, 42:7, 43:7, 45:3, 46:3, 46:7, 48:9
NEA to investigate use for education, 10:8
Rep. Radwan opposes, 11:4
newspapers endorse, 12:3, 15:14
"The Public & Paid TV" reports by Sindlinger, 15:4
wired "home movie" idea attacked by Theatre Owners pres. Stellings, 15:14
Congress & FCC hearings, 17:2, 18:14, 19:1, 20:14, 23:4, 25:6, 26:3, 27:6, 28:1, 29:4, 30:2, 31:4, 34:3, 37:4, 38:1, 51:4, 52:1
part of deal moving Giants and Dodgers teams to west coast, see Baseball under sports.
debated at NCTA convention, 23:9
Comr. Craven favors trial, 24:2
Hollywood AFL Film Council endorsement, 24:2
Ketchikan, Alaska, system, 26:3
pay-TV baseball in N. Y. would get 40% of home viewers, says Pulse, 33:8
tests endorsed by 'Variety', 33:8
emphasis on use of cable resulting from opposition to toll TV, 35:2
estimated cost of wiring up larger cities, 39:2
'Life' and 'N. Y. Times Magazine' articles, 41:4
test conditions outlined by FCC, 42:1, 43:4, 44:5
early years difficult, Pulse surveys indicate, 43:5
RKO Teleradio favors telecast method, 46:3
Theatre Owners of America oppose, 47:3, 50:14
polls, 47:3
Zenith franchise agreements, 48:9
community antenna operators queried by Selectivision Inc., 48:9
American Citizens Television Committee opposes, 48:9
Oceanside, Cal. system, 49:8
"payless" pay TV reported in 'Electronic News', 49:8
British agreement signed by Skiatron, 50:14
Phoenix broadcasters oppose, 50:14
Los Angeles approves franchises, 51:2
Tele-Pay Productions, 51:10
first application is by WSES, Philadelphia, 52:1
'Pay-TV Newsletter & Digest', 52:8
patent assigned to Zenith, 52:8

SURVEYS (see also Sociological Effects, Programs & Production, etc.)
recreation spending in U. S., report by Agricultural Dept., 18:14
"mass media" study by Fund for Republic, 25:12, 51:10
research expenditures & personnel survey in private industry by Labor Dept., 26:10
Los Angeles survey to determine principal causes of interference, 26:12
Videotown, 49:4

TAPE RECORDING, TV
Orradio Industries Inc., 2:15, 24:6, 29:10, 34:10, 43:14, 52:9
use of Ampex tape recorder, 2:16; 3:8, 4:7, 5:6, 8:12, 14:9, 15:6, 18:4, 29:7, 43:3, 49:2
RCA, 5:6
color, 14:9, 43:2, 47:9, 49:2
may soon be more economical than film, says consultant Boyce Nemec, 22:8
Telestudios Inc. stock offer, 31:12
impact on TV greater tban sound tape on radio, predicts CBS's Chinn, 34:14
KRON-TV demonstration, 35:8
RCA-Ampex agreement, 41:9
GE stays out of field, 44:5
NBC to replace kines, 45:2
used for first remote commercials by CBS on "Climax!", 50:14
switch to tape in homes in next few years predicted by Mort Farr, 52:11

TAXES
bill to repeal excise on records, 1:13, 18:12
repeal of uhf excise, 2:3, 29:7, 30:14, 31:7, 33:8, 35:12, 44:8, 50:3, 51:2
little bope for excise cuts, 3:12, 8:9
Langer bill to cut excise, 3:12
performers' holding companies, 5:4, 12:5
excise collections on TV-radio-phonos, 10:11, 20:12, 38:10, 45:12, 49:14
bill to repeal recorders-players excise, 19:9
repeal of excise on color and uhf asked by RCA's Costelloe, 23:13
excise not applicable to uhf converters sold separately from set, 24:11
excise tax bill passed by House, 25:10
cbange in tax depreciation rate on broadcasting equipment proposed by Internal Revenue, 27:14
refunds to mfrs., 31:12
depreciation for network affiliation & spot contracts claimed by WBC disallowed. 35:6, 43:10
N. Y. tax on TV film rentals, 44:3
Groucho Marx capital gain tax ruling on "You Bet Your Life" sale, 44:4
Baltimore tax on advertising, 45:5, 46:8, 47:4, 48:3, 49:10, 50:6, 51:16, 52:14

TELEMETER (see Subscription TV)

TELEVISION FUND (see Financial Activity, General)

THEATRE TV (see Closed-Circuit)

TRANSISTORS
boom foreseen by RETMA, 7:11
General Transistor Corp, 9:13, 23:13, 26:10, 30:15, 34:13, 46:13, 49:10
1957 sales, 14:11, 18:11, 24:11, 28:11, 32:11, 36:11, 41:12, 45:12, 49:13
1959 production forecast by Philco's Peltz, 15:12
fully transistorized TV sets in 2 years, predicted by Sylvania, 18:11
Raytheon "spacistor," 28:12
GE cuts prices, 29:13
transistorized wireless speakers in new Walter Reade theatre, 30:16
Industro Transistor Corp., 34:12, 36:8
Philco's MADT line, 41:12
in RCA TV sound systems with hi-fi attachment, 44:12
Japanese production, 45:12
Fairchild Semi-Conductors Corp., 49:10

TRANSMITTERS (see Equipment, Telecasting)

TUBES, TV PICTURE (see also individual manufacturers and Color
1956 month-by-month sales, 6:11
worn-out trade-in tubes destroyed by mfrs., reports RETMA, 9:11
Corning glass envelope, 12:7
RCA 110-degree, 12:12
110-degree planned by majors, 13:11, 16:9, 18:12, 20:9, 25:10
Kaiser flat, 16:11, 38:11, 41:14, 42:3
transparent-face phosphor tube invented at Naval Research Lab., 17:12, 18:10
"spot wobble," 18:11
higher prices seen by Corning, 20:11
DuMont enters market, 20:11
DeForest patent for picture-on-wall, 22:10
"flat TV wall picture" in 10 years, says Admiral's Siragusa, 23:11

scare over picture-tube voltage booster, 24:12
Sylvania image-producing panels, 27:11
GE transparent phosphor, 27:12
Sylvania 24-in. 110-degree, 29:13
"tube saver" device purchased by GE, 32:3
sales up, busy season changing, 32:8, 34:9
price increases, 41:12, 42:10, 45:10
short 90-degree, 46:10
standardization urged, 47:14
DuPont discontinues making phosphors, 49:13
rebuilders getting larger share of business, 51:12
taxability of rebuilts, 52:13

UHF (Ultra High Frequency) (see also allocations, etc.)

radiation rules for sets, 5:13, 27:12
Buffalo conversions, 7:5, 16:8
Motorola special antenna for portables, 12:12
converters free of excise tax if sold separate, 24:11
translators seen as economical aid for uhf stations, 25:1
Lebanon, Pa. campaign, 31:14

new General Instrument tuner, 43:12
GE long-life oscillator tube, 47:14

UNIONS & GUILDS

AFM sued by Republic Pictures, 1:16
IUE attacks GE "Better Living Program," 4:12
unions urge liberalized unemployment insurance for actors, 5:6
IUE-RETMA guaranteed annual wage negotiations, 8:9
AWARE sued by John Henry Faulk, 9:5
IUE-Philco contract, 9:10, 19:10
organizing drive in TV-radio by AFL-CIO, 11:14
NABET sued by Triangle over boycott at WNBF-TV, 11:14
IUE-Westinghouse negotiations, 12:12
NABET & NBC negotiating on manpower displacement from tape, automation, 15:6
IBEW-IATSE dispute keeps Antoinette Perry Awards from being telecast, 17:5, 18:3, 49:8
payments for TV reruns to SAG, 17:6, 26:9, 47:11
AFM sued by Los Angeles musicians, 18:4
IBEW sued by CBS, 19:5, 27:14

TV-radio income of Hollywood writers, 20:7
AFTRA officers, 31:5
minimum wage proposed for tube industry, 31:11, 36:11
walkout by NABET members in 5 cities disrupts "Lawrence Welk Show," 32:12
exemption from Wage-Hour Act overtime rules for small stations backed by Sen. Allott, 42:14
walkout by RTDG on NBC shows, 45:14, 46:7, 48:14
hectic bargaining until March predicted by 'Variety', 49:8

VOICE OF AMERICA

TV use by USIA, 1:16
Hungarian refugees listen to British radio and Radio Free Europe, 2:9
budget requests $4,000,000 for new radio station, 3:6, 8:5, 16:14
VOA's 15th anniversary program, 8:5
USIA budget, 16:14, 20:7, 22:5, 30:7, 31:4
George V. Allen named USIA director, 42:4
college scholarships, 49:16

MANUFACTURERS AND MERCHANDISERS

ADLER ELECTRONICS INC., 14:4

ADMIRAL CORP.

new sets, 1:13, 19:10, 21:12, 24:12
financial reports, 1:14, 12:14, 18:13, 32:6, 46:13
Harvard, Ill. plant, 6:11
Admiral Credit Corp., 6:11
solar-powered radio-phono, 7:12
agreement to sell through Western Tire, 9:11
Australia's leading set maker, success story in 'Business Week Magazine', 10:11
defers dividend, 10:13
2nd among freezer mfrs., 12:12
enters components field, 12:12
increased profits seen in 1957, 15:13
underwater camera developed for Navy, 19:5
automation in plant, case study in 'Public Relations News', 22:11
advertising plans, 27:12, 34:11
increasing set prices, 31:11
set designed for built-in use, 31:11
renews contract for Times Square sign, 34:11
govt. contracts, 34:12, 42:9
Central TV Inc. anti-trust suit settled, 35:11
diversification program, 51:12

AEROVOX CORP., 6:12, 17:11, 28:13, 31:12, 43:14

AIRBORNE INSTRUMENTS LABORATORY

merger with Aircraft Radio Corp. dropped, 11:13
increasing capital, 20:13
granted permission to sell notes to group with inter-company affiliations, 28:13
financial reports, 33:7

AIRCRAFT RADIO CORP., 12:15, 36:13, 42:13, 51:13, 51:15, 52:12

AMERICAN BOSCH ARMA, 44:15

AMERICAN ELECTRONICS INC.

financial reports, 5:14, 14:13, 48:13
stock issue, 10:13
buys Atlantic Instrument Corp., 34:12
buys Taller & Cooper, 39:11

AMERICAN TELEVISION INC., 7:12, 8:9, 17:11

AMPEX CORP. (see also Tape Recording)

financial reports, 1:14, 25:11, 43:14
hi-fi subsidiary, 12:12
buys 1/3 of Orradio, 16:13
reviewed by Draper, Sears & Co., Boston, 18:13
debentures, 22:11

AMPHENOL ELECTRONICS CORP.

financial reports, 6:12, 19:10, 31:12, 45:13
listed on N. Y. Stock Exchange, 21:13
buys Danbury-Knudsen Inc., 32:7
stock issue, 34:13, 37:13

ARVIN INDUSTRIES INC., 7:13, 18:13, 45:13

BARNES ENGINEERING CO., 12:15

BECKMAN INSTRUMENT CORP., 1:15, 6:12, 20:13, 40:13, 46:13

BELOCK INSTRUMENT CORP., 5:15, 6:13, 25:11, 40:13

CAPEHART-FARNSWORTH CORP., 18:13, 28:11, 32:7

CBS INC.

financial reports, 5:14, 7:13, 13:13, 16:13, 19:10, 33:7, 46:14
CBS International Div., 13:12
favored by Fahnestock & Co., 20:13
Paul W. Kesten fellowship at Harvard, 21:14
grants to executives' schools, 22:5
Long Island City plant sold to Neptune Meter Co., 26:13
new lab building at Stamford, Conn., 36:8

CBS-HYTRON

automatic germanium diode production. 3:13
expands in tubes and semi-conductors, 6:11
ad campaign supports independent dealers, 10:11, 39:10
IUE contract, 11:12

CHROMATIC TELEVISION LABORATORIES INC. (see Color, tubes)

CLAROSTAT MFG. CO. INC., 15:13, 34:12

CLEVITE CORP., 10:13, 17:11, 30:15, 44:15

COHU ELECTRONICS INC., 12:13, 31:12, 49:15

COLLINS RADIO CO.

cancels anti-collision aircraft radar order, 2:15
financial reports, 7:13, 12:15, 32:7, 44:15
called "growth" firm in Kidder, Peabody report, 9:13
debentures, 16:13

CONSOLIDATED ELECTRONICS INDUSTRIES CORP., 14:13, 37:13, 39:11

CORNELL-DUBILIER, 2:14, 8:10, 24:13, 36:13

CORNING GLASS WORKS, 12:15, 20:13, 21:8, 30:14, 46:13

CROSLEY DIV., AVCO MFG. CORP.

Avco financial reports, 4:12, 6:12, 13:13, 28:13, 40:13, 47:15
"Why Avco Quit Appliances", in 'Fortune', 7:11
Avco earnings up, 15:13

DAYSTROM CORP., 5:14, 17:9, 37:13, 43:14, 44:15

ALLEN B. DuMONT LABORATORIES INC.

new sets, 1:13
resignations, 3:12
redesigns Paterson plant, 12:12
financial reports, 12:15, 17:10, 19:11, 31:12, 44:15
industrial TV, 17:12, 21:8, 29:9, 43:7, 46:9
changes advertising agency, 18:12
receiving tubes, 20:11
CR tube with black background, 37:13
reorganization, 49:10
licenses Canadian mfr., 51:14

DYNAMICS CORP. OF AMERICA, 3:13, 19:11, 26:13

EITEL-McCULLOUGH INC., 15:13, 33:7

ELECTRONIC ASSOCIATES INC., 10:13, 44:14

ELECTRONIC SPECIALTY CO., 31:12

ELECTRONICS CORP. OF AMERICA, 11:13, 36:8

EMERSON RADIO & PHONOGRAPH CO.

modular components, 1:1
new sets, 1:13, 19:9, 26:12, 41:12
Jefferson-Travis line, 2:12, 5:12
financial reports, 3:13, 11:13, 38:8
Boston's Emerson Radio of New England Inc. sold, 5:13
stormy stockholders' meeting, 6:12
low-price table & clock radios, 7:12
advertising, 16:11, 17:9, 36:12
FTC prohibits advertising as "transistor" radios those with tubes, 21:12

ERIE RESISTOR CORP., 8:11, 15:13, 17:11, 23:13, 36:13

GABRIEL CO., 8:10, 32:7

GATES RADIO CO., 8:5, 45:13

GENERAL DYNAMICS CORP.—see Capehart-Farnsworth

GENERAL ELECTRIC CO. (GE)

servicing policy, 1:11
layoffs, 3:12, 38:9
Edison Radio Amateur Award, 4:10, 9:12
IUE attacks "Better Living Program," 4:12
tiny battery with 20-year life span. 6:13
new sets, 8:10, 14:10, 21:8
financial reports, 8:11, 16:13, 29:10, 42:13
"price adjustment" for bcstg. equipment, 9:8
tube sales decentralized, 16:10
hi-fi operations moved, 16:10
new transistors, 16:11

Golden Reel Award for movie, 19:6
reorganizes sales of electronic components div., 20:12, 30:11
"Fair Trade" dispute with Masters, 25:11
closed-circuit meeting with dealers & distributors, 28:11
electrocution of boy by defective portable, 29:2
award for TV servicemen, 32:7
trade name respected by teen agers, reports 'Scholastic Magazine', 35:10
GE Supply Co. anti-trust suit, 35:11
cuts cooperative ad and promotional fund for radios and electric housewares, 43:13
Dr. Baker retires, 48:11
record earnings seen by pres. Cordiner, 50:11
distribution reorganization, 51:13
communications products regional offices, 52:13

GENERAL INSTRUMENT CORP.

financial reports, 3:13, 15:12, 13:13, 26:13, 29:10, 42:13, 51:13
buys Radio Receptor Co., 15:12
suit to renew learner certificates, 21:12
diversification program, 51:13

GENERAL PRECISION EQUIPMENT CORP.

financial reports, 9:13, 17:11, 20:13, 33:7, 46:13
preferred stock issue, 20:13, 23:13

GLOBE-UNION INC., 15:13, 19:11, 28:11, 31:12, 45:13

GRANCO PRODUCTS, 8:10, 34:13

HALLICRAFTERS CO.

Penn-Texas Corp. owns 28% of Fairbanks, Morse & Co., 2:15
Penn-Texas offers Hungarian refugees jobs & homes, 2:16
private label takes nearly all TV production, 3:11
sales increase predicted, 5:12
Penn-Texas financial reports, 16:10
export business handled by Raytheon International, 34:11
Halligans repurchase, 49:15, 50:11

HAZELTINE ELECTRONICS CORP., 12:14, 16:11, 30:15

HEROLD RADIO & ELECTRONICS CORP., 50:13

HEWLETT-PACKARD CO., 51:15

HOFFMAN ELECTRONICS CORP.

new sets, 1:13, 25:10
financial reports, 8:10, 13:13, 18:13, 32:6, 40:12, 43:14
hi-fi components line, 16:10
expands electronic research, 16:11
solar div., 17:11
officers and compensation, 17:11
110-degree tube, 19:10
buys Los Angeles building, 28:11

HOTPOINT CO.

to stay in TV business, 15:11
portables used as second sets, survey finds, 15:11
new sets, 18:12, 20:16, 21:10
Chicago refrigerator plant, 30:13
sales up, 44:14
realigns distribution set up, 49:13
national dealer competition, 49:14

HYCON MANUFACTURING CO., 36:13, 43:14

INDIANA STEEL PRODUCTS CO., 11:13, 50:13

INTERNATIONAL RESISTANCE CO., 10:13, 11:13, 20:13, 25:11, 29:10, 46:13

INTERNATIONAL TELEPHONE & TELEGRAPH CORP.

financial reports, 5:14, 14:13, 21:13, 24:13, 37:13, 38:8, 50:13
new testing lab, 24:9
sued by Olson & Co., 26:13
industrial products div., 27:9
Palo Alto semi-conductor plant, 32:7
Canadian subsidiary, 42:13
awarded largest contract in CAA history, 46:13

I-T-E CIRCUIT BREAKER CO., 45:13

JERROLD ELECTRONICS CORP.
financial reports, 6:12, 20:13, 45:13
anti-trust suit, 7:5, 11:14
sued by Entron, 10:9
instruments & test equipment div., 11:13

KIN TEL (formerly KAY LAB, 2:14, 10:13, 16:13, 20:13

LABORATORY FOR ELECTRONICS INC., 15:13, 25:11

LITTON INDUSTRIES
financial reports, 22:11, 31:12, 36:7, 41:13
combines subsidiaries, 34:12
buys companies, 38:11, 42:13, 51:13, 51:15, 52:12
increases stock, 51:15

MAGNAVOX CO.
hi-fi radio-phonos, 2:12
financial reports, 5:14, 19:11, 33:7, 38:8, 44:14, 52:9
bi-fi boom anticipated, plans new plant expansion, 7:11
west coast office, 13:11
sbare of TV market increased to 4%, reports Fahnestock & Co., 18:13
new sets, 29:12
sued by former Sentinel distributor in Rochester, 29:12, 34:11
seeks new dealers, 50:10

P. R. MALLORY & CO.
financial reports, 12:13, 19:10, 24:13, 30:15, 40:13, 43:14
merger with Radio Materials Corp., 27:13
forms Mallory-Sbaron Metals Corp., 36:12
buys Milli-Switcb Corp., 46:12

MICROWAVE ASSOC., 22:11, 51:15

MIDWESTERN INSTRUMENTS, 36:13, 49:15

MOTOROLA INC.
modular components, 1:1
sales outlook, 1:13
new sets, 1:13, 8:9, 29:12
Bob Feller joins Otto Graham in youth promotion team, 1:13
moves west coast headquarters to Burlingame, Cal., 5:15
financial reports, 9:12, 19:10, 32:6, 41:13, 44:14
advertising campaign, 11:13, 44:13
special antenna for uhf portables, 12:12
110-degree tube in 1958 line, 18:12
Chicago expansion program, 28:12, 30:13
all-transistor portable radio, 42:12

MUNTZ TV INC.
enters bi-fi, 17:9
ads for Westinghouse laundry equipment protested by Baltimore dealers, 18:12
financial reports, 20:13
payment of past-due taxes, 32:7

MUTER CO., 14:13, 17:11, 31:12

NATIONAL CO., 12:14

NATIONAL UNION ELECTRIC CORP., 15:13

NORDEN-KETAY CORP., 2:15, 20:13

NORTH AMERICAN PHILIPS CO. INC.—see N. V. Philips Gloeilampenfabrieken

OAK MFG. CO., 8:10, 20:13, 30:15, 43:14

OLYMPIC RADIO & TELEVISION DIV., UNITRONICS CORP.
financial reports, 1:13, 9:12, 21:13, 24:13, 34:10
new sets, 1:13, 11:12, 24:12, 52:13
promotion plans, 4:12, 35:11
Unitronics Corp. financial reports, 15:13, 17:11, 27:13
TV sales up, 18:12, 38:11, 49:15
merger into Siegler Corp., 22:11, 32:7, 37:13, 38:8, 39:11
Siegler financial reports, 47:15
Siegler stock issue, 51:15

PACIFIC MERCURY TELEVISION CORP., 41:13

PACKARD-BELL ELECTRONICS CORP.
financial reports, 4:13, 5:14, 17:11, 30:15, 46:13, 49:15
reasons for success, 7:11
garage door opener, 11:13
Computer Corp., 16:12
"Sigalert" emergency warning system, 16:12
new sets, 23:11, 24:12
remote control unit, 41:12
portable, 45:12
diversification program, 51:13

PHILCO CORP.
suit against RCA, GE, AT&T, 3:2, 6:11
Mexican cross-production agreement with Westinghouse, 7:12
new sets, 7:12, 14:11, 17:9, 23:10, 35:11
IUE contract, 9:10, 19:10
financial reports, 9:12, 18:13, 30:15, 43:14, 48:13
sales, 10:11, 15:11
Silver Springs, Md. service branch closed, 12:12
officers, 13:11, 14:12
24-hour replacement parts program, 13:12
"New Look" story in 'Electrical Merchandising', 14:11
higher-priced sets seen by pres. Skinner, 15:11
Mother's Day promotion, 15:11
radios sold through drug stores, 16:11
forms British Semiconductors Ltd., 18:12
new Western Development Labs, Redwood City, Cal., 19:11
foreign production 5 times greater than exports, says International pres. H. Williams, 21:11
Bantam air conditioner, 21:11
"true-lease" rental plan for expensive equipment, 22:12
Mount Clemens, Mich. plant sold to Ford, 23:12
govt. & industrial div., 24:9, 27:12, 39:10
Mexican production, 24:12
Dallas regional office closed, 24:13
increasing sbare of set market, 37:10
annual sale promotion, 41:12
Technological Center, 49:14
Australian mfg. agreement, 50:11
improved sales analyzed, 52:12

PHILIPS ELECTRONICS INC., 30:15, 31:12, 39:11, 51:15

N. V. PHILIPS GLOEILAMPENFABRIEKEN
North American Philips Co. acquires patents from sesearch labs of Philips of Holland, 5:15
financial reports, 14:13, 23:13, 43:14
North American Philips becomes 100% owner of Ferroxcube Corp., 14:13
report by 'Reader's Digest', 17:11

PLAMONDON MAGNETICS CO., 9:12, 12:12, 21:11, 29:13

RADIO CORP. OF AMERICA (RCA)
servicing policy, 1:11
distributor franchise changes, 2:11
radio sets, 2:12, 34:10, 46:12
engineering exec. changes, 2:13
John L. Burns named pres., Frank Folsom chairman of exec. committee, 3:2
Awards of Merit, 3:12
Service Co. reorganizes, 4:13, 29:13
non-discrimination by industry recommended by Gen. Sarnoff, 5:5
teacher-training science scholarships, 5:16, 49:10
portable transistorized amplifier, 7:5
consulting engineers' seminar, 8:4, 9:8
Gen. Sarnoff awarded first Lee deForest Gold Medal, 8:10
financial reports, 9:12, 13:13, 19:11, 24:11, 28:13, 29:10, 43:14, 52:9
"Bizmac" computer, 10:12, 16:12, 34:12, 35:8
stock option for key employes, 10:13
debentures, 13:13
Gen. Sarnoff gets American Heritage Foundation award, 15:12
David Sarnoff Fellowships, 19:4
"most powerful" table radio, 19:9
exhibition hall, 20:7
color microscope, 22:8
Indianapolis color warehouse, 22:11
military airborne electronics lab, 22:11
new sets, 23:10, 34:10, 41:12
RCA sets preferred by most according to newspapers Consolidated Consumer Analysis, 24:12
gets "Community Service" award from Soutb Jersey Public Relations Assn., 25:11
Gen. Sarnoff's 3-point cold war plan, 29:6
hotel-motel styled sets, 29:12
electron tube div. reorganization, 29:13
promotion with Four Roses, 35:10
Whirlpool to handle South American sales, 36:12
Camden layoffs, 40:12
automation seen boon to economy by Gen. Sarnoff, 41:14
electroluminescent panels, 44:14
Bloomington layoffs, 47:13
weather radar, 50:7
fellowships, 52:14

RAYTHEON MFG. CO
financial reports, 8:11, 15:13, 29:10, 44:15
Santa Barbara electronics lab, 16:13
40% of Datamatic Corp. sold to Minneapolis-Honeywell, 25:11
"spacistor," 28:12
$4,000,000 CAA contract, 40:13
transistor & tube production up, 44:12
IBEW contract in Mass., 49:14

REEVES SOUNDCRAFT CORP., 20:13, 30:15

HOWARD W. SAMS & CO., 40:12, 46:13

SANDERS ASSOC. INC., 32:7

SENTINEL RADIO CORP., 14:11

SIGHTMASTER CORP., 2:15

SKIATRON ELECTRONICS & TELEVISION CORP., 16:13, 38:8

SONORA RADIO & TELEVISION CORP., 14:11, 16:10, 18:11, 22:11

SPERRY RAND, 24:13

SPRAGUE ELECTRIC CO., 13:13

SPRAGUE ENGINEERING CORP., 8:10

STANDARD COIL PRODUCTS INC.
liberalized conversion rate on debentures, 9:13
$26,000,000 Air Force contract to Kollsman, 10:12
financial reports, 14:12, 19:11, 36:13, 40:13, 46:13
employe stock option plan, 24:13

STANDARD ELECTRONICS CORP., 7:5

STROMBERG-CARLSON CO. (General Dynamics Corp.)
General Dynamics financial reports, 1:14, 14:13, 46:13
expansion in electronics communications, 2:12
hi-fi system for motels, 18:12
Rochester "Electronics Center," 23:13
$9,000,000 CAA contract, 24:9
called "bright light" of General Dynamics by pres. Pace, 28:13

SYLVANIA ELECTRIC PRODUCTS CO.
servicemen clinics for 110-degree tube set, 2:12
"Promotion of the Month," 2:12, 5:13, 21:12, 31:11, 38:11
financial reports, 3:13, 12:15, 18:13, 30:15, 42:12, 43:15
110-degree 17-in. tube for renewals, 4:12, 38:11
new semiconductor div., 5:15
1956 record sales year, 7:13
Sylvania-Corning Nuclear Corp., 2:15, 11:13, 28:12
stock increase, 13:13, 14:12
Thorn Electrical, British affiliate, 14:11
TV sales up, 15:11, 19:10, 36:12
electronic researcb center, 15:12
110-degree 21-in. portable, 16:9, 22:9
90-degree 17-in. tube, 16:10
radio signals lab, 16:12
price increases, 17:9
excise tax refund suit, 19:10
sinking fund debentures, 22:11
new sets, 23:11, 24:12
increases radio & bi-fi production, 32:9
doubles number of dealers, 32:10
cabinet plant at High Point, N. C. sold, 32:11
Bayside, N. Y. Physics Lab addition, 36:8
10-in. deep cabinet for 21-in. tube. 40:11, 45:11, 46:10, 49:13

SARKES TARZIAN INC., 45:5

TECHNICAL OPERATIONS INC., 51:15

TELECHROME MFG. CORP., 49:15

TELEPROMPTER CORP.
group communications div. takes over Sheraton Closed Circuit TV, 2:16
financial reports, 13:12, 29:10, 41:13
stock split, 26:13
"Telepro 6000" sales, 47:11
largest sale, to Crosley, 49:16

TEXAS INSTRUMENTS
predicts 1957 sales, 1:15, 9:13
financial reports, 12:15, 16:13, 24:13, 33:7, 44:15
Britisb subsidiary, 40:9

THOMPSON PRODUCTS INC., 43:14, 52:13

TOPP INDUSTRIES, 51:15

TRAV-LER RADIO CORP.
financial reports, 2:14, 31:12, 33:7, 34:11, 51:15
imports Luxor hi-fi radio-phonos, 21:11
increases TV prices, 41:12
switch to independent distributors, 50:11

TUNG-SOL ELECTRIC CO.
financial reports, 8:10, 18:13, 32:6, 45:13
praised in 'Investors' Reader', 16:13
buys Chatham, 20:8
preferred stock, 27:13, 30:15

UNITRONICS CORP. (see Olympic)

VARIAN ASSOCIATES, 21:13, 32:7, 48:13

WARWICK MFG. CORP., 17:9

WEBCOR INC., 14:13, 16:13, 17:11, 31:12, 44:15

WELLS-GARDNER & CO., 14:12, 33:7, 39:11

WESTINGHOUSE ELECTRIC CORP.
new sets, 1:13, 12:12, 24:12, 25:10
Montgomery Ward private label production, 2:12, 6:9, 7:10
"broad band" TV promotion, 3:12
sales, 4:12, 17:10
production control system installed, 5:11
financial reports, 5:13, 31:12, 44:15
Mexican cross-production agreement with Philco, 7:12
Appliance Sales unit formed, 8:8, 10:11, 24:11
layoffs, 9:12, 17:9
negotiates witb IUE, 12:12
Canadian Westinghouse financial reports, 13:13
profits seen going up by pres. Price, 14:12
employe stock plan re-established, 20:10
receiving tube sales up, 21:12
tube production swings to 110-degree, 25:10
hi-fi, 28:11
Westinghouse Educational Foundation, 32:7
advertising, 35:11, 36:12, 37:9
Ithaca microwave research center, 47:11
buys Edgar Morris Sales Co., Washington, 49:14
officer changes, 51:14

WHIRLPOOL-SEEGER CORP.
merger with Birtman Electric Co., 9:11, 14:11
layoffs, 9:12
financial reports, 10:13, 15:13, 21:13, 48:13
monthly promotion plan, 12:12
Appliance Buyers Credit Corp. subsidiary, 16:10, 26:12
South American sales organization, 36:12

ZENITH RADIO CORP.
financial reports, 5:14, 12:14, 17:11, 32:6, 44:14
raises prices, 21:13
new sets, 23:11
promotion with stockholders, 48:11
stock split, 48:13

THE AUTHORITATIVE
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Television Digest

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with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — January 5, 1957

"MODULAR DESIGN" TV SETS now marketed by 2 manufacturers, with extension of new production method seen in 1957; "tinkertoy" vs. "PEC" approach (p. 1).

DEMAND FOR AT&T SERVICE higher than ever because of video tape, more programming, closed-circuit events, etc., though few new cities added (p. 2).

CRAVEN PLAN stimulates industry analysis. Educator opposition most violent. Excerpts from Comr. Craven's memorandum to colleagues (p. 3).

MAJOR VHF DECISIONS getting top priority at FCC—including St. Louis, Seattle, Boston, Indianapolis. Court's final word on multiple ownership (p. 4).

TOP-LEVEL CHANGES AT ABC this week include resignations of Stabile, Connolly & Abry. Network v.p. Oliver Treyz promises no more "significant separations" (p. 5).

CONGRESS VACANCIES on TV-regulating Senate Commerce Committee expected to go to Cooper, Thurmond & unnamed Texan; 7 vacancies on House group (p. 6).

"INFLUENCE" PROBE of FCC and other agencies by Small Business subcommittee ends with report which splits Committee along political lines (p. 7).

INDEPENDENT SERVICE bolstered by GE, returning distribution of replacement parts to tube distributors from own branches. RCA reaffirms policy (p. 11).

CONSERVATIVE BUYING by TV-radio dealers foreseen at Chicago furniture marts. High inventories counteract optimism. Color statements more bullish (p. 12).

RECORD PRICE CUTS on industry-wide basis foreshadowed in reductions on 45rpm discs by RCA and Columbia. RCA plans big promotion drive (p. 13).

BUYERS OF COLOR SETS mostly in $80-$90 weekly earnings bracket, according to Philadelphia bank. Raymond Rosen & Co. reports sales and goals (p. 10).

1956 STOCK TRANSACTIONS in principal TV-radio-electronics and related issues tabulated, giving sales, price range, net change (p. 15).

MARY PICKFORD ROGERS and husband sell their interests in WSJS-TV, Winston-Salem, to 2/3 owner Gordon Gray; Albuquerque deals cooking (p. 8).

TV NOW "MAJOR MEDIUM" in promoting understanding of American policy abroad, USIA reports; 191 stations used 75 U. S. Govt. programs in 1956 (p. 16).

MODULAR TV DESIGN—TREND FOR '57? First TV sets built around modular components were being given quiet test on consumer market as 1957 began -- with indications that modular design may represent biggest technical innovation in TV this year.

Modular design -- use of prefabricated clusters of components in place of individual components -- is now incorporated in some models of at least 2 makes of TV sets now on market. One Motorola 17-in. receiver, in production for about two months, uses printed circuit chassis into which are plugged 17 modular plates containing equivalent of 127 conventional components. Some Emerson chassis -- intermixed with regular line -- are being built with horizontal deflection circuit composed of 4 "tinkertoy" modules, replacing 40 components.

While modular components can be used in "automated" production line, their use also is regarded as providing alternative to automation. For the modules are purchased complete -- to assembler's specifications -- from the component maker and production workers plug them into printed circuit chassis like tubes. At the Motorola plant, for example, entire modularized TV chassis are assembled by 12 girls -- and there's virtually no chance for error in placement of components.

Quality of modular design equipment is unquestioned -- principle is not a new one, having been used for some time in military and other electronic equipment. Crucial question is economics. Modular components in themselves cost more than the equivalent groups of conventional components -- and basic question is whether the savings in simple assembly will compensate for increased cost.

Most widely publicized form of modular construction is "tinkertoy," developed by Navy & National Bureau of Standards. Leading maker of tinkertoy modules -- tiny cubes consisting of stacked multi-component wafers -- is ACF Electronics in Alexandria, Va., which after a number of false starts is now producing modules in quantity for AM radios as well as some for TV sets.

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Headed by Robert L. Henry, credited with being tinkertoy's principal developer at Bureau of Standards, ACF currently is concentrating on standard modules for 5-tube AC-DC radios, in which 2 modules replace all conventional components. ACF retained Howard W. Sams Co. to survey 200 AC-DC 5-tube radios and found that 98% used identical circuitry -- leading to development of standard radio modules.

Emerson has produced more than 100,000 small radios using tinkertoy modules, according to pres. Benjamin Abrams, who claims there hasn't been single complaint about them. Using ACF modules in portable radios, Motorola reports production of 75,000 modular sets to date with fewer field failures than conventional models.

First TV sets using tinkertoy modules constitute a "test run," according to Abrams. Whether Emerson will move on to "100% tinkertoy" TV sets, he says, depends on answers to 2 questions: (1) How do costs stack up against conventional TV set construction? (2) When will the necessary tinkertoy modules be available?

Ease of chassis assembly will more than make up for higher component costs, says ACF's Henry, in answer to first question. As to second, he says concentration on modules for home radios will occupy ACF's capacity to such extent that the more complex modules required for 100% tinkertoy TV won't be available until 1958.

* * * *

While pros & cons of tinkertoy may still be controversial in the electronics industry, the principle of modular construction itself isn't. Centralab div. of Globe-Union, which produces modular component groups arranged in "plates" of various sizes, says it has already sold 75,000,000 of these prefabricated "Packaged Electronic Circuits" (PEC) to industry. One specialized PEC plate, for example, contains 22 resistors and is used in GM's "autronic eye" automatic headlight dimmer.

Though Motorola uses ACF's tinkertoy modules in its portable radios, it has turned to Centralab for components for its completely modularized TV sets -- the first TV ever to be designed around components. Like tinkertoy modules, PEC plates are simply plugged into printed circuit board and dip-soldered. Unlike tinkertoy, they can be made in infinite variety of sizes and shapes.

"Electronics is a fast-changing art," says Centralab pres. W.S. Parsons, "and if you can't turn around on a dime and get 9¢ change you're out of date." This sums up his argument against tinkertoy approach, which he calls uneconomic and inflexible. He claims PEC plates cost only about 20% more than equivalent standard components -- a differential he says can easily be made up in assembly savings.

Tinkertoy and PEC are but 2 approaches to modular component design -- about which much more will be heard in 1957. While these 2 approaches have marked differences, their partisans use similar arguments: Wiring and insertion of components represent biggest part of TV set assembly; with modules and printed circuit boards, job is made vastly simpler. In effect, the modular component suppliers are saying to the set makers: "The automation is in our plant instead of yours."

AT&T SCRAMBLING TO FILL NETWORK NEEDS: Demands for network facilities from AT&T are growing at such a rate -- due to development of TV tape recorders for west coast use, hiked network programming, increased closed-circuit uses -- that AT&T's facilities may well be strained to the hilt in forthcoming months.

Demand on AT&T to link new TV cities to network circuits hasn't been great, however, for most of last year's 45 new stations were on existing routes, needed merely to be hooked up. Only a few new cities were added -- such as Thomasville, Ga.; Yuma, Ariz.; Decatur, Ala.; Hattiesburg, Miss.

In terms of channel miles, there was substantial increase in 1956 -- from 72,000 to 79,000. Color channel miles now total 71,000.

That AT&T can produce when called upon was never more clearly demonstrated than in its preparations for coverage of Presidential Inauguration Jan. 21. It will use some 60 microwave dishes, borrowing equipment from as far away as Los Angeles, installing 28 mi. of TV cable, etc. NBC is still considering whether to use color, and AT&T has provided 3 color points just in case, at one ball and at two parade locations -- Treasury Bldg. and Lafayette Park.

Canada is in midst of network expansion reminiscent of U.S. a few years ago. Huge jump from Toronto to Winnipeg was accomplished, along with big extension from Saint John, N.B. to Sydney, N.S. Also in the works now are plans to link Sudbury, Sault Ste. Marie & Timmins, Ont.

* * * *

Growth of private links operated by U.S. stations hasn't let up, either. FCC granted links to following in last 6 months: KTVC, Ensign, Kan. from Hutchinson; KICA-TV, Clovis, N.M. from Amarillo; WINK-TV, Ft. Myers, Fla. from Tampa; WCYB-TV, Bristol, Va. from Winston-Salem; KDIX-TV, Dickinson, N.D. from Bismarck; KUMV-TV, Williston, N.D. from Bismarck; KVSO-TV, Ardmore, Okla. from Oklahoma City; KNAC-TV, Ft. Smith, Ark. from Little Rock.

[All foregoing additions and changes will be included in our new map of TV stations and network routes, to be included with forthcoming Spring-Summer edition of our semi-annual TV Factbook.]

TV INDUSTRY EVALUATES THE 'CRAVEN PLAN': There's extremely varied reaction to the "Craven Plan" -- Comr. T.A.M. Craven's proposal to rescind allocation table and consider applications on case-to-case basis (Vol. 12:52). Commission plans to discuss plan Jan. 14; ultimate disposition is still most conjectural.

Most violent opposition engendered, of course, comes from educators -- for plan would make all channels commercial, force schools to compete for CPs with the commercial applicants who can move firmly and quickly.

"It would stop educational TV in its tracks," states Ralph Steetle, exec. director of Joint Council on Educational TV. "If the Commission puts it out for rule-making, our activity will make our work during the 1948-52 freeze look picayune. We've just begun to scratch the surface of educational TV, and its performance is exceeding our most optimistic theories. The plan would also put the axe to uhf."

Whether such activity would cut much ice with FCC is another question, for several members of Commission don't agree that educators have made much progress.

Some vhf operators are leery of the proposal, fearing possibility that the introduction of "flexibility" would gradually add stations to reduce their service areas -- even though present engineering standards are retained. Others assert that they're more likely to protect themselves without an allocation table -- because there's always possibility that FCC may adopt a new table with mileage cuts, which might prove to be worse.

Some operators question whether "voluntary" shifts to new vhf channels or new locations can be achieved by "persuasion." Says one: "It just ain't human nature to do any shifting that costs money, particularly if it permits someone to build a co-channel or adjacent-channel station closer to you."

One engineer analyzes plan this way: "If you maintain present engineering standards, I'd like to know where you'd drop in vhf channels in any worthwhile markets. I think they've all been found. I'll bet 100 engineers have been combing the maps for 4 years looking for them."

Several attorneys claim that basic result of plan would be to eliminate educational reservations. They also state that it would eliminate one procedural step -- applicants wouldn't have any rule-making before applying for new channel.

Several attorneys were enthusiastic about proposal -- foreseeing applicants using ingenuity to apply for stations where economics dictate, not where FCC thinks there might be demand. Some visualize use of directional antennas, precision offset, etc., with station assignments on interference-protection basis as in AM -- with considerable increase in potential number of stations. Subject may be broached at meeting of Federal Communications Bar Assn. Jan. 11; several years ago, group took stand in favor of abolishing allocation table.

* * * *

Some people queried for reactions say they don't know precisely what Craven has in mind. Following are excerpts from his 11 recommendations to colleagues:

(1) "Proclaim a policy which emphasizes that the objective of the Commission

is to preserve TV broadcasting as a free competitive enterprise with a minimum of regulation by Govt. In stating this policy it should be recognized that the Govt. cannot force technical development along specific lines if such development is inconsistent with the basic economics of prudent business..."

(2) Announce that FCC will continue to encourage research and will revise engineering standards & rules in accord with new technical facts.

(3) State affirmatively that it is obvious that 12 vhf channels are insufficient for nationwide competitive TV system.

(4) Announce that present evidence indicates uhf is capable of providing an excellent service. "The improvements which now indicate promise of practical application are automatic repeaters and higher power."

(5) Announce that FCC recognizes research may disclose more efficient uses of vhf. Meanwhile, it won't permit encroachment of vhf "in areas where uhf has been established as the dominant method of TV broadcasting."

(6) Announce that present allocation table will be rescinded and applications will be accepted "in accord with generally accepted sound engineering practice." For the immediate future, existing mileage separations will be maintained, to be changed through rule-making when engineering evidence indicates practicality.

(7) Require all CP-holders to demonstrate good faith or turn in grants.

(8) Encourage TV set makers who operate vhf stations to operate uhf stations from same locations. Same for other vhf operators.

(9) Encourage vhf operators to establish uhf repeaters.

(10) Call industry's attention to requirement of fair & equitable distribution of stations. "It should be reiterated that the Commission's goals and objectives in this regard can be defeated by the premature immediate utilization of too many TV channels in the larger and more attractive markets."

(11) "Announce that in the distribution of TV channel facilities to states & communities, the Commission will take into special consideration the needs of educational institutions...In this connection the educational institutions will be requested to make their needs and plans known to the Commission."

TOP PRIORITY at FCC is being given big-city vhf decisions, and Commission took up St. Louis' Ch. 11, came to no final conclusion—though CBS is still considered front-runner; it won examiner's initial decision last Sept. 6. Also due for decision before long is Seattle's Ch. 7, for which examiner favored KIRO, major stockholder of which is Saul Haas, with Senate Commerce Chairman Magnuson (D-Wash.) holding about 4%. FCC is still expected to give it to KIRO.

Other major cases due for decision before long: Ch. 5, Boston, for which WHDH is currently favored by FCC; Ch. 13, Indianapolis, with Crosley in the lead.

Court of Appeals bowed to Supreme Court this week, carrying out latter's decision on multiple ownership in Storer case. Lower court ruled FCC has no authority to set numerical limit on station ownership. Supreme Court disagreed, sent case back, told Court of Appeals to consider FCC's justification of present specific limits and whether FCC is arbitrary in regarding 1% ownership of a station in counting holdings by a single owner.

In this week's decision, Judges Prettyman, Miller & Bazelon stated that "our attention has not been drawn to any matters which outweigh [FCC's judgment as to specific numbers] based on 'accumulating insight.'" Regarding "1% rule," they said: "Petitioner's attack . . . fails because (1) petitioner has not shown that any injury has resulted or will certainly result therefrom; (2) petitioner can always apply to the Commission for relief from any hardship; and (3) under the 'one percent rule,' interests of less than that amount 'need [not] be considered,' but interests of more than that amount do not necessarily constitute 'control.'"

Following up recent allocations change, FCC authorized WINT, Waterloo, Ind. (Ch. 15) to change its designation to Ft. Wayne. Commission set for rule-making a petition to assign Ch. 2 to Longview, Wash., combining it with conflicting proposal to assign it to Vancouver. It also proposed to shift WROM-TV's Ch. 9 from Rome, Ga. to Chattanooga. Commission received petition from WMTM, Moultrie, Ga. to add Ch. 8 to town.

Protest on "economic injury" basis was filed by KULA-TV, Honolulu (Ch. 4) against grant of KHVH-TV (Ch. 13) to Henry Kaiser organization. KULA-TV said that city couldn't support 4th station, stated that 4 stations in larger and more prosperous Phoenix showed combined loss of $450,000 in 1955.

Unusual protest filed, in AM case, came from west coast broadcaster John Poole, against grant of 740-kc, 1-kw, to Q Bcstg. Co. (Frank Barc), in Phoenix. Poole states that his and Barc's applications were competitive; that they agreed to merge and get grant; that Commission happened to grant Barc's application before FCC received amendment reflecting merger; that Barc has since refused to honor agreement.

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Eloquent argument for more contributions of kines and films to Armed Forces TV is lead story in Jan. 5 *Billboard*. Datelined Thule, Greenland, it details the tremendous importance troops in such isolated bases attach to TV—how each new incoming batch of filmed programming is anxiously awaited, how TV stars are biggest celebrities to the troops, how Greenland-based airmen and even their relatives are anxious to repay contributing sponsors "with sales and goodwill."

Personal Notes: James E. Denning elected NBC v.p. in charge of talent and program contract administration; Thomas W. Sarnoff elected v.p. for production and business affairs, Pacific division; Richard H. Graham, v.p., law, Pacific div. . . . Leonard H. Goldenson, AB-PT pres., elected broadcasting industry representative on Advertising Council board . . . John F. Meagher, NARTB radio v.p., elected a director of American Heart Assn.; he has served as chairman of its radio committee for last 3 years . . . Charles Quentin, chief engineer of KRNT-TV & KRNT, Des Moines, named engineering director of parent Cowles Bcstg. Co. . . . Edward D. Taddei, exec. v.p. of Triangle's WNHC-TV & WNHC, New Haven, named gen. mgr., succeeding Aldo DeDominicis, who remains as consultant . . . Truman B. Hinkle, ex-majority owner & gen. mgr. of radio KRAM, Las Vegas, named gen. mgr. of KSHO-TV, same city . . . Frank E. Fitzsimonds, ex-exec. v.p. of KFYR-TV, Bismarck, N. D., named mgr. of KBMB-TV, same city . . . Robert T. Schlinkert promoted to asst. gen. mgr. of WKRC-TV, Cincinnati, continuing his duties as gen. sales mgr. . . . James M. Sirmons, gen. mgr. of CBS Radio operations dept., promoted to asst. director of labor relations, CBS Inc. . . . Roland H. McClure promoted to mgr. of Los Angeles office, CBS Radio Spot Sales . . . John T. Curry Jr. promoted to mgr. of station services, Radio Advertising Bureau . . . Robert W. Miller promoted to sales mgr. of KOOL-TV, Phoenix . . . Clayton A. Roehl promoted to program director of WWTV, Cadillac, Mich. . . . Barry Zorthian, ex-CBS, serving last 5 years as Voice of America ocerseas correspondent, promoted to VOA program mgr., replacing Gene King, resigned.

Jack Poppele, ex-director of Voice of America, is pres. of new Green Mountain Enterprises, planning to open "Santa's Land" recreation park in Putney, Vt., is also considering purchase of interest in radio stations. His associates in park venture are Charles F. Gannon, ex-Benton & Bowles, and Charles Crawford, ex-U. S. Steel. Captialization is $200,000; organizers plan to retain 62%, sell 38%. Poppele said he was prompted to go into project after evaluating tremendous growth of recreation expenditures and leisure time. Project will feature closed-circuit radio—with commercials.

Frederick B. Thornton, BBC's North American representative, was made an Officer of the Order of the British Empire in New Year's Honors List of Queen Elizabeth II. Also included in the list of 2000 cited was John Morris, controller of BBC's cultural Third Program, who was made Commander of the Order of the British Empire.

Raymond Dorrington Bangay, foreign mgr. of British Marconi, retired this week after more than 54 years with the company. Well known in U. S. as radio pioneer, he represented Marconi in this country from 1902 to 1907, helping in the installation of many radio stations, including first U. S. coastal station at Babylon, N. Y.

Thad H. Brown Jr., NARTB's TV v.p., appointed co-chairman of advisory committce of Presidential Inaugural Ball Committee, and co-chairman of protocol committee for Governors' Reception at the inauguration.

James W. Blackburn, partner of station brokers Blackburn-Hamilton Co., now convalescing at his home, 9 Radcliffe Road, Alexandria, Va., following hospitalization for occlusion.

Frederick W. Ford, former chief of FCC Hearing Div., now at Justice Dept., promoted to asst. deputy attorney general.

Frank Pace Jr., excc. v.p. of General Dynamics and former Secretary of Army, elected to board of Loew's Inc.

Martin Agronsky, ABC Washington commentator, signs contract to join NBC in next few months.

MORE ABC TOP LEVEL CHANGES: James A. Stabile resigned this week as v.p. & gen. counsel, joins NBC in talent & program operations; he's succeeded by Mortimer Weinbach, v.p. in charge of labor relations. James H. Connolly resigns as v.p. in charge of KGO-TV, San Francisco, succeeded by v.p. John H. Mitchell, ex-gen. mgr. of ABC's WBKB, Chicago, later head of WABC-TV, N. Y., recently special asst. to AB-PT pres. Leonard Goldenson; Mitchell left for new post Jan. 4. Charles Abry, TV network national sales mgr., also resigns this week, his duties taken over by Slocum Chapin, v.p. in charge of TV network sales.

These changes, states Oliver Treyz, recently named v.p. in charge of TV network, mean the "organization is now shaken down to the point where it's unlikely that there will be any more significant separations from now on, and we can proceed with building and strengthening our organization in depth."

Series of ABC executive defections and shifts began with resignation of Robert E. Kintner as ABC pres.; he joined NBC this week as its 5th exec. v.p. After him, came resignations of v.p.'s Ernest Lee Jahncke and Geraldine B. Zorbaugh, his special assts.; then Harold L. Morgan, v.p. & controller, who quit to join McCann-Erickson; then Robert F. Lewine, v.p. in charge of programming & talent, now NBC v.p., program dept., who was succeeded by James T. Aubrey, ex-CBS Hollywood mgr. of network programs.

FCC Comr. Rosel H. Hyde's planned trip to Mexico City to sign bilateral radio agreement Jan. 8 has been postponed, Mexican Govt. stating delay is due to translation of agreement from English to Spanish. Mid-Jan. meeting is now likely.

Two new examiners being appointed by FCC: Charles Frederick, from Office of Opinions & Review; Millard F. French, from Renewal & Transfer Div. Latter previously was an examiner, left Commission for brief period.

Obituary

Lawrence M. Klee, 42, TV-radio scenarist who often turned out as many as 15 stories a week, died Jan. 1 of heart attack at home in Westport, Conn. He created *Man Against Crime* and *The Line-Up* TV series, wrote scripts for *Mr. and Mrs. North, The Fat Man, The Chase, The Clock.* He wrote narration for *The Roosevelt Story,* feature-length film on late President's life, won citations for wartime work with War & Treasury Depts. Surviving are his widow, a daughter and a son.

Michael H. Sloman, former chairman of Mumm, Mullay & Nichols, Columbus, O., died Jan. 1 in White Cross Hospital there after long illness. Before joining agency in 1954 he was marketing director for Monsanto Chemical Co. and had been gen. mgr. of Detergents Inc. before it was bought by Monsanto. Surviving are his widow, 2 sons, 2 daughters and 10 grandchildren.

Eugene Gaughn, 52, AT&T public relations studies mgr., died of heart attack Jan. 1 at his home in Yonkers, N. Y. He joined N. Y. Telephone Co. in 1928 following graduation from Syracuse U, later forming its public relations dept. in N. Y. City. Survivors are his widow, brother & sister.

Joseph R. Hamlen, 75, head of Boston office of Albert Frank-Guenther Law Inc., having joined agency in 1929 as a v.p., and served as asst. to chairman of American Red Cross during World War I, died Jan. 3 at Mass. General Hospital after brief illness. Surviving are his widow, 3 sons and brother.

Mrs. Frederick A. Miller, 89, pres. of *South Bend Tribune* (WSBT-TV & WBST) since her husband's death in 1949, died Dec. 27. She is survived by her nephew, Franklin D. Church, *Tribune* publisher.

CONGRESS' organizational session this week marked beginning of the end of the "quiet season" for TV industry and FCC on Capitol Hill —with 85th Congress expected to be one which again will delve deeply into TV scene. Coincidental with Congress' opening week, House Small Business Committee issued report on its investigation of regulatory agencies, including FCC (see p. 7). Next month, House Judiciary Committee and Senate Commerce Committee are expected to issue reports on their respective TV investigations—with both inquiries likely to continue in some form during 85th Congress.

First Congressional activities likely to have some effect on TV will be the filling of vacancies on the Committees charged with responsibility for overseeing FCC. Senate Commerce Committee's openings may be filled next week; those on House Committee may not be filled until end of month or later.

Senate Commerce Committee, again headed by Sen. Magnuson (D-Wash.), has one Republican & 2 Democratic vacancies. Post formerly held by Sen. Duff (R-Pa.) is expected to go to Sen. Cooper (R-Ky.), who was on Committee for 2 years during his previous service in Senate. Vacancy created by resignation of Sen. Wofford (D-S. C.) is due to revert to Sen. Thurmond (D-S. C.), who sat on Committee until he resigned to run for election. Post of Sen. Daniel (D-Tex.), who quit to become governor of Texas, may well go to another Texan—the Senate successor to Daniel (if he is a Democrat). It's even conceivable that majority leader Lyndon Johnson (D-Tex.), a former Commerce Committee member, might take the Committee seat himself.

House Commerce Comittee, to be headed by Rep. Harris (D-Ark.), has 4 Democratic & 3 Republican vacancies. Due to deaths of former Chairman Priest (D-Tenn.) & Rep. Granahan (D-Pa.) and fact that Reps. Klein (D-N. Y.) & Carlyle (D-N. C.) did not run for reelection, Rep. John Bell Williams (D-Miss.)—who was fifth ranking majority member last session—has been thrust quite suddenly into position of importance as second ranking majority member. Only defeated Democratic member of Committee is Rep. Hayworth (D-Mich.). Most recently appointed member is Rep. Rhodes (D-Pa.), named last summer to succeed the late Rep. Granahan. There's strong possibility that freshman Rep. J. Carlton Loser (D-Tenn.), Rep. Priest's successor in House, may get one of the Committee vacancies.

On Republican side, Rep. Wolverton (R-N. J.), again will be ranking member, with Rep. O'Hara (R-Minn.) elevated to No. 2 due to death of Rep. Hinshaw (R-Cal.). In addition to Hinshaw, GOP members to be replaced are Dolliver (Ia.), who was defeated, and Richard W. Hoffman (Ill.), retired.

On Rep. Celler's Judiciary anti-trust subcommittee, uhf operators lost a strong advocate in Rep. Quigley (D-Pa.), who was defeated.

First bill which directly deals with TV was thrown into hopper during first day of 85th Congress by Rep. O'Hara. His HR-365—a copy of bill he also introduced last April (HR-10542)—would prohibit FCC from establishing numerical limit on TV station ownership, and would prohibit ownership by any one entity of TV stations which in the aggregate provide service to areas comprising more than 25% of U. S. population. It's identical to S-3859, introduced in last Congress by Sen. Bricker (R-O.), who is expected to introduce similar measure in Senate this month.

Single programming code for TV industry moved step closer this week when members of big Alliance of TV Film Producers formally adopted NARTB's TV code and were admitted to affiliate subscription as climax of several months of negotiations (Vol. 12:19, 25). Alliance is responsible for 75% of all films shown on TV. Maurice Morton, v.p. of McCadden Productions, is chairman of Alliance's ethics committee, which conducted negotiations, and will also serve as liaison with Code headquarters. A representative of Alliance will sit as a non-voting member of code review board at meetings when TV film production problems are scheduled for review. Alliance members will use code as a "guide book in producing all future product and are authorized by the Board to include in their films a special seal indicating voluntary compliance with the NARTB code provisions." NARTB added that "The seal will not remove the responsibility of the broadcasters to preview film product before scheduling, but it does proffer assurances that special care has been taken in the original production."

NARTB had 2119 members as of Jan. 1, comprising 320 TV stations, 1354 AM stations, 328 FM stations, 3 TV networks, 4 radio networks. In year-end statement, pres. Harold E. Fellows commented: "The estimated 1,481,570,000 home hours viewed each week by the public represents probably the most significant advance in TV in 1956. TV viewing now occupies more time than any single activity except working or sleeping for the average viewer."

NARTB's TV code review board (G. Richard Shafto, WIS-TV, Columbia, S. C., chairman) meets Jan. 15-16 at Waldorf-Astoria Hotel, N. Y., will devote special attention to "several subscribers whose policies appear to be in substantial disparity with the Code's commercial recommendations."

Earl Godwin Memorial Award, honoring NBC's dean of Washington commentators who died at 75 last Sept., was established this week by NBC. It provides for 6-month duty as an NBC correspondent in country to be chosen by recipient, for outstanding radio news reporting by employe of NBC affiliate. NBC also set up Earl Godwin scholarship award at a school of journalism for deserving undergraduate, with details to be announced later. Judges of the annual Earl Godwin Memorial Award: Davidson Taylor, NBC v.p. in charge of news & public affairs; Wm. R. McAndrew, NBC director of news; H. V. Kaltenborn, dean of NBC news commentators; Sol Taishoff, editor-publisher of *Broadcasting-Telecasting* and pres. of Sigma Delta Chi; Wayne Richardson, AP, pres. of Overseas Press Club; Edward Barrett, dean of Columbia U School of Journalism and ex-Asst. Secretary of State for Public Affairs; Ben J. Grant, pres. of National Press Club; Herbert Bayard Swope, writer and ex-editor of old *New York World*.

Annual dinner of Federal Communications Bar Assn., scheduled for Jan. 11 at Sheraton-Park Hotel, Washington, will have Neville Miller as master of ceremonies, feature entertainment by BMI performers: singers Eddy Arnold and Betty Johnson, jazz violinist Joe Venuti, jazz harpist Paul Chertok.

Ban on radio broadcasts of municipal proceedings, to avoid "mike fright," was voted in New Year resolution by city councilmen of Gloversville, N. Y. Council also wanted to protect itself from public disclosure of politically-embarrassing poor grammar, sponsor of resolution said.

TV-radio news staff jobs are fourth career choice of Ohio U School of Journalism students. Poll of 70 students showed 75.5% preferred work on dailies. Other top job preferences are weeklies and house organs, followed by TV-radio—because it's a "growing field"—and magazines.

PROBE of "influence" at FCC and other regulatory agencies by Rep. Evins' Small Business subcommittee ended this week with limp and scantily documented little report that divided the full Committee along political lines—6 Democrats for, 5 Republicans against. To nobody's surprise, this week's report (House Report 2967) urged that chairmen of such agencies as FCC & FTC be elected by members, rather than appointed by President, and that these agencies be exempted from present requirement that appropriations requests and communications to Congress regarding legislation be approved by Budget Bureau.

This is the investigation which started last March with charge by Evins that FCC admitted that the networks had "power to hire and fire" Commission employes (Vol. 12:11)—and then fizzled when subpoenaed books of CBS & NBC failed to produce any mink coat scandals. The Tennessee Democrat stirred up a little additional publicity last October when he charged that networks and others were trying to suppress his subcommittee's report (Vol. 12:42). Majority report is similar to the one-man report he released at that time.

With regard to FCC, it quotes some uhf operators' complaints and Sen. Bricker's "network monopoly" report as well as some of the testimony before Rep. Celler's antitrust subcommittee, and draws this conclusion:

"Whatever the motivations are for the absence of the record on the part of the FCC to act in protecting the small businessman and competition in the communications industry, the record is eloquent on the factual showing that it has not prevented the establishment and growth of monopolistic industries [sic] in that industry."

Committee's Republican members raised numerous objections to the report, summing them up thus: "The report is a running narrative of opinions and conclusions; it implies that many legislative enactments have succeeded because members of Congress have bowed to the will of opponents of regulatory agencies; it implies wrongdoing on the part of high govt. officials without proving such implications; it relies on stories and rumors of former and disgruntled employes of regulatory agencies; it shows strong personal bias in connection with certain govt. officials; it portrays well-defined prejudices with respect to the laws and operations of regulatory agencies; and for a report of the Select Committee on Small Business of the House of Representatives it certainly contains only slight emphasis on the problems of small business."

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First live TV-radio coverage of Maryland legislative proceedings was authorized this week by Senate & House of Delegates at Annapolis. Senate voted 16-10 to concur with earlier action by House giving regular press privileges on floor to TV-radio reporters and equipment. TV filming of special floor events had been permitted on occasion previously. Radio newsmen were allowed to sit at press tables, but only with pads & pencils. Main objections to extension of privileges came from Sens. Joseph Bertorelli and Philip Goodman, former members of Baltimore city council, who said some members tried to monopolize cameras & mikes.

Radio station sales reported this week: WPET, Greensboro, N. C. by Wayne M. Nelson (also owner of WHIP, Mooresville, N. C. and WAYN, Rockingham, N. C.) for $125,000 to Guilford Advertising, Inc., headed by Hugh E. Holder, N. Y. CBS announcer. WFPR, Hammond, Ind. by Cyril W. Reddoch & Ralph L. Hooks, who own KREH, Oakdale, La. (Reddoch also owning 50% of KDLA, DeRidder, La), for $52,500 to Airweb Inc; Airweb principals (⅓ each) are John E. Judd, mgr. of WEND, Baton Rouge, and Baton Rouge businessmen Robert S. Boeker & Jesse L. Webb Sr. KWIK, Pocatello, Ida. one-time CP holder for Ch. 6, by Pocatello TV Corp. (Robert S. Howard, pres.) for $33,000, plus $9600 5-year building lease, to operators of radio KOIL, Omaha, Neb. (Don W. Burden & John D. Buehler, principal owners). WTWB, Auburndale, Fla. by R. E. Hughes for $50,000 to Tampa petroleum products dealer L. M. Hughey. WFPR broker was Paul H. Chapman Co.

Radio station sales approved by FCC this week: KALI, Pasadena, by Henry Fritzen to H. Scott Killgore group for $302,536 (Vol. 12:37). WYZE, Atlanta, by Greater South Bcstg. Co. Inc. (P. H. Whitcraft, pres.) to new Atlanta Bcstg. Co., headed by Bill McRae, v.p. of local Clarke Brown rep office (Vol. 12:47). WTAG, Ashland, O. by Ashland Bcstg. Corp. (R. S. Burke, pres.) to Radio Ashland Inc. (Charles D. Calhoun, 55% owner) for $112,500 (Vol. 12:49). KWBE, Beatrice, Neb. by Blue Valley Bcstg. Co. (Merle G. Jones, pres.) to gen. mgr. Gordon C. Pentz (75%) and sales mgr. Wm. R. Boyce (25%) for $96,250 (Vol. 12:49). KFRB, Fairbanks, Alaska by Wm. J. Wagner to Fairbanks Radio Bcstrs. Inc. (R. D. Byers, pres.) for $80,000. He's already disposed of radio stations in Anchorage, Ketchikan & Seward, Alaska and expects to sell KIFW, Sitka. Plans are to retain KINY-TV, Juneau (Ch. 8) & KINY and 6% of KTVA, Anchorage (Ch. 11) & KTVF, Fairbanks (Ch. 11).

New studios and office space for Tampa's WTVT (Ch. 13) adjoining current structure will more than double size of station's facility, exec. v.p.-mgr. P. A. (Bud) Sugg announced.

Neither snow, cold nor wind—not to mention lack of FCC authorization—deterred community volunteers from installing vhf satellite equipment atop Omak Mountain to bring TV to Okanogan County, Wash., according to Jan. 3 *Congressional Record*. Saga of blizzards, 30-ft. drifts, far-below-zero temperatures & 100-mi. gales in year-long job, financed by $15-per-family fees, is told in *Okanogan Independent* article inserted in *Congressional Record* by Rep. Walt Horan, Wenatchee Republican whose 8-county district also includes Okanogan. A supporter of such booster installations despite FCC objections, Horan said story shows why "every American should be assisted in every way to enjoy" TV. Account in *Record* says that "FCC inspected our installation and actually commended us on our effort since there was no interference," and that satellites are being built for Oroville, Tonasket, Riverside, Omak, Okanogan and Malott.

Trans-Community TV Network Inc., formed to supply community antenna systems with network kines & film (Vol. 12:24) has been purchased for reported $500,000 by International Closed Circuit TV Inc., 9756 Wilshire Blvd., Beverly Hills, Cal. Latter's officers: Carl Leserman, pres.; Wm. H. Husted, v.p.; Wm. R. Burlingham, secy.-treas. Leserman was co-founder and is still minority stockholder of International Telemeter Corp., developers of a pay-TV system, now controlled by Paramount Pictures.

Power & height increases: WDSU-TV, New Orleans (Ch. 6), now operating from new 972-ft. tower at Chalmette, La.; WFRV-TV, Green Bay, Wis. (Ch. 5) operating from 999-ft. tower 3 mi. SE of DePere; KGGM-TV, Albuquerque (Ch. 13), has increased ERP to 89.1-kw.

Television Zoomar Corp. (Jack Pegler, pres.) reports orders from all networks and 20 individual stations for its 2½-16-in. 3.9-speed Universal Zoomar lens; in last 2 years, also, 140 of the 2½-7-in. 2.9-speed Zoomars have been sold to the networks and to 135 stations in U. S. and abroad.

Texas Bar Assn. has appointed special committee to study question of permitting cameras and microphones in courtrooms, with first meeting scheduled Feb. 15-16 in Austin.

ONETIME MOVIE STARS Mary Pickford Rogers and her husband Buddy Rogers have optioned their one-third interest in WSJS-TV, Winston-Salem, N. C. (Ch. 12) to Gordon Gray's Piedmont Publishing Co. (66⅔%)—and deal's details are expected to be disclosed by Feb. 1 when Mr. & Mrs. Rogers are due to return from Mexico. Coincidently, it was learned that ex-movie star Robert Montgomery, now devoting full time to his NBC-TV *Robert Montgomery Presents*, had made passes at acquiring KOB-TV, Albuquerque, N. M. (Ch. 4) with radio KOB from co-owners Time Inc. and ex-FCC chairman Wayne Coy who must sell as result of recent Time Inc. purchase of the Consolidated (Bitner) group of 3 TV-AM stations (Vol. 12:51-52).

Mary Pickford and Buddy Rogers own 18⅓% & 15% respectively of WSJS-TV, having co-founded it with Gray, publisher of *Winston-Salem Journal* and *Twin City Sentinel*, owner of radio WSJS, ex-pres. of U of North Carolina, presently Asst. Secy. of Defense in charge of foreign aid. The movie people were originally rival applicants for Ch. 12 in Winston-Salem and got the stock ownership in an agreement to consolidate and expedite establishment of the station, which started in Sept. 1953 and is operated by exec. v.p. Harold Essex. Amount to be paid for their share is undisclosed.

In Albuquerque this week, Montgomery group did not show up, was understood to be out of running. But there were other bidders on hand in advance of Jan. 5 KOB board meeting, called to review bids. In the city were Weston Pullen, the Time Inc. executive who recently negotiated the $15,750,000 Bitner station purchases; Wayne Coy, now up and about and recovering nicely from a slight coronary attack which had him hospitalized for a while after his return from NBC convention in Miami Beach last month; and various parties with various proposals to purchase the stations. Coy, incidentally, is due to move from Albuquerque to Indianapolis, in his home state, as exec. officer of Time's newly acquired WFBM-TV & WFBM.

One bid is understood to be in neighborhood of $1,500,000 for the properties purchased by Time Inc., along with Coy, for $900,000 (that included $300,000 net quick assets) in 1952—Time Inc.'s first venture into TV-radio station ownership (Vol. 8:9, 16, 17, 22).

Bidding strongly for KOB-TV & KOB were the Jack N. Berkman-John J. Laux interests, represented by Louis Berkman (for his brother, who was ill), Laux and Fred Weber, the latter onetime Mutual gen. mgr. and now v.p. of the Berkman-Laux "Friendly Group." It consists of the highly successful WSTV-TV, Steubenville, O. (Ch. 9) with WSTV; the recently acquired KWSM-TV, Joplin, Mo. (Ch. 12), purchased with KWSM for $591,000 and now bearing call letters KODE-TV & KODE (Vol. 12:39, 44); radios WPIT, Pittsburgh and WBMS, Boston. They also hold CP for off-air WFPG-TV, Atlantic City (call now assigned: WHTO-TV), pioneer Ch. 46 uhf station which foundered on economic rocks when Philadelphia vhfs went to higher powers, and they have FCC applications pending to purchase radios WPAR, Parkersburg, W. Va. and WBLK, Clarksburg, W. Va. with latter's CP for Ch. 12.

In Albuquerque, also, KOAT-TV (Ch. 7), ABC affiliate without AM adjunct, is being sold to group that includes Clinton McKinnon, owner of 20% of KVOA-TV, Tucson (Ch. 4), a former Democratic Congressman from California and ex-publisher of old *San Diego Journal* and former *Los Angeles News* (Vol. 12:51).

Note: Not many movie people have been identified with TV station ownership, though Bob Hope still owns 39% of KOA-TV, Denver; Gene Autry controls KOOL-TV, Phoenix and owns 48% of KOPO-TV, Tucson; Ronald Colman owns 9.2% of KEYT, Santa Barbara, Cal., about to be sold (Vol. 12:52); Jimmy Stewart owned 9.16% of KGUL-TV, Galveston, Tex., recently sold (Vol. 12:19, 28).

KBST-TV, Big Spring, Tex. (Ch. 4) is being leased to W. D. (Dub) Rogers' KDUB-TV, Lubbock (Ch. 13), for $300,000 for 5 years ($5000 monthly for 60 months) with KDUB-TV also acquiring option to buy 50% of stock, along with program and sales control, for $147,448.87 when lease is up. Plan is to expand KBST-TV operation from 8 to 17 hours daily, carrying CBS network and other KDUB-TV programs as well as local shows, in same manner as KDUB-TV's affiliated KPAR-TV, Sweetwater-Abilene (Ch. 12) operates. Cost of operating KBST-TV in conjunction with KDUB-TV & KPAR-TV is estimated at $357,000 yearly, with probable revenues running $525,000. KBST-TV is to meet payments on outstanding obligations, replace electronic gear when required, maintain building & tower and pay all taxes; KDUB-TV is to take over contracts covering film, AT&T and Pearson rep. KBST-TV had been running into difficulty, operating with skeleton staff 8 hours daily. Dec. 12 balance sheet filed with application lists $139,713 in notes due, largest being $89,956 to GE. It lists $2550 deficit and $2538 operating loss, has $271,879 fixed assets out of $325,099 total assets. Combined KDUB-TV, radio KDUB & KPAR-TV Nov. 30 balance sheet shows earned surplus of $136,285; it has $900,759 invested in broadcasting properties and $179,359 in current assets ($128,393 accounts receivable) out of $1,138,458 total assets.

Final disposition of $60,000,000 Wm. Randolph Hearst estate, allocating nearly $44,000,000 to charitable trust, was approved Dec. 20 by Los Angeles Superior Court. Hearst holdings include WBAL-TV & WBAL, Baltimore; WISN-TV & WISN, Milwaukee; WCAE, Pittsburgh.

Printers' Ink Publications Corp. is new organization formed to continue publication of weekly *Printers' Ink Magazine* "and to engage in other publishing activities and projects." It's change of plans for *Printers' Ink*, which last Oct. announced formation of non-profit Printers' Ink Foundation to take over the magazine (Vol. 12:39-40). Under new arrangement, Printers' Ink Foundation will be minority stockholder in Printers' Ink Publications Corp., will not participate in its management or publication activities, but will confine itself to adv. & marketing research. Officers of new company: pres. & chairman of exec. committee, Richard W. Lawrence Jr.; v.p., Eldridge Peterson, publisher of *Printers' Ink;* v.p.-treas., J. S. Heilman; v.p. in charge of adv., Gove Compton; v.p. in charge of new publications & projects, Harold E. Green, exec. editor of *Printers' Ink;* secy. & editor, Carroll J. Swan.

Edward Lamb has sold his *Erie Dispatch* for $2,000,000 to competitor *Erie Times*, said move was dictated by "inescapable economic laws." He retains WICU (Ch. 12) and radio WIKK. Both are afternoon newspapers, and *Times* announced it would start new *Erie Morning News* Jan. 7. *Dispatch* stated that it had suffered "losses of such magnitude that it is impossible to continue to absorb them." *Times* principals George J. & John J. Mead are also stockholders of WSEE, Erie (Ch. 35), which has interlocking ownership with WNAO-TV, Raleigh, N. C. (Ch. 28). FCC has held up renewal of WICU pending decision on charges Lamb falsely testified that he never had any Communist associations; examiner recommended renewal of license (Vol. 11:50) and Commission is expected to issue final decision shortly.

Network Accounts: Dave Garroway's highly successful *Today*, which some critics contended at outset wouldn't last, celebrates its 5th birthday Jan. 14—a rousing commercial and artistic success on NBC-TV. The 7-9 a.m. show, said NBC, had brought in $30,492,000 worth of billings from 264 advertisers, of whom 134 were new to network TV. Last year it billed $7,000,000, and already has $4,041,000 on the books for 1957. Its peak year was 1954, with $10,000,000. It currently accounts for 41% of combined *Today-Home-Tonight* billings . . . **Camels** and **Colgate-Palmolive** to sponsor *Mr. Adams and Eve* comedy series on CBS-TV starting Jan. 11, Fri. 9-9:30 p.m., thru Wm. Esty Co. . . . **Pittsburgh Plate Glass Co.** to sponsor Fri. 11-11:15 a.m. segment of *Garry Moore Show* on CBS-TV starting Jan. 11, thru Maxon Inc. . . . **Vitamin Corp. of America** to sponsor one-third of *Steve Allen Show* on NBC-TV Sun. 8-9 p.m. on Jan. 20, Feb. 17, March 3 and March 31, thru BBDO . . . **Viceroy** cigarettes to sponsor alt. 15-min. segments of National Basketball League games on NBC-TV starting Jan. 15, thru Ted Bates & Co. . . . **Chesterfields** renews *Dragnet* for 78 more shows on NBC-TV, Thu. 8:30-9 p.m., thru Cunningham & Walsh.

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Rate increases: WGR-TV, Buffalo, Jan. 1 raised base hour from $950 to $1025, min. $170 to $190. **WHEN-TV**, Syracuse, Jan. 1 raised hour from $850 to $1000, min. $200 to $250. **KVOS-TV**, Bellingham, Wash. has raised hour from $350 to $435, min. $70 to $108, but accounts limited to U. S. distribution are discounted to previous rate card with $300 base hour, $60 min. **WMBV-TV**, Marinette-Green Bay has raised hour from $250 to $300, min. $50 to $60. **Spot increases:** KRLD-TV, Dallas, has raised min. from $225 to $300. **WTRI**, Albany, N. Y. Jan. 1 raised min. from $60 to $75. **Note:** KPHO-TV, Phoenix, base hour remains $450—the $360 hour reported last week (Vol. 12:51) is local rate only.

NBC had most successful year in its history in 1956, with sales volume up 22% from 1955, according to year-end review. Total of 251 advertisers used NBC-TV in 1956, which also saw completion of a $12,800,000 color facilities expansion program. For 1957, a $3,500,000 color expansion program has been authorized. Number of TV affiliates grew from 193 to 201 during 1957, with 132 affiliates equipped to rebroadcast network programs in color, 49 for local color transmission.

Two new radio quiz games offering prizes aggregating more than $1,500,000 per year in cash and merchandise, are planned by Mutual for 1957. The programs are *Million Dollar Quiz*, to be broadcast for 10 min. in morning and afternoon 6 days a week, and 25-min. *National Championship Quiz*, 5 evenings each week. Formats are still to be worked out, but plans are to have listeners participate by identifying sounds from clues provided on programs. Programs will be tested this month on WJOC, Jamestown, N.Y

RKO Teleradio Pictures reports $5,600,000 gain in 1956 gross time sales by o-&-o stations over last fiscal year, chairman Thomas F. O'Neil saying 6 TV stations showed "substantial" increase in national spot & local billings, while 7 radio stations averaged 12% gain.

WKNB-TV, New Britain-Hartford, Jan. 3 changed rep from Bolling to NBC Spot Sales. On Jan. 14, station changes call letters to WNBC—formerly assigned to NBC's N. Y. radio station, now WRCA.

Independent KMGM-TV, Minneapolis, which features MGM movie library, within 6 months has raised its top hour rate from $450 to $1500.

Net revenues of WCBS-TV, New York for 1956 were 19% above 1955, compared to 15% rise in 1955, according to gen. mgr. Sam Cook Digges.

Telecasting Notes: "A record $90,000,000 in telefilm production has been allocated by Hollywood producers for 1957, a hike of $10,000,000 over last year's total," reports Jan. 2 *Variety* on basis of its own survey of coast TV film studios. Article says 68 sponsored series are on the slate, as opposed to 60 each in 1955 & 1956, with 21 scheduled for syndication, against 25 in 1956, and 16 will be shot without sponsor or syndication outlet, as opposed to 20 in 1956 . . . **Columbia Pictures' Screen Gems** announced line-up of 18 new TV film series for 1957-58 series, involving investment of more than $1,000,000 in production & planning . . . **TPA announces 8 half-hour TV film series** scheduled for production in first half of 1957, with budget of more than $10,500,000 . . . **Hal Roach Studios'** year-end report shows total 1956 production of $4,867,000 vs. $9,450,000 in 1955 . . . **Warner Bros.** announces it will more than triple its TV film production schedule early in 1957—which will include one 30-min. & two 60-min. shows for ABC-TV. First show for ABC will be *Amazon Trader*, 30-min. series to be filmed in Amazon jungle . . . **Paddy Chayefsky** and American Psychiatric Assn. will collaborate on filmed TV program series for next season . . . **Comic strip artist** and TV guest star Al Capp will do script and artwork for 5-min. animated comedy-mystery series in 195 episodes to be produced and released by RKO TV in 1957 . . . **Bob Hope says he may quit TV**—having lost $93,000 on his first 3 NBC-TV *Chevy Shows* this season by exceeding budgets which were contracted in advance . . . **For a readable,** understandable explanation of major rating systems, see "Ratings: Who, How, When & Where" in Jan. 2 *Variety*.

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Withdrawing a feature film from its TV package 5 days before scheduled showing on New York's WCBS-TV, Associated Artists Productions revealed this week that it planned to remake "The Maltese Falcon" as a theatrical movie as one of the first projects of new entertainment combine set up by its parent PRM Inc. last October (Vol. 12:43). "Maltese Falcon" motion picture in AAP's Warner Bros. package was slated for Jan. 8 showing on WCBS-TV. AAP pres. Eliot Hyman said his contracts with TV stations provided that any film could be withdrawn on 60 days' notice, and that about 25 other films may be recalled. He said 60-day requirement was waived by WCBS-TV at AAP's request.

NBC spectaculars and special one-shot shows are enjoying their greatest success this season—averaging higher audience ratings than either of the first 2 seasons of spectaculars—network announced this week. NBC reported that its nighttime spectaculars and specials this fall are averaging "42% higher ratings than the average of all nighttime shows scheduled on a regular basis on all 3 networks." All NBC special shows, including spectaculars, have shown 18% rating improvement this season over last season's specials, NBC added, noting that 40% of the 69 spectaculars it presented in last 3 seasons have received "top ten" Nielsen ratings.

Translator in Madras, Ore. (Ch. 74) has Adler transmitter due shortly, plans start in 2 weeks carrying programs of KOIN-TV, Portland, Ore., reports E. M. Bone, pres. of grantee Jefferson County TV Inc.

Managers of ABC-owned stations meet with network officials Jan. 15-18 at Miami Beach's Balmoral Hotel, followed by 2-day meeting of board of governors of ABC-TV Affiliates Assn. in same hotel.

First shutdown of community TV antenna system because of translator operation in same community ended TV Cable Systems Inc. service at Bishop, Cal. Dec. 26.

Washington Airspace Panel met Jan. 4, but deferred all TV tower actions to later meetings.

Color Trends & Briefs: Who are the buyers of color TVs? Not necessarily the carriage trade, it seems, for First Pennsylvania Banking & Trust Co., handling most TV-appliance credit paper in the Philadelphia area, reports that an analysis of credit status of color set purchases shows that about 90% of the sets financed are for "average type workmen of today with a salary range from $80 to $90 per week." Adds John Reilley, v.p. of big Philadelphia bank now among those financing color set purchases at 10% down and 36 months to pay (Vol. 12:34): "We have had no repossessions to date and our collection dept. tells me we have had no delinquencies occasioned by service complaints."

Raymond Rosen & Co. pres. Thomas F. Joyce, tub-thumping for color as enthusiastically as ever, at open house for dealers this week told them that his firm's 1957 color goal is 25,000 sets ($15,000,000 billings), and reported that during last 18 months it sold between 8000 & 9000 RCA 21-in. color sets in its jobber area. The 25,000 would represent 10% of RCA's 1957 production & sales goal as enunciated by Gen. Sarnoff last week (Vol. 12:52).

"Man-made roadblocks" are being removed from color's progress, said Joyce, and while RCA lost some $14,000,000 (about $6,900,000 after taxes) on all its color operations in 1956, it fully expects to earn a profit in 1957. Selling well over its area quota, Raymond Rosen & Co. has own color specialist staff of 11, who do considerable in-home demonstrations and trials, and this week it announced plan whereby TV-radio-appliance salesmen themselves can buy color sets for their own homes for $50 down (including full service policy) and may liquidate balance with commissions in color set sales. Rosen firm also plans 1957 dealer prizes of deluxe air trips to Paris & Rome.

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Analyzing color's slow progress in Dec. 30 column, *N. Y. Times* TV-radio columnist Jack Gould concludes that receiver price must drop to $200-$250 to be "truly competitive" with black-&-white and that programming emphasis must be placed on quality rather than quantity. He termed price reduction to $500 an "accomplishment of no small magnitude" but said premise that "Cadillac trade" would buy at that price seems out of date. He urged RCA-NBC to concentrate programming in terms of color, without major concern for black-&-white rendition and to curtail quantity. "With the money thus saved," he said, "there could be more experimentation in doing shows in terms of color alone, with costumes, scenery and lighting all planned for their value in tints. For those who have seen color at its finest . . . the efforts of RCA must be commended; those concerns that propose merely to sit around and cash in after RCA has coped with the economie headaches of pioneering are hardly adding to their own stature."

One of heaviest network color schedules yet is lined up for Jan. 13-19 week—18¾ hours—15¼ NBC-TV, 3½ CBS-TV. On Jan. 19, NBC-TV has 2½ solid hours.

Network Color Schedules
(January 6-19, 1957)

Jan. 6—NBC: *Alcoa Hour*, 9-10 p.m.

Jan. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Jan. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the $250,000 Bank*, 10:30-11 p.m.

Jan. 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.

Jan. 10—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.

Jan. 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Jan. 12—NBC: *Perry Como Show*, 8-9 p.m.

Jan. 13—NBC: *NBC-TV Opera Theatre*, "War and Peace," 1:30-4 p.m.; *The Chevy Show*, 9-10 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.

Jan. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Jan. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the $250,000 Bank*, 10:30-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.; *Red Skelton Show*, 9:30-10 p.m.

Jan. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 10-11 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.

Jan. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

Jan. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Jan. 19—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Color Carnival*, "Jerry Lewis Show," 9-10 p.m.; *Ernie Kovacs Show*, 10-10:30 p.m.

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Orestes H. Caldwell, dean of the technical trade editors, who retired several years ago as editor of *Tele-Tech*, was member of the original Federal Radio Commission in 1927, founded McGraw-Hill's old *Radio Retailing* and *Electronics* magazines, in 1943 issued a "season pass" to his "Walden Woods TV Theatre" at Cos Cob, Conn., where he still resides; he had the first black-&-white set in town and offered "showings every evening by appointment." Now, he has updated the pass (in color) to invite viewing of nightly color shows, and he writes us:

"Color TV seems to me inevitable as the ultimate medium. After 15 months of viewing, our family continues increasingly enthusiastic. Set (big RCA) has given little or no trouble. Camera mismatching is sometimes irritating, as flesh-tints change between shots of same scene. And careful color-tuning is needed for each performance-period—also at intervals as set warms up. But color compares with b-&-w as a modern streamliner to a covered wagon. We go back to b-&-w with shudders and regrets. Color—s'wonderful."

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All-time best showcase of color was New Year's Day Tournament of Roses Parade from Pasadena on NBC-TV, including exceptionally effective and unobstrusive commercials for Minute Maid and Florists' Telegraph Delivery Assn. Particularly noteworthy was almost perfect balance among cameras, scarcely any variation. *Chicago Tribune* on Jan. 2 published full page of color pictures of parade, shooting them directly from monitor at WNBQ. Tribune TV columnist termed telecast "possibly the most persuasive argument yet in behalf of color TV."

ADVERTISING AGENCIES: Thomas R. Santaeroce, ex-Ruppert Brewery, elected Compton Adv. v.p. in charge of west coast operations, San Francisco . . . Mrs. Elinor Fahrenholz promoted to TV-radio director of Cunningham & Walsh Chicago office . . . Trent Christman, ex-KONA-TV, Honolulu, elected TV-radio v.p. of Holst, Cummings & Myers Ltd., Honolulu, succeeding James Wahl, now in charge of new service & development dept. . . . Stephen R. Wilhelm resigns as v.p.-gen. mgr. of Foote, Cone & Belding's Texas operations to devote full time to his publishing and TV-radio interests, which include exclusive rights to files of Texas Rangers series . . . Jack M. Bristow, BBDO v.p., named mgr. of Cleveland office, succeeding Elmore E. Haring, retired . . . David Kaigler, ex-gen. mgr. of WPFH, Wilmington, Del., joins W. S. Roberts Inc., Philadelphia, as TV-radio v.p.

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Edward H. Weiss & Co. is new name of Weiss & Geller Inc., with new offices at 360 No. Michigan Ave., Chicago. Name was changed, said pres. Edward H. Weiss, to clear up confusion between his agency and Weiss & Geller of N. Y. He explained that he and Max Geller founded the company in 1938, and 3 years later Weiss & Geller became 2 separate companies, one in N. Y. and the other in Chicago, both retaining original names. Since then, said Weiss, there has been no relation between the 2 companies. Adding to confusion is fact that Chicago agency operates a N. Y. office at 460 Park Ave.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
January 5, 1957

GE, RCA BOOST INDEPENDENT SERVICE ROLE: Reassurance for the independent service industry that its importance would not be minimized in any build-up of factory service came this week in statements by GE and RCA. For the former, it apparently represented a reversal of policy; for latter, strong reaffirmation of existing policy.

GE took 2 major actions: (1) Removed distribution of TV replacement parts from GE Supply Co. branches, and returned it to its franchised tube distributors. (2) Established training program for qualified independent servicemen, to handle service "on all makes of receivers and on the many electronic items which the home of tomorrow will contain." The training program will be backed by GE's national advertising in support of independent servicemen.

GE gave no official explanation for its actions, which seemed to run contrary to its previously-announced plans to establish factory service branches in markets where adequate independent service was unobtainable (Vol. 12:34). But there was considerable speculation that the storm of opposition from service organizations had forced GE to modify its program. There was no clear indication, however, that GE planned outright abandonment of its factory service plans.

"Our national product service advertising campaign in Life and the Saturday Evening Post has been discontinued," announced J.H. Miller, mgr. of product service for GE's appliance & TV receiver div., in formal statement released Jan. 3. "In addition, we have taken steps to insure that any ad mats supplied to our distributors and dealers for local newspaper advertising will not contain expressions which can be interpreted by independent servicemen as derogatory to them."

More than 95 out of every 100 service calls made on GE's TV sets in 1956 were handled by independent service dealers, said Miller. "In the vast majority of markets throughout the United States," he said, "our distributors have appointed, and we expect will continue to appoint, independent service organizations as the authorized stations for the repair of GE's TV receivers."

Service training for dealers, to be conducted by franchised GE tube distributors, will include detailed courses on accounting and business training, merchandising techniques and technical proficiency, said J.E. Thompson, mgr. of GE tube sales to distributors. He said that local seminars would be conducted "in response to many dealer requests generated by a recent exploratory program."

GE has established service school at its Syracuse facilities for both color and black-&-white, he said, adding: "Any service dealer who successfully completes the training we will offer, and who measures up to other requirements as established by our franchised tube distributors, will have the opportunity to be identified as a member of this national network, and to capitalize on the prestige that will result."

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RCA's statement was issued day after GE's announcement, took form of open letter to servicing industry from pres. Frank M. Folsom. After recalling that the $2.8 billion volume achieved last year by servicing represented about 25% of entire electronics industry's $11 billion-plus gross income, he reaffirmed these policies:

(1) RCA will continue to make available to servicing profession the information and knowledge it acquires in its own operations.

(2) "Independent service organizations must have equal opportunity to compete with RCA factory service for consumer service arrangements on RCA Victor TV sets. It is our further belief that in any plan under which the original price of the TV receiver includes service through the warranty period, dealers must have full freedom to provide their own service or provide the service through independent service organizations or RCA factory service. In the exercise of this choice, the dealer must not be restricted to 'captive service.'"

(3) Service organization program for procuring replacement parts and other material "on a basis that is fair and competitive with the independent service dealers" will be continued and expanded.

(4) All RCA distributors will continue to make all repair and replacement parts available to the service industry.

(5) Support for independent service industry will continue to be recognized as integral parts of RCA advertising programs and promotions.

Folsom also reviewed RCA's help to servicemen, saying that more than 90% of all RCA Victor TV sets are maintained by independent service technicians, less than 10% by RCA Service Co. He said RCA's technical "know-how" was made available to 175,000 servicemen through 3500 seminars and training sessions in 247 cities. Since introduction of color TV, he said, RCA has conducted 2000 color clinics in more than 150 cities for more than 100,000 service technicians.

CONSERVATIVE BUYING FORESEEN AT MARTS: TV trade goes to market in Chicago for 2 weeks starting Jan. 7 in an extremely cautious mood -- with any temptation to be overly optimistic about 1957 counteracted by shrinking profits and high inventories. The result is almost certain to be reflected in conservative buying by dealers who want to watch market trends in first half of year before committing themselves. If by June conditions in TV have improved, look for big buying at midyear marts.

Portable sets will get a big play at TV display spaces, concentrated almost entirely on 11th floor of Merchandise Mart. But the higher-priced, higher-profit models aren't going to be shoved into the background by any means. Some receiver makers are dropping in only higher-priced units in their lines, notably portable-conscious GE. (For list of new models announced this week, see p. 13.)

Can higher-end units stage a comeback? Can consumer attitudes be reshaped to give greater emphasis to 21-in. table models and consoles as replacement items? Set makers will depend for the answers to a great extent on the dealers, who are presumed to know their markets and customers best of all. This interchange of information at grass roots has been, and still is, a fundamental factor in the semi-annual marts -- as important, in some ways, as the orders themselves.

Attitude of dealers towards color will be watched closely by manufacturers. Lukewarm attitude of many dealers has long been regarded as weakest link in color merchandising structure, but recent evidence indicates a gradual thawing on the part of many. We shall hear more about this subject at NARDA convention Jan. 13-15 at Chicago's Conrad Hilton Hotel. It's recalled that Sylvester L. (Pat) Weaver Jr., then NBC chairman, took dealers to task for their attitude towards color in banquet address at NARDA convention last year (Vol. 12:3).

Some of the bearishness about color seems to have evaporated in recent statements by manufacturers themselves. Though neither could be described as anti-color in past, both Admiral pres. Ross D. Siragusa and Motorola pres. Robert W. Galvin have lately come up with far more bullish statements than any time in last 2 years.

Siragusa estimates color sales in 1957 at 500,000 (Vol. 12:52), and this week Galvin, addressing his first distributor convention as Motorola president, forecast 1957 color sales would be "more than double" the 150,000 sold in 1956.

"Motorola is producing and moving color sets daily," said Galvin. "We can build to the market demand as it grows. I expect that our production will be in the thousands during the winter months." (Other news of Motorola convention on p. 13.)

Production: Black-&-white TV output in 1956 was estimated unofficially by RETMA at 7,385,000, compared with 7,756,521 in 1955 and 7,346,715 in 1954. RETMA gave no estimate of color output in 1956, but other industry sources have placed it in the neighborhood of 150,000. Reflecting plant shutdowns and holiday layoffs, TV output fell to 89,319 in week ended Dec. 28, final week of 1956, compared with 98,357 in preceding week and 76,694 in corresponding week of 1955. Radio production in all of 1956 was estimated at 13,985,000 (5,065,000 auto), as against 14,528,777 (6,863,676 auto) in 1955 and 10,400,530 (4,124,460 auto) in 1954. Radio output in final week was 269,410 (145,456 auto), compared with 335,011 (197,019 auto) in preceding week and 248,941 (127,972 auto) in corresponding week year ago.

Topics & Trends of TV Trade: New round of phono record price cuts on industry-wide basis seems certain, following actions this week of RCA Victor and Columbia in cutting prices of 45rpm records, effective Jan. 7. It's recalled that RCA Victor set off similar industry-wide price reductions 2 years ago with cuts of up to 30% on 10 & 12-in. LP records (Vol. 11:1).

RCA's "original cast" extended-play albums were reduced from $4.98 to $2.98, while 3 and 4-pocket EP albums were cut from $3.98 to $2.98; 2-pocket albums, $2.98 to $2.49; single pockets, $1.49 to $1.29. Lawrence W. Kanaga, v.p.-gen. mgr. of RCA Victor record div., also said that a special offer in Jan. will enable distributors and dealers to recover any markdowns that the price adjustments may require them to make on current inventories. He did not spell out details.

Columbia matched RCA's cuts in the single and double-pocket albums, but did not reduce list prices on $4.98 and $3.98 albums. In addition, it cut back dealer discount on EPs to 38%.

Kanaga said RCA will spend more than $1,000,000 this year to promote 45rpm records, particularly EPs. He said RCA intends to "saturate every American communication medium with the EP price reduction story."

RCA is also pushing 45s through its home instrument div., which is giving heavy emphasis to 45-only phonographs. Purchasers of those phonos will be able to buy 10 Harry Belafonte records, listing at $14.90, for $5.

Note: Phono record industry is currently riding crest of its biggest boom, with retail sales in 1956 estimated at $265,000,000, or $30,000,000 above 1955. Expected new wave of price cuts could push 1957 sales above $300,000,000, in opinion of some record manufacturers.

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Hoffman Electronics' new line, introduced this week at distributor conventions in Los Angeles and Chicago, fulfills the "Something New" that pres. H. L. Hoffman recently stated was needed in industry (Vol. 12:49). Its line of 12 basic black-&-white models utilizes "Dyna-Touch" tuning and "BeamRider" wireless remote control for automatic selection of stations. "BeamRider" consists of a miniature transmitter which can be used up to 25 feet away from set, and a miniature receiver which is plugged into the back of all sets equipped with "Dyna-Touch" tuning. Also introduced were 3 color sets—21-in. table model at $595, 21-in. open-face console, $695, and 21-in. "lo-boy" console at $775. Full black-&-white line: 14-in. portable, $130; 17-in. table, $160; 21-in. tables, $190 & $230; 21-in. consoles, $240, $280, $350 (2), $370 & $380; 24-in. consoles, $390 & $395. Hoffman also introduced 2 new solar-powered radios at $75 & $150; they have solar battery pack composed of silicon solar cells. In absence of sunlight, an incandescent light can serve to operate the radio.

Motorola anticipates 10% increase in 1957 volume over the $220,000,000 sales of 1956, with sights on $400,000,000 in 1960, pres. Robert W. Galvin told distributors convention in Miami Beach this week. He also indicated that Motorola is interested in adding new electronic products, possibly recording and amplification devices, and other electronic components. He said he expected Motorola's TV sales to increase next year, "although this may be contrary to the general industry trend." He predicted industry-wide TV sales of 6,800,000 in 1957, slightly down from 1956 levels, with portables accounting for about 2,500,000 of the total. Motorola introduced 11 new TV models, including two 17-in. portables incorporating 110-degree wide-angle tube, and 8 new radios. The TV models: 14-in. portables, $120, $140, $150 & $160; two 17-in. portables, no prices announced; 21-in. consolettes, $270 & $290; 21-in. open-face consoles, $250, $270 & $340.

Of interest to TV market specialists is Census Bureau's report on American population and its characteristics as of Jan. 1, 1957: Total population, 169,000,000, up 2,800,000 from Jan. 1, 1956; 100 women to 98 men; 6 out of 10 families own homes; metropolitan populations growing 4 times as fast as other areas, with 96,200,000 living in metropolitan areas as of Jan. 1; 70% of suburbanites are married; 3,500,000 children reached school age of 6 in year ended July 1; another 2,600,000 reached high school age, 2,300,000 reached college age; fastest natural increase —subtracting deaths from births—is in south, which also has heaviest migration rate; children under 5 number 18,700,000; persons 65 and over number 14,400,000.

Decline in TV production in 1956 to 7,300,000 (from record 7,756,521 in 1955) was more than matched by automotive industry, whose combined auto-truck production in 1956 of estimated 6,909,000 was 27% below 1955's record 9,132,335. In fact, according to authoritative *Ward's Automotive Reports*, combined auto-truck output in 1956 did not even come up to auto-only production of 7,942,132 in 1955. It all points up anew the curious production parallels between TV and auto industries in last several years; when TV is on increase, so is auto, and vice versa—though last year auto manufacturers experienced far greater slump than TV.

Westinghouse claims broad bandwidth in its new TV sets, asst. TV-radio gen. mgr. Gilbert Larson saying they have 22% more width than average of major competitors' sets, many of which he said were below 3 mc. He said no other manufacturer has a complete line with bandwidth of Westinghouse's, which is "substantially above 3 mc." Other features of the 8 new basic models to be shown at Chicago furniture marts starting Jan. 7 include push-bar power tuning and optional chairside remote control unit. New line comprises 21-in. table models, $180, $210 & $240; 21-in. open-face consoles, $210, $240, $270, $280, $320.

Emerson's new models, introduced this week, feature 14 & 17-in. "Port-O-Rama" TV-radio portables, with jack for phono attachment. Emerson already has an 8½-in. "Port-O-Rama" at $125—and this week added a 14-in. version at $148, and 17-in. at $158. In addition, Emerson introduced conventional 14-in. portable at $128; 17-in. portable, $144; 21-in. table model, $168; 21-in. consolettes, $188; four 21-in. consoles, all open list. Also introduced were a table and clock radio, each $20; portable radios, $30, $44 & $68.

Olympic Radio's TV sales in 1956 were up 22% from 1955, sales v.p. Morton M. Schwartz attributing increase to concentration on high-end units, including 3-way combinations, and expanded distribution. It's introducing a new 17-in. portable at $130 at Chicago furniture marts.

Sports-minded Motorola added Bob Feller, the ace Cleveland pitcher who recently announced his retirement, to its youth promotion team, joining Otto Graham, the ex-Cleveland Browns quarterback. Both will tour this year on behalf of Motorola products.

Paramount Pictures Corp. is negotiating to buy Dot Records, Hollywood, which in 5 years since founding in 1951 by pres. Randolph C. Wood in Gallatin, Tenn. (with capital of $1000), has become a major record manufacturer, selling more than 1,000,000 records a month.

DuMont's 4 new TV sets, to be introduced at Chicago furniture marts starting Jan. 7, comprise 21-in. consolettes at $230 & $270; 21-in. open face console, $260; 24-in. open-face console, $400. All have top-front controls.

Admiral's only addition to its TV line will be a 21-in. "lo-boy" console at $300, to be shown at Chicago marts.

Bill to repeal excise tax on phonograph records (HR-219) was introduced Jan. 3 by Rep. Herlong (D-Fla.).

Trade Personals: John Cougnec, v.p. & operations mgr. of RCA Victor of Argentina, elected pres., succeeding Gerald Murray, retired . . . Max E. Markell promoted to mgr. of equipment sales, RCA components div. . . .B. D. Bachin named eastern regional mgr. of RCA Service Co. technical products service dept., in series of promotions; M. E. Wheaton, mideast, Philadelphia; C. L. Sweeney, southeast, Atlanta; W. W. Gilreath, southwest, Dallas; E. D. Van Duyne, west central, Kansas City; F. W. Hamre, central, Chicago; H. M. Madison, west, Hollywood; H. E. Frisbie, east central, Cleveland . . . George C. Sziklai, ex-RCA and holder of 110 electronics patents, joins Westinghouse electronic tube div., Elmira, N. Y., as technical asst. to Richard T. Orth, v.p. & gen. mgr. . . . C. V. Phillips promoted to mgr. of dealer relations of GE's appliance & TV receiver div., Louisville; J. E. Wiegel appointed mgr. of Great Lakes region; P. H. Weil, eastern-southern region . . . Wm. G. Urbon promoted to mgr. of employe relations, GE technical products dept. . . .David F. Upton promoted to purchasing director of Whirlpool-Seeger's St. Joseph, Mich. div., succeeding M. R. Denison, retired; Robert Willemin, chief patent attorney, elected corporate secy., succeeding Edward C. Cudmore, continuing as controller and asst. treas. . . . Stephen Strohman promoted to asst. operations mgr. of all Capitol Records branches, headquartering in Los Angeles . . . Russell B. Gallagher promoted to mgr. of Philco insurance & real estate . . . Herbert J. Zeller, Motorola design director, received 1956 "Design in Hardwoods" award from Fine Hardwoods Assn. for Motorola's TV & hi-fi phono combination design.

Obituary

Adolph Ullman, 73, founder-pres. of Northeastern Distributors Inc., Zenith's outlet in Boston, died Dec. 31 in Hollywood, Fla., where he was spending winter. He was chairman of policy committee of National Electric Wholesalers Assn. and was primarily responsible for establishment of executive training courses sponsored by NEWA at Harvard. He taught wholesaling courses at Boston U, lectured on merchandising at Harvard and MIT. During Korean war he served on National Production Authority's advisory committee for TV-radio-appliances.

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Huge electrical industry merger this week brought together Thomas A. Edison Inc. and McGraw Electric into a single company with annual sales of more than $250,000,000 for products including small home appliances, electronic instruments, small fuses and line of public utility equipment. Under terms of merger, McGraw stock was split 2 for 1, and Edison shareholders will receive one share of McGraw for each share of Edison common. Day before merger was announced Jan. 3, McGraw stock closed at 80, Edison at 40. New firm will be known as McGraw-Edison, with Charles Edison becoming chairman, Max McGraw pres. & chief executive officer. Note: Interesting footnote to deal was provided by Mr. McGraw, who said he first proposed the merger in 1928 to the late inventor Thomas Edison when both companies were making electric toasters. Discussions broke off when Edison got busy with synthetic rubber experiments, were revived recently when McGraw met Charles Edison for first time.

Charles E. Saltzman, ex-v.p. of the N. Y. Stock Exchange, who has just been named a general partner of Goldman, Sachs & Co., is a son of the late Gen. Charles McK. Saltzman, one of the early chairmen of the old Federal Radio Commission (1929-32), named to that post when he retired as chief of Army Signal Corps. The younger Saltzman, West Pointer and Rhodes scholar, was a wartime brigadier general and after World War II served as Asst. Secy. of State for Occupied Areas.

DISTRIBUTOR NOTES: Sylvania appoints Century-Elcon Co., Minneapolis, replacing Sterling Electric Co. . . . Philco appoints Hardware Products Inc., Sterling, Ill. (A. W. Wheeler, pres.) and Saginaw Distributors Inc., Saginaw, Mich. (Lloyd Beaver, pres.) . . . Olympic Radio appoints Peerless Electric Supply Co. Inc., 122 So. Meridian St., Indianapolis . . . Brightman Distributing Co., St. Louis (Admiral) appoints Bernard Erlich as sales v.p. . . . Philco Distributors Inc., Detroit, moves to 2500 E. Grand Blvd. . . . Admiral appoints Southern New England Distributing Corp., 2976 Main St., Hartford, Conn. (Wm. E. Thibadeau Jr., pres.); Orgill Bros. Arkansas Co., Admiral outlet in Little Rock, extends territory to include Ft. Smith, Ark. and adjoining Okla. counties.

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Television-Electronics Fund Inc. has asked proxies for Jan. 17 stockholders meeting to authorize increasing board of directors from 8 to 12 and to elect as additional directors: Raymond Olson, pres., Mutual Trust Life Insurance Co.; Gardner H. Stern, pres., Hillman's Inc. (retail foods); Robert D. Michels and Sturtevant Hinman, v.p.'s & directors, Television Shares Management Corp.; also to elect to board Matthew W. Powers, v.p., Great Central Insurance Co., since last April 5 acting director elected by board to fill vacancy caused by resignation of Charles D. James.

Admiral sales in 1956 were about 10% below 1955's $202,000,000, pres. Ross D. Siragusa told stockholders, adding that earnings were also lower by unspecified amount. He blamed further reduction in govt. billings and sharp drop in TV sales of Canadian subsidiary for decline in volume. Domestic TV sales exceeded 1955 in units, but were down in dollars, he added. Industry's TV inventory at year's end indicates "tough" first quarter, he said. Admiral's own inventories were described as "of more nearly normal" proportions, though up from year ago.

Ampex Corp., whose videotape recorder was big hit of NARTB convention last April and has been selling briskly ever since, reports earnings of $29,000 (4¢ per share on 721,754 common shares outstanding) on sales of $5,717,000 in 6 months ended Oct. 31, compared with net loss of $24,000 on $4,043,000 in corresponding 1955 period, when there were 528,740 shares outstanding.

General Dynamics, industrial giant which numbers Stromberg-Carlson among its subsidiaries, had sales of more than $1 billion in 1956, first time in its history that it has exceeded that figure. John J. Hopkins, pres. & treas., predicted that 1957 sales would be well over $1 billion. General Dynamics earned $21,254,386 ($4.23 per common share) on sales of $687,274,182 in 1955.

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Over-the-horizon uhf tropospheric "scatter" transmission could be inaugurated soon as a regular service as far as equipment availability is concerned, manufacturers told FCC this week in response to Commission's request for comments on "the state of the art" (Vol. 12:19). But there was no agreement among those who replied as to whether scatter fixed circuits should share bands above 940-mc with various conventional transmission systems or how much scatter will be used—and nobody wanted to venture a guess or opinion as to how it compares with conventional systems with respect to efficient use of the spectrum. Those saying equipment is ready were RCA, Federal Telecommunication Labs (IT&T) and Eitel-McCullough Inc. Urging more study were National Committee for Utilities Radio, Central Committee on Radio Facilities of the American Petroleum Institute & Aeronautical Radio Inc. Motorola and Federal opposed sharing frequencies with conventional services, but RCA saw no objection. RETMA decided not to submit comments, since "this is a matter particularly suited to the individual."

1956 Stock Market Dealings
In TV-Radio-Electronics and Related Stocks

All tradings on New York Stock Exchange except those marked (A) American Stock Exchange, (OC) Over-the-Counter, (M) Midwest Stock Exchange.

Stock and Div. Rate	Sales	High	Low	Last	Net Change
Admiral (1)	451,800	22⅛	12⅝	12¾	— 9⅛
ABC-Paramount (1a)	1,342,900	32½	21⅞	24⅛	— 2⅞
ABC-Paramount pf. (1)	25,400	20⅞	19¾	19¾	— 1
Aerovox (OC)		8¾	4	*5⅜	
Aircraft Radio (OC) (.80)		19	12	*18⅞	
American Bosch Arma (1b)	1,476,700	23⅞	16½	19¾	+ 1⅝
Arvin Industries (2)	85,500	31⅜	26⅞	28⅛	— 2
AT&T (9)	3,375,800	187⅛	165	171⅜	— 9
Avco	3,727,400	7⅝	5⅛	5⅞	— ⅜
Avco pf. (2¼)	69,300	49¼	37⅞	42⅝	— 2⅞
Beckman Instruments (⅞c)	286,300	43⅛	25⅛	42½	+13¾
Belock Instruments (A) (⅝c)	175,000	19⅜	12½	13¾	— 5
Bendix Aviation (2.40b)	808,000	63⅜	48½	62½	+ 5⅛
C & C Super Corp. (A)	1,921,700	2⅛	1	1⅛	— ⅞
CBS 'A' (.80a)	890,300	34½	22⅝	32⅝	+ 5¾
CBS 'B' (.80a)	405,900	34¼	22⅝	32⅝	+ 5⅝
Clarostat (A) (.20d)	82,000	5	3⅛	3¼	— 1¼
Clevite Corp. (1.15d)	343,300	24¼	18	19	— 5
Collins Radio 'A' (OC) (.35)		28¾	22	*28	
Collins Radio 'B' (OC) (.35)		27¾	21	*28	
Consol. Electrodynamics (A) (.40d)	251,900	37	21	37	+12¼
Consol. Electronics	263,500	36½	26½	31	— 1
Consol. TV & Radio (OC)		19½	14½	18	
Cornell-Dubilier (1.20a)	217,400	40⅛	23	25⅜	— 9½
Corning Glass Works (1a)	418,700	87½	60¼	69¾	+ 1
Corning Glass Works pf. (3½)	1,440	99	89	89	— 8¼
Davega Stores	71,500	6⅞	4⅞	5⅝	— ⅛
Davega Stores pf. (1)	9,500	17¼	12⅞	12⅞	— ⅜
Daystrom Inc. (1.20)	275,200	30⅜	22	29⅝	+ 3
Decca Records (1)	428,000	16⅜	12⅞	13¼	— 2⅛
DuMont Labs (A)	499,100	10	4⅜	4⅝	— 5⅛
Dynamics Corp. of America (A) (.40)	565,500	8⅜	5⅝	5¾	— 1⅜
Electrical & Musical (.12d)	1,240,600	4⅞	2¾	3	— 1¾
Electronics Corp. (A)	645,000	24¼	9⅝	10⅝	— 3⅛
Emerson Radio (.30e)	532,000	13¼	5¾	5¾	— 6⅞
Gabriel Co. (.60)	128,800	9⅛	6⅜	6¾	— 2⅜
General Dynamics (2)	869,100	59⅝	45⅛	57⅝	—
General Electric (2)	3,009,800	65½	52¾	60¼	+ 2½
General Instrument (⅜d)	269,300	10⅛	6⅜	6⅜	— 2⅝
General Precision (2.40)	506,900	53½	34½	39¾	— 8
General Precision pf. (1.60)	364,000	35¾	31	32¼	—
Globe Union (A) (1.20)	542,500	22	16⅝	16⅝	— 5⅜
Gross Telecasting (OC)		19	15½	18⅛	
Hazeltine (A) (1.40b)	150,500	48	32	32½	—15¼
Hoffman Electronics (1)	219,300	25⅜	18½	18½	— 5⅝
Hycon (OC)		7	2⅞	*3	
Indiana Steel Products (M)	51,000	25¼	19½	20	
Int'l Business Machines (4)	207,300	550	400	540	
Int'l Resistance (A) (.20)	225,400	8¼	4½	4¾	— 2⅞
IT&T (1.80)	2,309,000	37⅜	29¼	30¾	+ ⅝
Jerrold Electronics (OC)		3½	1⅞	3⅜	+ ⅞
Lear Inc. (A) (.30)	711,700	10¼	7⅜	7⅝	— ⅝
Magnavox (1½b)	226,500	41	31½	36	+ ⅛
P. R. Mallory Co. (OC) (1.40)		42½	30½	42¼	
Minn.-Honeywell (1.60a)	439,900	90½	58	84	+19
Motorola (1½)	287,400	51¾	37½	39	—11½
Muntz TV (A)	300,800	2⅝	1	1⅛	— 1½
Muter Co. (A)	121,500	4⅞	2½	2⅝	— 2
National Co. (OC)		11½	8¼	10⅛	
National Telefilm (A)	605,400	9½	3	7½	+ 4¼
National Union Electric (A)	538,500	4¼	2¼	2⅝	— ⅛
Oak Mfg. Co. (M)	47,200	24¼	19	23⅛	
Official Films (OC)		2⅝	1⅜	*2¼	
Pacific Mercury TV (OC)		7⅞	4¾	5¾	
Packard-Bell (OC)		10⅜	8⅞	9⅝	
Paramount Pictures (2)	520,500	36½	27⅜	29	— 7⅞
Philco (.80e)	1,051,400	36½	16	16¾	—16⅞
Philco pf. (3¾)	857,000	91	64	64½	—22½
Radio Condenser Co. (OC)		9	5	5¼	
RCA (1a)	2,203,600	50⅜	33⅞	35⅜	—11¾
RCA pf. (3½)	91,800	87¼	70	71⅝	—13⅜
Raytheon	1,457,000	19½	13	18¼	— ¼
Servomechanisms (A) (.40)	164,200	13½	8¼	11	+ 2¼
Skiatron (A)	389,700	5¾	2¾	3¼	— ⅛
Sparton Corp.	257,400	6¼	4	5½	+ ½
Sperry Rand (.80)	4,565,600	29⅛	21¾	22¾	— 4⅝
Sprague Electric (OC) (1.20)		54	30½	*33¾	
Standard Coil	380,300	12¾	6¼	6	— 6
Stewart Warner (2b)	261,200	39½	30¼	33½	— 2⅝
Storer Bcstg. Co. (1.80a)	248,000	29½	22⅛	25½	+ 2⅛
Sylvania Electric (2)	615,800	55⅞	42	43⅞	— 1¾
Sylvania Electric pf. (4)	680,000	99	81	84½	— 9½
Texas Instruments	502,300	18⅜	11⅝	18¼	+ 4¾
Texas Instruments pf (1.12)	40,800	30½	25⅝	33½	+ 5¼
Trav-Ler Radio (M)	62,700	2½	1	1¼	— ⅞
Tung-Sol (1.40b)	213,200	36⅜	27	29⅛	— 2¼
Tung-Sol pf. (2.15)	21,900	62¼	49½	52½	— 2½
Unitronics (A) (formerly Olympic Radio)	353,600	10	6⅝	9	+ 1⅞
Webcor Inc. (M)	224,000	15	8½	8⅝	— 5¼
Wells-Gardner (OC)		14⅛	10¼	13¾	
Westinghouse Electric (2)	4,214,000	65⅞	50⅞	57½	— 2½
Westinghouse Elec. pf. (3.80)	20,900	99¾	82½	82½	—17¼
WJR The Goodwill Station (OC)		13¼	10¼	11¾	
Whirlpool-Seeger (1.40)	472,900	28⅞	21¾	26	— 1⅛
Whirlpool-Seeger pf. (3.40)	16,300	80¼	62	70	— 9
Zenith (3a)	175,500	141¼	101	104	—36

(a) Also extra or extras. (b) Annual rate plus stock dividend. (c) Payable in stock during 1956, estimated cash value on ex-dividend or ex-distribution date. (d) Declared on preferred. (e) Declared on preferred in 1956, plus stock dividend. (*) Bid price Dec. 27, 1956.

Note: According to AP, the following were among the 25 most active securities of 1956: Sperry Rand, Westinghouse, Avco, AT&T, GE, Loew's, IT&T.

McIntosh Laboratory Inc., founded by Frank H. McIntosh, Washington consulting engineer, to make and sell custom hi-fi components under his patents, has given stockholders options to buy 900 shares (one for each 14 now held) at $50 in move to raise capital for down payment on new 22,000-sq. ft. factory in Binghamton, N. Y. Firm has 576 shares of 6% preferred stock outstanding out of 24,000 authorized, and after current sale will have 13,546 shares of common outstanding out of 24,000 (both $10 par)—pres. McIntosh presently owning 9020 common (71.1%), v.p. Gordon J. Gow 800 shares. Balance sheet shows assets as of May 31, 1956 of $393,886, earned surplus of $80,005. For 5 months ended May 31, sales were $396,834, profit after taxes $27,753 ($2.18); in calendar 1955 sales were $779,593, profit $51,207 ($4.14 on 12,281 shares) vs. $540,415 & $23,928 ($3.75) in 1954. **Note:** McIntosh recently retired from his TV-radio consulting practice but maintains headquarters in Wyatt Bldg., Washington.

GE plans $170,000,000 outlay in 1957 for plant expansion, about $20,000,000 less than was spent in 1956, pres. Ralph J. Cordiner explaining that reduction was necessary to keep earnings up and to conserve manpower.

Los Angeles' KTTV earned about $200,000 in 1956, compared with $396,000 in 1955, gen. mgr. Richard Moore reported to annual *Times-Mirror* employes meeting Dec. 24. He explained that higher gross revenues in 1956 meant that station, for first time, had to pay full 52% Federal tax, thus reducing net profit.

Merger of Magnecord Inc. into Midwestern Instruments Inc., Tulsa (Vol. 12:47), was approved last week by SEC. Approval was necessary because 38% of Magnecord's common stock is held by American Research & Development Corp., Boston investment company subject to SEC regulation.

Texas Instruments anticipates earnings of $2,100,000 on sales of $44,000,000 in 1956, as against $1,582,000 on $2,685,000 in 1955, pres. J. E. Jonson told N.Y. Society of Security Analysts last week. For 1957, he predicted sales of $60,000,000-$65,000,000.

Beckman Instruments has arranged to borrow, through Lehman Bros., $9,000,000 on a 4½% note due March 1, 1977. About $3,400,000 of total represents refunding of present debt.

TV was "a major and powerful medium" in promoting understanding of American policy abroad in 1956, new U. S. Information Agency director Arthur Larson reported this week in year-end review. He said 58 new foreign TV stations went into operation in 1956, bringing Free World total to 191, as compared with 133 in Dec. 1955. To keep pace with overseas development, USIA created and distributed more than 75 original TV programs abroad in 1956, including one report on American election process which was requested by and used by a Warsaw station—first use of USIA's TV material behind Iron Curtain. Larson commented: "TV abroad has emerged from its development stage and is now a major and powerful method of telling America's story to foreign peoples. TV programs are now viewed by as many as 5 out of 10 adults in some countries. Reaching into their living rooms, the programs are received under the most favorable conditions and become a regular habit in the daily lives of overseas audiences." Basic TV series of USIA was *Report from America*, made available in 7 languages. In addition, it filmed "current events documentary" weekly in separate versions for TV stations in Western Europe, Latin America and Far East, and stepped up production of special events programming and adaptations of programs seen by American audiences.

Applications for 2 TV stations and 5 translator stations were filed with FCC this week, bringing total pending to 134 for stations (26 uhf) and 31 for translators. Station applications were for Fargo, N. D., Ch. 11, by New York real estate man Marvin Kratter, and for Logan, Utah, Ch. 12, by radio KVNU. Translator applications: for Nogales, Ariz., Ch. 70 & 74, by Santa Cruz County Supervisors, to rebroadcast programs of KOPO-TV & KVOA-TV, Tucson; for Needles, Cal., Ch. 72, by non-profit Needles Community TV Club, to rebroadcast KLRJ-TV, Henderson, Nev.; for Pagosa Springs, Colo., Ch. 74, by La Plata Electric Assn., to rebroadcast KOB-TV, Albuquerque; for La Grande, Ore., Ch. 70, by non-profit Grande Ronde TV Assn., to rebroadcast KHQ-TV, Spokane. [For details, see *TV Addenda 23-Z* herewith.]

TV doesn't hurt children's eyes if common sense viewing habits are followed, British Ministry of Education concluded Dec. 30 after special surveys. In report, *The Health of the School Child*, Dr. Mary Rowland Hughes found that "TV headaches" were on increase among children attending eye clinics. But she said they usually watched screens from angles while sitting on floor, or sat too long in stuffy darkened rooms. Dr. Hughes said TV would have no injurious effect if children sat at eye level at least 6 ft. from and directly in front of screens. Dr. Margaret Foxwell recommended that they confine viewing to regular children's programs—not watch TV indiscriminately at any time.

TV news has long way to go to catch up with radio's mobility, *Newsweek* says in Jan. 7 roundup. Magazine states that TV newscasters need producers, writers, cameramen, whereas radio newsmen can go on air "practically solo"; that TV on-the-spot coverage is slowed by heavy & "still imperfect" equipment; that intercontinental live TV isn't yet in sight; that tape won't be available for mobile units for several years.

TV on a bus, along with electric razors, coffee, soft drinks, card tables and foam rubber cushions, is offered Chicago-Park Forest commuters by South Suburban Safeway Lines for proposed new non-stop 31-mi. run. Special $26,000 bus, air-conditioned, carpeted and decorated with mural, will have reserved seats and premium fares.

Japan will have 1,000,000 TVs by end of 1957, Kyodo News Service (Tokyo) estimated this week. Current estimate of sets is about 275,000.

Precedental movies-to-TV suit against James C. Petrillo's American Federation of Musicians was filed this week by Republic Pictures in Los Angeles Federal Court. Asking treble damages of $6,000,000, Republic charged that the fees it has to pay union's trust fund before it can release movies to TV constitute restraint of trade, violating Sherman and Clayton Acts. AFM requires producers to pay 5% of gross revenues from TV showing of movies into trust fund. In addition, according to Republic's complaint, it is required to pay re-recording fees of $25-$75 to each musician who worked on film, regardless of whether new sound track is made. Studio asked court to declare trust fund agreement illegal and to void separate agreement prohibiting use of movies on TV without union's consent. Republic claimed it was "coerced and compelled by economic necessity" into signing the agreements and had paid $826,810 into AFM trust fund and suffered damages of $2,000,000.

Slander by Fulton Lewis Jr. is alleged in $500,000 suit filed Dec. 31 in Baltimore against commentator, MBS and 3 Maryland stations by Mrs. Pearl A. Wanamaker, Washington state supt. of public instruction who was defeated for re-election. She claimed she was exposed to "public hatred & ridicule" in Lewis broadcast Jan. 6, 1956, which was carried by WCMB, Baltimore; WBOC, Salisbury, and WJEJ, Hagerstown. Mrs. Wanamaker, who earlier sued KVI, Seattle, for $250,000 for same broadcast, said Lewis falsely linked her with Communist associations in connection with White House Conference on Education.

Total newspaper linage fell 2.4% in Nov. from same 1955 month, according to Media Records, which noted ad declines in all categories except retail, up .9%, and general, unchanged. But Media reported overall gain of 2.6% for 11 months compared with corresponding period year earlier, while ANPA's Bureau of Advertising put 11-month national linage rise at 2.8% for new record. Media showed these Nov. declines: automotive, 18.1% (9.7% for 11 months); retail dept. stores, 1.7%; financial, 3.2%; total display, 1.2%; classified, 7%.

CBS Foundation Inc. this week established 8 annual fellowships at Columbia U to enable staff employes of CBS news & public affairs dept., their owned stations, affiliates and all college-operated stations to study for one year to meet "their growing responsibilities in electronics journalism." Fellowships, starting in fall of 1957, will average about $8000 each, will cover tuition, transportation and maintenance.

Accepting long-standing invitation, FCC commissioners and top staff members toured RCA Princeton, N. J. labs Jan. 4. Visit was said to be for "general educational purposes."

1957 AM-FM Station Directory

ALL SUBSCRIBERS to the full TV-AM-FM services of *Television Digest* will, toward the end of January, receive copies of our *1957 AM-FM Station Directory*, revised to Jan. 1. The new directory lists not only all North American AM-FM Stations by States and Cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM Stations by Frequencies, AM & FM Applications by States & Frequencies pending as of Jan. 1, AM & FM Stations alphabetically by Call Letters. It's the only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 5 or more are placed by Jan. 14, cost $5.00 each; single copies $7.50.

THE AUTHORITATIVE
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SUMMARY-INDEX OF THE WEEK'S NEWS — January 12, 1957

BIG REPLACEMENT MARKET, increase in portable demand indicated in new tabulation; sets-in-use estimated at 41,465,000, total production 49,935,000 (p. 1).

FCC & JUSTICE DEPT. jurisdiction in anti-trust is subject of Commission letter to Magnuson, bill by Celler. New members on Congress committees (p. 2).

HUBBARD'S KSTP-TV BUYS KOB-TV, Albuquerque (KOB) for $1,500,000. Reports on 6 other station sales. FCC approvals include Binghamton uhf CP to Gannett (p. 5).

SATELLITE construction increasing, 3 reporting target dates —Ephrata, Wash.; Greenfield, Mass.; Reliance, S. D. Other upcoming stations (p. 7).

MULTIPLE OWNERSHIP debated at FCC, no conclusions reached. Barrow's network study group favors tighter rules but says any action should be deferred (p. 8).

VERY LITTLE BUYING at winter marts as set makers try to push higher-end units, retailers seek cut-price deals. RCA modifies franchise agreement (p. 11).

DEPT. STORE MERCHANDISING regarded by TV manufacturers as ideal vehicle for higher-end units. Emerson plans special TV line for dept. stores (p. 12).

"LET FREEDOM RING" is all-out, year-long public service project at WBZ-TV, Boston. Conceived by mgr. Franklin Tooke, $50,000 appropriated (p. 9).

PILOT CLOSED-CIRCUIT school TV project in Hagerstown, Md., now teaching 11 courses to 4000 pupils in 8 schools; 40 manufacturers donate gear (p. 10).

CLOSED-CIRCUIT LANDMARKS: Biggest purchase of projection TV equipment, by Teleprompter (p. 16); world's largest closed TV system at Penn Station, N. Y. (p. 15).

INDEX TO TV DEVELOPMENTS OF 1956: Our Annual Index to the TV news of last year, the only compilation of its kind in the industry -- and a mighty handy fact-finding source -- is included herewith to all subscribers. Our 8th edition, it runs 8 pages. It doesn't cover everything, naturally, but we have attempted to pick out events you may want to refer to from time to time.

Use of this Index presupposes that you have maintained your file of 1956 Newsletters, Supplements, Special Reports and Factbooks. We're now preparing bound volumes of our 1956 output, and we can still take orders at $25 per copy.

Note: Going into mails about Feb. 1 and mid-Feb., respectively, to those subscribing to them, will be our 1957 AM-FM Station Directory and the Spring-Summer edition of our semi-annual Factbook (No. 24) -- standard references of the industry. Both mean the start of new series of weekly Addenda for full-service subscribers -- reporting station applications, CPs, changes in facilities and ownership, etc.

MANSFIELD OUTLINES SHAPE OF 1957 TV MARKET: Minimum replacement market of at least 2,400,000 sets, plus a steadily growing demand for portables which could result in sale of nearly 3,000,000 units (mainly as second sets), can be foreseen as the big 1957 market trends. Basis for these auguries is new statistical table prepared by Frank W. Mansfield, Sylvania market research director, for inclusion in Spring-Summer edition of our TV Factbook.

New table by the RETMA statistical director presents updated quarterly information from 1954-56 on sets produced and sold by distributors and dealers, and on number of sets scrapped -- by screen size. In addition, 11-year cumulative data on sets-in-use, also by screen size, are given. Portables are included as a separate category for the first time.

Mansfield estimates 41,465,000 sets-in-use as of Jan. 1, with 49,935,000 sets produced since TV's inception, 8,471,000 scrapped. His sets-in-use total represents increase of 4,365,000 since Jan. 1, 1956, and includes 159,000 color sets, of which he estimates 120,000 were sold to public in 1956 alone.

The 1957 replacement minimum can be deduced from estimate that 8.7% of all sets-in-use (or 3,607,455) are 15-in. and under. From that total should be subtracted the 1,192,000 receivers which Mansfield estimates are portables under 15-

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in., leaving total of about 2,400,000. The portables represent purchases in last 2 years and cannot be regarded as candidates for replacement market in 1957. It should be emphasized, however, that this is a rock-bottom estimate. Actually, the replacement market easily could tap many of the 17-in. sets-in-use, which Mansfield estimates represent 28.7% of total (or 11,900,455 units).

Table shows 1,592,000 portables in use as of Jan. 1, comprising 1,192,000 sets 15-in. and under, 400,000 over 15-in. (in other words, exclusively 17-in.). Of total, 1,335,000 were estimated to have been sold to public in 1956 -- 955,000 of 15-in. and under. At that rate of expansion, many market men visualize sales of 2,500,000-3,000,000 portables in 1957.

NEW CONGRESS — AND ANTI-TRUST ANGLES: Applicability of anti-trust laws to TV -- and particularly the networks -- seems certain to emerge as major field for further investigation, and perhaps even legislation, in the new 85th Congress.

As Congress organized itself this week, the question of Justice Dept. vs. FCC jurisdiction cropped up on both sides of Capitol Hill -- an issue which had been explored in both Senate and House TV investigations last year and a significant aspect of pending Justice Dept. civil anti-trust suit against RCA-NBC (Vol. 12:49).

Asking Congress to state flatly that Justice Dept. has undisputed power to prosecute regulated industries for anti-trust violations, Rep. Celler (D-N.Y.) reintroduced his "primacy of free enterprise" bill, which he first threw into hopper last year after his anti-trust subcommittee's hearings on aviation industry and before the TV hearings. Bill applies to all govt. regulatory agencies which might conceivably be regarded as "insulating" regulated industries from Justice Dept. prosecution. Its applicability to TV is evident in this statement made by Celler when he introduced the legislation (HR-2142):

"This bill should make it clear to the courts that it is the intention of Congress that suits brought by the U.S. to prevent or to punish activities declared to be illegal by the anti-trust laws should not be stayed or barred on the ground that any other agency of the Govt. also has jurisdiction over the activities challenged by the Attorney General."

FCC gave its views on anti-trust issues in a letter to Chairman Magnuson (D-Wash.) of Commerce Committee, released this week by Committee. Letter answered series of questions on anti-trust jurisdiction raised by Senator last summer.

Conceding "the possibility of overlapping areas of responsibility" of FCC and Justice Dept., Commission said such overlap won't necessarily impair work of either agency, "assuming a proper liaison exists." FCC saw no necessity for any legislation, took attitude that best procedure would be to "adhere to the status quo" while constantly trying to improve FCC-Justice Dept. liaison.

Do FCC actions carry implication of "immunity" from anti-trust prosecution? An FCC grant, Commission's letter said, "cannot and does not insulate that transaction from further challenge by the Dept. of Justice under the anti-trust laws."

In regard to rule-making actions, FCC took different position: "Such action, while not precluding the Dept. of Justice from adopting a contrary position in an action under the anti-trust laws, might make the successful prosecution of such an action more difficult." Covered by FCC rules are such practices as network option time, must buys, multiple ownership -- all announced subjects of Justice Dept. investigation with an eye to possible anti-trust prosecution.

The FCC views were endorsed by all Commissioners except Doerfer, who was reported as absent, and Bartley, listed as "unable to approve this letter." Bartley didn't set down separate views, and when asked he told us he was in basic disagreement with majority position, pointing to his dissent in NBC-Westinghouse decision -- in which he expressed fear that FCC approval of transfer might prevent Justice Dept. from taking "effective action" to enforce anti-trust laws (Vol. 11:53).

Committees which will air TV problems and legislation on Capitol Hill have yet to hold organizational meetings -- but most vacancies were filled this week:

Senate Commerce Committee (Magnuson, chairman) -- Sen. Ervin (D-N.C.) was reassigned to Judiciary Committee and his post filled by new Sen. Lausche (D-O.),

who was governor of Ohio when FCC Chairman McConnaughey was practicing law in Columbus. Sen. Thurmond (D-S.C.) was appointed to his old post on Committee, held for a short time in last Congress by his erstwhile Senatorial successor Sen. Wofford. Sen. Cotton (R-N.H.) was named to fill the one Republican post vacant -- formerly held by Sen. Duff (R-Pa.), defeated in election.

Another Democratic vacancy on Committee will be created Jan. 15, effective date of Sen. Daniel's resignation to become governor of Texas. Sen. Pastore (D-R.I.) is expected again to head communications subcommittee, which will have one Democratic opening due to reassignment of Sen. Ervin.

House Commerce Committee (Harris, chairman) -- Democrats filled their five vacancies, but at week's end Republicans hadn't completed their committee assignments. New Democratic members of House Interstate & Foreign Commerce Committee:

Rep. Leo W. O'Brien (N.Y.), former Albany TV-radio commentator and newspaperman, a director and 4% owner of WCDA (Ch. 41) & WROW, Albany, and WCDB, Hagaman, N.Y. (Ch. 29), stations controlled by Lowell Thomas group; Rep. John E. Moss (Cal.), who last session was chairman of House information subcommittee which held extensive hearings on news practices of govt. agencies; Rep. John D. Dingell (Mich.); Rep. John Jarman (Okla.); Rep. J. Carlton Loser (Tenn.), freshman successor in Congress to the late Rep. Priest (D-Tenn.), former chairman of the Committee.

* * * *

Serving notice he'll continue his fight to bring networks under direct FCC control, Sen. Bricker (R-O.) reintroduced his bill to authorize Commission to license and regulate networks (S-376). Other significant TV bills introduced:

Bill to ban subscription TV (HR-586), reintroduced by Rep. Celler.

Resolution authorizing investigation of "false, fraudulent, misleading and deceptive advertising by radio or TV" by House Commerce Committee (H. Res. 26), introduced by Rep. Dollinger (D-N.Y.), member of that Committee's transportation & communications subcommittee. His proposed inquiry would determine extent of false advertising and investigate what FCC and stations are doing to combat it.

Two bills to encourage uhf by reducing excise tax on vhf-uhf receivers -- both identical to legislation introduced in last Congress. Measure by Sen. Long (D-La.) would allow manufacturers a $7 tax credit for every all-channel set produced (S-167). Bill introduced by Rep. Kearns (R-Pa.) would cut manufacturers' excise tax to $5 for all TV sets capable of receiving at least 50 uhf channels and all vhf channels, retaining present 10% rate for all other receivers (HR-2009).

Note: Excise tax subcommittee of House Ways & Means Committee, which will issue its report Mon. Jan. 14, isn't expected to recommend excise tax relief for all-channel sets, though it won't slam the door on possibility of later action.

For other bills introduced in Congress, see below.

All news media will be barred Jan. 20 when President Eisenhower takes oath of office in White House. Decision to make Sunday ceremony private was announced Jan. 9 by press secy. James C. Hagerty, who said coverage requests from govt. officials as well as TV, radio and press reporters & photographers had "gotten out of hand." Previously Hagerty had agreed to pooled coverage of actual oath-taking prior to public inauguration Jan. 21. Ban was protested immediately by White House News Photographers Assn., which said no other President in photographic history of U. S. had been sworn in privately.

Bills to legalize low-power TV boosters and vhf translators which don't interfere with other services were introduced this week by Reps. Berry (R-S. D.) & Don Magnuson (D-Wash.). Designated HR-1913 & HR-2225, they're identical to bills introduced by Berry, Magnuson and others in last Congress.

TV news recruit: Gov. Clement of Tenn. received TV news card in ceremony at State Capitol, presented by T. B. Baker Jr., exec. v.p. of WLAC-TV, Nashville. Card was designed by NARTB for use of TV newsmen.

Threats by Sesac to prosecute backwoods tourist court in Maine for music copyright violations inspired bill (HR-673) by Rep. Hale (R-Me.) to amend title 17 of U. S. Code. Measure provides "that reception of radio or TV programs or the playing of phonographic records in hotels shall not constitute public performances for profit." Hale says Sesac notified operators of small motel, where guests can hear recordings in lobby, that they were violating music licensing requirements, subject to penalties up to $5000, by not paying minimum $25 fee for use of copyrighted music in public room.

Televising of sessions of House of Representatives and of House committees would be permitted under terms of 2 resolutions (H. Res. 31 & 32) introduced this week by Rep. Martha Griffiths (D-Mich.). In last Congress, she introduced bill providing for televising of House committee sessions.

WFIL-TV, Philadelphia, program series entitled *Benjamin Franklin, the Compleat Man* would be preserved in archives of Library of Congress under terms of House Resolution 40, introduced this week by Rep. James (R-Pa.).

Personal Notes: Robert D. Levitt, v.p.-gen. mgr. of NBC subsidiary California National Productions, elected pres., succeeding Alan W. Livingston, now v.p. in charge of TV programming originating from west coast . . . Samuel Marx, ex-TCF-TV (20th Century-Fox), joins MGM as executive in charge of all TV production, reporting to Charles (Bud) Barry, v.p. in charge of TV operations . . . James T. Aubrey Jr., ex-gen. mgr. of CBS-TV's KNXT, Hollywood, who joined ABC-TV in Dec., elected v.p. in charge of programming & talent . . . Eugene C. Wyatt, account executive with ABC-TV from 1948-51, recently pres. of Midstate Inc., Dickson, Tenn. distributor of heaters & air conditioners, returns to ABC-TV as national program sales mgr.; he has recovered fully from broken back which had him bedridden nearly 3 years . . . Adolph L. Seton, asst. director of ABC press information, transfers to adv. & sales promotion dept. as mgr. of on-the-air promotions; David Rooney is promoted to assist him . . . Courtenay Jamison appointed head of new TvB production dept., reporting to Gordon Hellmann, director of sales promotion . . . Ogden Bowman, with NBC for 25 years, promoted to supervisor of technical operations, WRCA-TV, N. Y., reporting to John H. Reidel, mgr. of studio technical operations . . . Harry A. Woodman, retiring Feb. 1 as NBC traffic coordinator after 30 years with NBC, was honored at party given by associates Jan. 11 in Radio City . . . Robert M. Hoffman promoted to new post of director of promotion & planning, WOR-TV & WOR, N. Y.; Robert J. Sullivan continues as adv. director . . . Charles W. (Chad) Mason promoted to adv. & sales promotion mgr. of WSUN-TV & WSUN, St. Petersburg . . . Oscar Elder, ex-NARTB, serving last 2 years with Robert K. Richards Assoc. public relations firm in Washington, named director of press information for Radio Advertising Bureau, N. Y., effective Feb. 1 . . . Ralph Radetsky, ex-Ford Foundation, N. Y., named station mgr. of KOA-TV, Denver . . . Dale Hart, ex-KARK-TV, Little Rock, named program mgr. of KOTV, Tulsa . . . Larry Menkin, ex-NBC, ABC & DuMont, joins Ziv-TV program dept. as writer-producer on *West Point* series . . . J. W. Knodel moves up to exec. v.p. of Avery-Knodel Inc.; David H. Sandeberg and Charles C. Coleman elected v.p.'s . . . Miss Clare Leonelli, ex-ABC, joins Adam Young Inc. as mgr. of new traffic dept. . . . H. Duncan Peckham Jr., ex-engineering director of WSPA-TV & WSPA, Spartanburg, S. C., named western district sales engineering mgr. of Standard Electronics Corp. (transmitting equipment), headquartering in San Francisco . . . Joseph Miller promoted to gen. sales mgr. of radio KFMB, San Diego . . . John B. O'Connor, ex-GE, joins national sales dept. of TNT Tele-Sessions Inc. . . . W. Donald Roberts, ex-director of ABC Radio central div., forms own rep firm, W. Donald Roberts Co., 203 No. Wabash St., Chicago, confining activities to local low-power radio stations in 7-state area . . . James E. Anderson, ex-Atlas Film Corp., appointed midwest operations director of Hal Roach Studios commercial div., now headquartering at 221 No. LaSalle St., Chicago . . . Louis B. Weitzman, ex-ABC, named asst. promotion mgr. of ANPA's Bureau of Advertising . . . George J. Abrams, Revlon adv. v.p., named chairman of ANA TV-radio service committee . . . Thomas M. Jones promoted to managing editor of *Printers' Ink*, succeeding Carroll J. Swan, now editor; W. Richard Bruner, news editor, assumes additional duties of asst. managing editor . . . Harold Cohen resigns as ABC business affairs director to join Ashley-Steiner Inc. as agent & negotiator of talent contracts . . . Ewald Berger promoted to operations director of KCCC-TV & radio KXOA, Sacramento.

Obituary

John Joseph Brosnan, 62, asst. treas. of IT&T since 1932, with company 46 years, died Jan. 5 at North Shore Hospital, Manhassett, L. I., following heart attack. Surviving are his widow and 2 sons.

ADVERTISING AGENCIES: Sidney Matthew Weiss, exec. v.p. of Lewin, Williams & Saylor, elected pres., succeeding founder A. W. Lewin, who continues as chairman; Walter T. Pollock, senior v.p., succeeds Weiss as exec. v.p. . . . Ken R. Dyke, onetime NBC v.p., appointed v.p. of Young & Rubicam international div., reporting to Harry Enders, v.p. & director of div.; Richard Penn named mgr. of international div. . . . Alan Sidnam promoted to an exec. v.p. of Benton & Bowles; Wm. R. Hesse promoted to a senior v.p. . . . Judson J. Irish appointed senior v.p. & member of exec. committee, Ogilvy, Benson & Mather . . . David J. Gillespie, Kenyon & Eckhardt v.p., appointed mgr. of Detroit office.

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Radio-TV Correspondents Assn., organization of broadcast newsmen assigned to Congressional galleries, elects these officers: exec. committee chairman, Robert F. Hurleigh, MBS, succeeding Joseph McCaffrey, McCaffrey Reports; vice-chairman, Edward P. Morgan, ABC; secy., Julian Goodman, NBC; treas., Lewis Shollenberger, CBS; delegates-at-large, Bryce W. Burke, UP Movietone News; Ann M. Corrick, Corrick Productions; Leslie W. Higbie, Les Higbie Associates. Organization's annual banquet honoring President is scheduled March 23 at Washington's Sheraton-Park Hotel; President Eisenhower has not yet replied to invitation.

Navy's highest civilian award—Distinguished Public Service Medal—was presented Jan. 7 to pres. James C. Copley of Copley Press Inc., owner of KCOP, Los Angeles, in ceremony aboard aircraft carrier Lexington at San Diego. Citation recognized Copley's "long & tireless devotion" to problems requiring "civilian understanding and cooperation."

New officers of Federal Communications Bar Assn., elected Jan. 11: George S. Smith, pres.; Wm. C. Koplovitz, 1st v.p.; Leonard H. Marks, 2nd v.p.; Norman E. Jorgensen, secy.; J. Roger Wollenberg, asst. secy.; David S. Stevens, treas.; Harold Mott & Verne R. Young, 3-year terms on exec. committee. Foregoing was slate proposed by nominating committee; "insurgent" group backed Robert M. Booth for 2nd v.p. but was defeated.

Health improved: Hugh A. L. Halff, pres. of WOAI-TV, San Antonio (WOAI), seriously ill for many months, reported by v.p.-gen. mgr. James M. Gaines as "coming along quite nicely now." William Fay, pres. of WROC-TV, Rochester (formerly WHAM-TV), has recovered from mild cardiac occlusion and is contemplating vacation trip.

Kenneth W. Miller, engineering asst. to FCC Comr. Robert T. Bartley, becomes U. S. Supervisor of Conelrad Feb. 15, replacing Ralph J. Renton, now chief of technical research div. Miller is succeeded by Horace E. Slone, from Office of Opinions & Review.

Brig. Gen. David Sarnoff, RCA chairman and chairman of National Security Training Commission, swears in 100,000th Army Reserve inductee on NBC-TV's *Today* Jan. 15, 8:45 a.m.

Attention: Station Owners

We have the records of several top-flight TV executives—management, sales, programming—seeking new connections. Though we're not in the job placement business, these are men whom we know personally and can recommend. We'll be glad to put bona fide inquirers in touch with them.

BID OF $1,500,000 for KOB-TV, Albuquerque, N. M. (Ch. 4), along with radio KOB (50-kw D, 25-kw N, 770 kc, NBC), negotiated in Miami by St. Paul TV pioneer Stanley E. Hubbard through broker Howard Stark, turned out to be the successful one—even as various other bidders appeared on the Albuquerque scene Jan. 5 to learn decision of board of directors controlled by co-owners Time Inc. and ex-FCC chairman Wayne Coy.

KSTP Inc., licensee of KSTP-TV, St. Paul (Ch. 5), with radio KSTP, and 23% stockholder of KWK-TV, St. Louis (Ch. 4), will pay cash for the stations, borrowing approximately $800,000 at 5½% from Mellon Bank, Pittsburgh, and drawing remainder from own reserves. KSTP Inc. takes over guaranteed net quick assets of $100,000, so that purchase price actually is $1,400,000.

Radio station is reputed to be most profitable of the 2 operations, though TV has been in the black. Hubbard decided on purchase after his St. Paul manager Kenneth Hance and son Stanley Jr., KSTP Inc. mgr. of research and development, conducted survey in cooperation with U of Minnesota economists. They concluded that Albuquerque is the "fastest growing market in the country," should rank 84th within 5 years. Hubbard also said his company (for stockholdings, see *TV Factbook No. 23*, p. 138) is intent on procuring the full allowable limit of station ownership (5 vhf, 2 uhf).

Wayne Coy comes out of deal, forced by recent Time Inc. purchase of Bitner group (Vol. 12:51-52 & Vol. 13:1), with substantial capital gain and can stay with Time Inc. in executive capacity, presumably at newly acquired Indianapolis station, if he wishes. But it's understood Mrs. Coy is urging him to quit working as result of recent illnesses, including heart attack only 2 weeks ago. He owns half interest in the stations, for which Time Inc. paid $900,000 (including $300,000 net quick assets) in 1952, and he is understood to have practically paid up his borrowings from Time Inc.

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Still more station deals, minor by comparison, were concluded or in the making this week. Also in Albuquerque, KOAT-TV (Ch. 7) definitely has been sold for $800,000 to ex-California Congressman Clinton D. McKinnon, 25% owner of KVOA-TV & KVOA, Tucson, by A. M. Caldwell-Walter Stiles group (Vol. 12:50), and McKinnon plans to take charge of the ABC-TV outlet, non-AM affiliated. He is paying present owners $12,500 cash and $156,000 in 5-year 2½% debentures, and assumes $716,000 in obligations less $74,630 in cash and accounts receivable as of Nov. 30, 1956. Transfer papers were filed with FCC this week.

In Corpus Christi, Tex. KDVO-TV (Ch. 22), uhf pioneer caught in squeeze of vhfs KRIS-TV (NBC) and KSIX (CBS), is being sold by Gabriel Lozano's Coastal Bend TV Co. to local business group headed by E. J. Healey and Hubert J. Schmidt. They're paying $73,300 cash, assume $100,000 indebtedness, agree to pay additional $21,000 to 14 stockholders ($1500 each) within 4 years.

In Bakersfield, Cal., 40-month-old KERO-TV (Ch. 10) is being sold for total of $2,150,000 by owners headed by Gene DeYoung (51% stockholder) to Wrather-Alvarez Broadcasting Inc., operator of KFMB-TV, San Diego (Ch. 8), owned 39% each by Helen Maria Alvarez and Jack Wrather and 22% by Edward Petry & Co. Price compares with the $3,150,000 that Alvarez-Wrather paid John Kennedy for the San Diego station early in 1953, later that year selling Petry firm 22% for $633,300.

In Lafayette, Ind., WFAM-TV (Ch. 59) has been sold with radio WASK to 4 co-equal partners for "considerably less than $500,000." Seller is founder O. E. Richardson, onetime Western Electric broadcast equipment salesman, and buyers are local businessmen Henry Rosenthal, clothier, who has helped Richardson run the uhf outlet; E. Joseph Bannon, banker; Jack M. Drysdale, of Fauber Construction Co.; Albert Huth, tax expert and secy.-treas. of National Homes, largest maker of prefabricated houses.

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Transfers approved by FCC this week included CP for WINR-TV, Binghamton, N. Y. (Ch. 40) with radio WINR to *Binghamton Press* (Gannett) for $165,000 (Vol. 12:46). An earlier sale to Peter Bordes and Joseph L. Rosenmiller for same amount (Vol. 12:36) was cancelled. Gannett newspapers also own half-time WHEC-TV, Rochester (Ch. 10) with radio WHEC; WDAN-TV, Danville, Ill. (Ch. 24) with WDAN; and radios WENY, Elmira, and WHDL, Olean, N. Y.

Transfer of KALB-TV, Alexandria, La. (Ch. 5) to new Lanford Telecasting Co. was also approved by FCC in $333,155 deal (Vol. 12:49). T. B. Lanford reduces his holdings to 51% and Wm. L. Fox, sales mgr. of KFMB-TV, San Diego, gets 49% "limited" stock interest under option granted members of his family when their radio KSYL, Alexandria, dropped Ch. 5 application to clear way for KALB-TV grant. Jack O. Gross, onetime owner of KFMB-TV, San Diego, which he sold with KFMB for about $925,000 to John Kennedy in 1950, is financing the Fox stock purchases, retaining option to buy 245 of Fox's 490 shares within 2-4 years. Fox pays $49,000 for the 490 shares and loans station $114,245.

Radio station sales and transfers reported this week: KHON, Honolulu, to Shirley Louise Mendelson, ex-Santa Monica Pontiac agency owner, for $75,000 in compliance with court order after station went bankrupt. WTWB, Auburndale, Fla. by R. E. Hughes for $50,000 to Mike Hughey. WAGR, Lumberton, N. C. by Southeastern Bcstg. Corp. (Hector McLean, pres.) for $50,000 to D. M. Shaver & Albert E. Kahn. Paul Chapman Co. was broker for WTWB and WAGR sales.

Two radio station sales approved by FCC this week: WFTC, Kinston, N. C. by Kinston Bcstg. Co. (Thomas F. Hewlett, pres.) to Connie B. Gay's Town & Country World Wide Productions for $145,000 (Vol. 12:49). WHRV, Ann Arbor, Mich. by Huron Valley Bcstrs. Inc. (Richard A. Connell Sr., 52%) to M W Bcstg. (Charles H. Mayne, 80%) for $110,000 (Vol. 12:49).

Robert Lawrence Productions, N. Y. TV film commercial producers, has acquired Loucks & Norling Studios, a leading maker of industrial films.

Chesapeake Industries is not negotiating sale of Pathe Labs film processing subsidiary to Technicolor Inc., Chesapeake pres. Wm. C. MacMillen Jr. stating: "We have had no discussions in recent years with any official of Technicolor about Technicolor's possible purchase of Pathe Labs." Earlier, unidentified Technicolor spokesman was quoted as saying negotiations were in progress, but "nothing definite has been concluded."

Transfer of CFPA-TV, Port Arthur, Ont. (Ch. 2) from Ralph H. Parker Ltd. to Thunder Bay Electronics Ltd. (Dougall interests) for undisclosed sum was recommended by CBC Board of Governors at Jan. 4 meeting in Vancouver, B. C. It also recommended power hike to 28-kw.

American Research Bureau opens new headquarters of expanded advertiser service dept. at 341 Madison Ave., N. Y. (Lorin S. Myers, mgr.), all other N. Y. sales and service operations remaining at 551 Fifth Ave.

Circulation topped 5,000,000 for first time with Jan. 5 issue, *TV Guide* reports. Magazine has 44 regional editions.

Telecasting Notes: As furor over ratings, pro & con--but mostly con—reaches crescendo in the industry, *Time Magazine* takes a look at them in Jan. 14 issue with 2-page story critical of TV's dependence on their "tyranny." *Time* explains basic differences in operation of the 4 major rating systems, doesn't attempt to debunk ratings as indicator of show's popularity . . . Ratings are "TV's way of counting the house," says *Time*, adding: "By this alone, rating systems [work] the most ruthless tyranny in a nervous industry that looks to its audience for leadership instead of providing its own. As big-time TV enters its second decade, the ratings are more powerful, feared, hated —and needed—than ever before. The sponsor has always demanded omens that his money is well spent. With the money going ever faster (a weekday half-hour show can now cost a sponsor close to $3,000,000 for a 39-week season), he demands swifter omens of how his investment is faring" . . . ABC-TV's 1957-58 look will be unveiled to advertisers and agencies Feb. 13 in special preview of program schedule at Waldorf-Astoria, N. Y. . . . **Theatrical Enterprises Inc.**, producers of live programs, and Official Films enter sports programming through production-distribution deal for *Golf with the Champions*, series of 39 half-hour films . . . Almost simultaneously with its movie theatre opening in New York this week, CBC will present TV premiere of film "Oedipus Rex" Jan. 16, 10-11:30 p.m., starring 1955 Stratford (Ont.) Festival cast . . . Transcripts of *Meet the Press* telecasts, in printed form, will be made available to viewers by NBC-TV as result of popular demand . . . The unpredictable Judy Garland has cancelled her 90-min. CBS-TV show scheduled for Feb. 25, according to network; Miss Garland denied she had "walked out," said proposed script outline submitted by CBS was unsuitable . . . Offering $100,000 bonus for every perfect 300 game scored on air, WOR-TV Jan. 19 premieres weekly Sat. 10:30-11:30 p.m. live *East vs. West Bowling Championships* . . . Mike Wallace, highly popular m.c. of *Night Beat* interview show on New York's WABD, reportedly has agreed on terms of contract with ABC-TV . . . NBC's host for new-format *Tonight* (Vol. 12:50-51) is Jack Lescoulie, who moves on from 5 years with Dave Garroway on *Today* to handle remote pickups & commercials in 11:15 p.m.-1 a.m. slot beginning Jan. 28. Columnists picked for *Tonight* are Hy Gardner, Bob Considine & Earl Wilson in N. Y.; Irv Kupcinet in Chicago; Paul Coates & Vernon Scott in Los Angeles . . . Pre-Broadway tryout on TV is scheduled for musical drama, "The Ballad of Baby Doe," which will be presented in 60-min. version on ABC-TV's *Omnibus* next month with cast of 100 and symphony orchestra; New York stage opening is planned for next fall.

TV stimulates book-reading by children, according to juvenile authority Nancy Larrick, education director of Random House children's books. Writing in Jan. 6 *Washington Post & Times Herald*, she reports that children's book sales have more than doubled in 8 years; that Teen-Age Book Club has 600,000 members, up 30% in year; that 175,000 Children's Book Club members buy 6 hard covers per year. Big reason for upturn, she states, is that interests aroused by TV are "natural springboard to further reading"—particularly in non-fiction, such as natural science & history. *Disneyland*, for example, leaves children "wondering about things which have been suggested but not spelled out."

Has BBC's highbrow programming significantly "elevated" British cultural tastes? Refuting a belief which has attained considerable currency in U. S., an American educational broadcaster says there's absolutely no evidence that it has. Newly published comprehensive study of TV-radio in United Kingdom, *British Broadcasting* (U of Minnesota Press, 475pp., $6) by Burton Paulu, mgr. of U of Minnesota's KUOM and pres. of National Assn. of Educational Broadcasters, goes into question in detail, citing statistics by BBC, ITA and independent sources, comes up with this analysis: "The most important conclusion to be drawn from all these data is that the standards of discrimination among listeners and viewers in the United Kingdom were no higher after 30 years of monopoly operation by the BBC than they are in the United States with its competitive system of broadcasting . . . Surely there is no evidence that the BBC was conspicuously more successful than American radio and TV in building audiences for quality programs . . . It is not possible to prove that a monopoly like the BBC can raise the level of public culture any more successfully than can a competitive commercial system like that of the United States." Dr. Paulu did basic research for the volume—a comprehensive history, description and appraisal of British broadcasting—as a Fulbright scholar in London in 1953-54 at time of Parliament debate over commercial TV.

Sunspot effects on TV-radio are subject of long feature article by Jerry Bishop in Jan. 8 *Wall St. Journal*. Near greatest activity in history of sunspot recording, the solar eruptions are beginning to produce phenomenal TV-DX reports—though biggest impact, of course, is on communications employing frequencies below TV band.

British commercial program contractor Associated-Rediffusion, which provides weekday programs for London ITA station, reported last week it is finally operating in the black. It said in annual report that it lost over $10,000,000 in the 22 months ending Sept. 30, 1956.

A quaint British TV tradition bows to public demand Feb. 16 when ban on telecasting from 6 to 7 p.m. will be abolished by Govt. Period was reserved to encourage school children to finish homework without distraction and to permit parents to get younger children to bed before evening's TV fare began. By popular demand, Govt. now also has abolished rules that weekday programs must not start before 9 a.m. or finish after 11 p.m. and that morning telecasting be limited to 2 hours. However, it refused to modify its ban on Sunday telecasting before 2 p.m. and during 6:15-7:25 p.m. Commenting on end of the 6-7 p.m. "break," *New York Times*' Jack Gould wrote Jan. 6: "The passing of the quiet hour must be mourned, if only from afar. Somehow it was just a little comforting to realize that at least in one place in the world there was a broadcaster who believed he might be performing the maximum public service by not broadcasting at all."

Viewer protests about TV commercials—about lack of them, that is—are giving Panama Govt. a big headache. According to UP, Panama's daily newspapers received "hundreds of protests" since U. S. Armed Forces TV stations in Canal Zone cut out commercials at request of Panama Govt., which complained that they were competing with local radio stations. Dispatch quotes letters to newspapers blasting military authorities for "abject surrender" to Panama Govt. and complaining that viewers' "inalienable right" to see commercials is being violated. Ban on commercials was instituted when Panama residents began purchasing TV sets to view the programs intended for American military personnel in Canal Zone. An estimated 2000 Panamanians now have TV sets.

Overseas spot news by voice, supplementing film coverage, will feature CBS-TV's *World News Roundup* which debuts Sun. Jan. 13, 3:30-4 p.m. Eric Sevareid is anchor man for weekly show built on reporter-on-scene format of CBS Radio's morning *World News Roundup*.

SATELLITES AND SEMI-SATELLITES are prominent among stations under construction —3 of them due this spring, according to reports from grantees—in Ephrata, Wash.; Greenfield, Mass.; Reliance, S. D. Here's latest on them:

KBAS-TV, Ephrata, Wash. (Ch. 43), planned as satellite of KIMA-TV, Yakima (Ch. 29) has changed target to Feb. 1 for test patterns, Feb. 15 for programming, reports Tom Bostic, v.p.-gen. mgr. of KIMA-TV. It has transmitter building ready for 1-kw RCA unit, now on hand. Fisher 100-ft. tower also is ready for 5-bay RCA antenna due Jan. 12. KIMA-TV also operates satellites KEPR-TV, Pasco, Wash. (Ch. 19); KLEW-TV, Lewiston, Ida. (Ch. 3), and holds CP for Ch. 8 satellite in Walla Walla, expected to start in 1957. Howard Hammond, from radio KIMA, will be chief engineer of KBAS-TV. KIMA-TV rep is Weed.

WRLP, Greenfield, Mass. (Ch. 58), to be semi-satellite of WWLP, Springfield (Ch. 22), is ready to "start shovelling snow" and start building, as soon as FCC grants shift to Ch. 32 and move to new site near Shelburne Falls, reports WWLP mgr. Wm. L. Putnam. FCC reports station awaits Airspace Panel clearance. WRLP target now is April 10 for test patterns, April 20 for programming—contingent on assignment of Ch. 32. It plans to use 12-kw RCA transmitter, 620-ft. Ideco tower. Wallace I. Green, ex-WWLP program director, will be WRLP station mgr. WWLP plans to raise base hour from $600 to $700 when WRLP begins. Rep is Hollingbery.

KPLO, Reliance, S. D. (Ch. 6), planned as semi-satellite of KELO-TV, Sioux Falls, S. D. (Ch. 11), which also operates satellite KDLO-TV, Florence, S. D. (Ch. 3), expects to be on air in early spring, reports principal N. L. Bentson. Transmitter hasn't been ordered, but construction plans call for 40x80-ft. Butler steel building to house entire operation on Medicine Butte, where it will build 700-ft. tower. KELO-TV base hour is $425. Rep is H-R Television Inc.

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Following are reports from upcoming conventional stations, Canadian grantees, translators, etc.:

KVIT, Santa Fe, N. M. (Ch. 2) has been delayed in construction of power line to mountain transmitter site and now has March target, reports Larry Boggs for owner Video Independent Theatres, southwest chain. VIT also owns 12½% of KWTV, Oklahoma City (Ch. 9), holds CP for KSPS, Hot Springs, Ark. (Ch. 9), is applicant for Sioux Falls, S. D. and Elk City, Okla. It has ordered transmitter from Sarkes Tarzian, and will use 400-ft. Andrews tower. Miss Judith Lawton, ex-KOAT-TV, Albuquerque, has been named gen. mgr., plans to open Santa Fe office in mid-Jan. KSPS, Hot Springs, is still working on road to mountain site, plans June 30 test patterns. It has ordered 250-watt Tarzian transmitter, starts work on 200-ft. Andrews tower in March, will employ Prodelin antenna. Marvin Hull, ex-KHBG, Okmulgee, Okla., will be KSPS gen. mgr. Reps not chosen.

WPSD-TV, Paducah, Ky. (Ch. 6), planning start next spring, has ordered 10-kw RCA transmitter, 6-bay superturnstile antenna, 500-ft. Ideco tower, will build on 8.6-acre site at south edge of town—reports v.p.-gen. mgr. E. J. Paxton Jr. for grantee *Paducah Sun-Democrat*. Rep will be Pearson.

KUTA, Salt Lake City (Ch. 7 educational), granted U of Utah Dec. 12, expects to order 5-kw RCA transmitter, plans Sept. 1 programming start, reports consultant C. Richard Evans, ex-KGMB-TV, Honolulu, due to become mgr. when station gets on air. Rex Campbell has been named acting director-producer, pending return of Keith Engar, now on year's leave of absence.

CKRN-TV, Rouyn, Que. (Ch. 4) has ordered 35-kw Canadian GE transmitter for delivery in spring, will use 660-ft. Stainless tower, plans Sept. 2 programming, writes pres.-gen. mgr. David A. Gourd. Licensee Northern Radio Inc. also operates Quebec radios CKRN, Rouyn; CKVD, Val d'Or; CHAD, Amos; CKLS, LaSarre. Base hour not reported. Reps will be Weed and Joseph Hardy & Co.

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Havre, Mont. translator K73AG (Ch. 73) has been on equipment tests since Dec. 3, but awaits official approval to rebroadcast network programs of KFBB-TV, Great Falls, Mont.—to be picked up via K82AB (Ch. 82), its other translator unit, located on mountain 15 mi. S of Havre, reports Pearl Garceau of Hill County T-V Club.

Translator K70AI, Prineville, Ore. (Ch. 70), began operation Dec. 31, repeating programs of KOIN-TV, Portland, reports Ed Endicott, one of directors of Ochoco Telecasters Inc. Target for their other repeater K76AA (Ch. 76), due to carry KLOR, Portland, is indefinite.

Change of call letters to WNBC from WKNB-TV, for its newly acquired Ch. 30 station in New Britain-Hartford, will be marked by NBC Jan. 14 with 20-min. salute on WRCA-TV, N. Y. and WNBC, 10-min. ceremony on WNBC only, talks by area mayors, luncheon for 200 agency and civic leaders, etc.

Standard Electronics reports order for 10-kw amplifier to be shipped Jan. 25 to WORA-TV, Mayaguez, P. R. (Ch. 5), planning to use its 500-watt Gates unit as driver to boost power to 29.5-kw visual ERP.

Now officially a Ft. Wayne station, WINT (Ch. 15), formerly Waterloo, Ind., is planning new building to house TV and radio WANE, with goal of May completion.

Broadcast papers to be delivered Jan. 25 during Jan. 21-25 winter meeting of AIEE at Sheraton-McAlpin Hotel, N. Y.: color TV switching systems, by Edward Pores, NBC; color lenticular film recording, R. D. Kell, RCA; color TV picture reproducers, Peter C. Goldmark, CBS; translators & satellites, Edward Galuska, Adler Communications Labs; transistorized TV camera with miniature vidicon, Leslie E. Flory, RCA; control of TV-FM receiver radiation, Richard J. Farber, Hazeltine; automatic TV program control, A. C. Angus, GE.

NARTB served notice it will participate in April FCC hearings on frequency allocations above 890 mc, to protect frequencies used for STL, TV remote pickups and inter-city relays. NARTB has mailed all its station members a questionnaire asking number of frequencies they use above 890 mc, plans for future use, cost of common carriers vs. private links, etc.

"Commercial use" of educational TV is cited by Jan. 8 *Wall Street Journal*, which lists 6 examples: KQED, San Francisco, and KUHT, Houston, ran how-to-play piano series underwritten by local dealers—and sold pianos. WTTW, Chicago, telecasts how-to-invest series supported by score of financial houses, which get thousands of requests for investment literature. John Hancock Mutual Life Insurance Co. made $44,550 grant to WGBH-TV, Boston, and Harvard Medical School for *The Facts of Medicine* series. WCET, Cincinnati, signs companies at $1500 each for series aimed at upgrading supervisory personnel. Emerson Electric Mfg. Co. partly paid for mathematics course on KETC, St. Louis, which trained 100 employes on company time.

Requests for farm broadcast promotion kits have come to NARTB from more than 300 TV and radio stations in preparation for Farm Broadcasting Day Feb. 2.

MULTIPLE OWNERSHIP got an airing at FCC Jan. 11—with no conclusions—but may be brought up again in about a month. Probably most significant development was fact that Roscoe Barrow's network study group came up with recommendation that rules be tightened, if anything, but that status quo really should be maintained until group completes its work.

Barrow told Commission that network-station relationships and multiple ownership are closely interwoven—the multiple owners getting better break on affiliations, rates, film buying, etc.—thus should be considered as a whole.

Commissioners tossed their philosophies around, but no clear trend emerged. Comr. Lee submitted for discussion a formula based roughly on population, didn't press for its adoption. He suggested that each owner be limited to 3 TV stations in top 15 markets, 3 in next 35, 3 in markets beyond those. If licensee owns less than maximum permitted in first category, he said, perhaps he should be allowed more in smaller markets. Maximum he suggested was 15 stations—if the entity owned none in first 50 markets. This was the only new formula broached. Few observers predict any substantial revision of rules in visible future.

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Some other top subjects may not get decided this month, for several commissioners will be out of town from time to time. Comr. Bartley will be gone Jan. 21-31 for inspection of Hawaiian Conelrad and Coast Guard rescue operations. Comr. Hyde expects to go to Mexico City almost any time to sign radio agreement. Comr. Lee will deliver speech in Hollywood, Fla. Jan. 29. And there may be other absences. Chairman McConnaughey spoke at Miami Beach this week, discussing his philosophy of govt. before local Committee of 100.

However, Commission will dig into the big allocations problem Jan. 14. It will be a heavy debate. We still think a couple deintermixed cities will emerge from it, ultimately if not immediately (Vol. 12:52). Federal Communications Bar Assn., at meeting Jan. 11, tabled proposal to adopt resolution in favor of abolishing allocations table—a la Craven plan (Vol. 13:1).

If Commission decides to leave Ch. 9 in Elmira, N. Y., instead of finalizing its proposal to remove it, the applicants there plan to be ready for a grant. This week, they filed with FCC an agreement whereby all but WTVE (Ch. 24) have dropped out, leaving WTVE free for grant to shift. WTVE will set itself up with 2586 shares, TV Associates (WELM, et al.) having option to acquire 1000, Veterans Broadcasting Co. (WVET-TV, Rochester) an option for 586. Gannett's WENY-*Star-Gazette*, not set for hearing with the others, has also dropped out.

There were no CPs granted this week, though one cancelled uhf grant wanted back in. WOTV, Richmond (Ch. 29) filed for reinstatement, principal John G. Johnson stating he had been too busy working with TV Allocations Study Organization (TASO) to give grant proper attention.

Commission finalized one allocations change, shifting Ch. 13 from Arecibo to Aguadilla, P. R. It received these requests for changes: (1) From WTPA, Harrisburg (Ch. 71), to shift Ch. 33 from Reading, substituting Ch. 69 for Ch. 48 in State College. (2) From KOTA-TV, Rapid City, S. D. (Ch. 3), to shift Ch. 4 from North Platte to Hay Springs, Neb., replacing it with Ch. 9.

Interplanetary legal code—"metalaw"—must be developed for space travelers, Andrew G. Haley of Washington law firm of Haley, Doty & Wollenberg says in Jan. 9 *Washington Post & Times Herald* interview. Article observes that Haley, former pres. of American Rocket Society & Aerojet Engineering Corp., big rocket-making firm, "has progressed space-consciously by leaps & bounds" since he was asst. gen. counsel of old Federal Radio Commission. Similar interview in Dec. 29 *New Yorker* gives Haley's argument that "it's obvious that some very touchy problems will be coming up and that an international formulation of space laws must be evolved." *New Yorker* advises readers to "be assured that he is no dreamer."

Magazines need "excitement" to survive in face of TV competition and rising publishing costs, Jan. 11 *Tide* says in obituary editorial on *Collier's*, *Woman's Home Companion* and *Town Journal* (Vol. 12:50-52). It states that mass circulation isn't answer; that magazines must add new merchandising methods for advertisers, new editorial concepts for readers, follow business publications into "specialization of a sort." *Tide* supports editorial with detailed "autopsy," including 1936-1956 Crowell-Collier chronology.

Monthly TV business magazine, *TV Availabilities*, published by Richard Railton Co. of San Francisco, and specializing in listings and specifications of local TV shows in which national advertisers may buy partic. sponsorships, was purchased this week by *Billboard*. Starting in Feb., editorial content of *TV Availabilities* will be incorporated into *Billboard's* monthly TV merchandising reprint, to be renamed *Billboard's TV Availabilities*.

Allen Ludden, mgr. of program planning & development for NBC Radio, is author of *Plain Talk for Women Under 21!* New book of advice on social problems is companion to *Plain Talk for Men Under 21!* which Ludden published last year.

Definition of "good music" became central issue Jan. 11 at FCC hearing on protested sale of radios WGMS & WGMS-FM, Washington, to RKO Teleradio Pictures, parent of MBS (Vol. 12:47-48). Lawrence M. C. Smith of Philadelphia, stockholder in stations, told FCC counsel P. W. Valicenti that RKO ownership would rob Capital of unique "good music" service. But there was little agreement by witnesses on what term meant. Raymond S. Green, gen. mgr. of WFLN-FM, Philadelphia, pres. of Good Music Inc., testified it was "concert music." Paul Hume of *Washington Post & Times Herald* said he thought it is "permanent music." Glenn Dillard Gunn of old *Washington Times Herald* thought it was anything "in which the professional critic engages himself." Hearing is expected to run several weeks.

FM "Concert Network," with outlets in New York, Boston, Providence, Albany and Ridgefield & Hartford, Conn., is planned by General Broadcasting Corp., headed by T. Mitchell Hastings Jr., Boston FM radio manufacturer. Currently testing is Hastings' WFMX, New York, which plans to defray radio programming expenses by multiplexing its broadcast signal with functional music for stores and other public places. With transmitter in Pierre Hotel, WFMX is managed by Walter Wiehl, ex-WABF (FM), New York, and uses equipment from the late Maj. Edward H. Armstrong's experimental FM station in Alpine, N. J. Ridgefield station, WFMQ, is currently being constructed and will be managed by Capt. W. G. H. Finch, who formerly operated New York's WGHF (FM).

"Advertising Benefits You" is TV theme of 1-min. public service spot promoting Advertising Week Feb. 10-16. Financed by CBS, NBC & ABC, co-sponsored by Advertising Federation of America & Advertising Assn. of the West, spot produced under supervision of Cunningham & Walsh includes 20-sec. animation and film of dancer Cynthia Scott of *Hit Parade* with narration by Cy Harrice.

AMBITIOUS AND LAUDABLE year-long project, "Let Freedom Ring," inaugurated Jan. 1 by Westinghouse's WBZ-TV, Boston, shows promise of becoming another award-winning series. With initial appropriation of $50,000, station has this aim, as expressed by mgr. Franklin A. Tooke:

"It is our hope at WBZ-TV that we can sell the idea for 365 days that freedom is not a sometime thing. We want to point up in the days to come what it means to enjoy this freedom, what it means to our way of life and the jeopardy it is in if we become complacent and accept it as something that is and always will be. In effect, WBZ-TV wants to be the leader in a movement to cause a resurgence of appreciation in down-to-earth basic freedom, that which has made our land the most envied spot on Earth."

Tooke conceived project last fall when he toured Europe and inspected operations of Radio Free Europe. "Freedom is never really in its proper perspective," he says, "until one has a chance to view conditions where it does not exist."

Effort will be made to get theme across throughout entire telecasting day—with special programs, remotes, news, music, jingles, promotion, publicity & advertising. Each month will have own theme—e.g., Jan. "Call to Freedom," Feb. "Architects of Freedom," March "The Golden Door" (immigration), etc. Three $1000 awards will be presented to staff members making greatest contributions.

Though project is essence of public service, WBZ-TV is taking no "purist" attitude about commercialization, will welcome sponsors—indeed believes advertisers will vie for some of the programs.

Backing effort to the hilt, Westinghouse Broadcasting Co. pres. Donald H. McGannon states: "Freedom cannot be accepted, merely taken for granted. World events today show in dramatic fashion that vigilance, appreciation and work are needed if freedom is to be perpetuated. My hope is that through the efforts of WBZ-TV others will join in such a project to make it a nationwide venture instead of one that is localized."

WBZ-TV is the only WBC station to pursue project initially, but others will be encouraged to follow suit. Station has prepared 85pp. brochure for guidance of staff, offers it to other interested stations.

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Mass media musn't replace parents in education of children, Pope Pius XII warned Jan. 6 in Epiphany Day radio address from Vatican City to Italian Assn. for Protection of Maternity & Infancy. He said TV, radio & press were parts of "growing invasion of some methods of thought diffusion, useful perhaps for mature and sane adults, but unsuitable to the innocent souls of children." Pontiff blamed much of juvenile delinquency on society in which "malevolent interests" tried to assume "influence of the father and mother."

TV newsmen can cover courts by taking notes "in any form" which doesn't disturb proceedings, 3-judge appeals court in San Bernardino, Cal. ruled this week, upholding right of KFMB-TV, San Diego, to use stenographer & stenotypist. Decision upset ban by Superior Judge John A. Hewicker on extra note-taking by helpers working with KFMB-TV newscaster Harold Keen at kidnap trial.

ANA to publish new 248pp. book Jan. 22, *Advertising at the Point of Purchase*, a reference guide to policies, procedures and ideas of more than 150 leading advertisers in 20 product groups, including TV-radio manufacturers, available for $6.95 from publishers McGraw-Hill Book Co. Inc., 330 W. 42nd St., N. Y.

Predictions for TV-radio in 1957, from *Advertising Age:* Sets—82% of U. S. homes with at least one set, 10% with 2 or more. Color sets—500,000-1,000,000, "depending on how many manufacturers get aboard the bandwagon." Color programming—"Much better, with more film series in color." Programming—Fatalities high, more westerns, slightly more film. Costs—Program costs up as much as 15% due to sharply rising film production costs; time costs up 8-9%. Movies—"Every local station will use pictures as the backbone of programming, and network affiliates will use them as option time-fillers . . . ABC will carry several a week, CBS & NBC will use them occasionally and film networks, on a limited scale will be created." Agencies —"Higher percentages of total dollars will go into TV until the average in most agencies reaches or exceeds 50%." Agencies will fail in their attempt to exercise more control over programs, because they will find "that control is permanently vested in the talent." Radio—"It is possible that one or 2 radio networks will withdraw or modify their structure to include only top stations." Good grosses & nets will continue for independent stations, many of which will grow more automatic in their operation.

NBC owned stations will aim for 15% increase in public service activities in 1957. "Impact Public Service" program, using saturation techniques of seasonal advertisers, will concentrate full TV-radio resources on single community projects, according to v.p. Thomas B. McFadden of NBC owned stations and spot sales. He said plan, designed ot keep pace with anticipated general expansion of stations, includes interview & feature shows, spot announcements, personal appearances by TV-radio personalities in behalf of community causes. Already in works are campaigns for N. Y. Police Dept. by WRCA-TV & WRCA; San Francisco Symphony by KNBC; highway safety by KRCA, Los Angeles; Women's Medical College & Hospital by WRCV-TV & WRCV, Philadelphia.

Families which lack telephones do more viewing than those with phones, Pulse reported last week, concluding that polls based on telephone interviews alone underestimate audience size. Dr. Sidney Roslow, Pulse director, said Mon.-through-Fri. survey in Oct. showed 7 a.m.-midnight sets-in-use in non-phone homes averaged 28.4 compared with 23.6 in phone homes—a difference of 20%. Number of 8 a.m.-noon non-phone sets-in-use was 38% higher; noon-5 p.m., 51% higher. Differences in evening hours were less marked, but home-phone viewers used sets more than non-phone audience only during 7-8 a.m. & 11:45 p.m.-midnight.

"Mrs. America's Own Showroom" titles new Petry report, recently released, urging auto manufacturers to invest more heavily in daytime spot TV as means of reaching women. Report states that more than a third of nation's drivers are women, says their role in influencing auto purchases is increasing, and cites recent Nielsen studies showing that more than 7 out of 10 TV homes watch daytime TV on weekdays.

National Board of Fire Underwriters, following special TvB presentation, will test spot TV for first time, using 10 top markets for message that most Americans are underinsured. Test will use 3 spots a week for 13 weeks starting in March in N. Y., Los Angeles, Chicago, Philadelphia, Detroit, San Francisco, Boston, Pittsburgh, St. Louis & Washington. Agency is J. M. Mathes Inc.

Hungarian refugees counted heavily on Radio Free Europe for news in their homeland, Austrian Institute for Market & Opinion Research said last week, reporting that 96% listened to western broadcasts, 79% to RFE. Survey showed British stations were first choice of 30% of refugees, Voice of America and other U. S. stations preferred by 29%.

BIGGEST closed-circuit TV teaching project—the 5-year Washington County, Md. experiment, sponsored jointly by RETMA, Ford Foundation and local Board of Education (Vol. 12:25-26, 33, 37)—has taken second step forward with inclusion of 7 new courses in TV curriculum.

Project started Sept. 11, with 6 elementary schools and 2 secondary schools in Hagerstown linked by cable, the teaching being confined to high school general science, geometry, U. S. history & senior English. Elementary school program began last month—including primary reading & arithmetic, fourth grade social studies, fifth grade arithmetic, sixth grade science, elementary art & music. Approximately 4000 pupils now are receiving some televised instruction. Entire Washington County school system will eventually be tied together by 6-channel cable.

All equipment for experiment is being donated by manufacturers, under direction of RETMA task force headed by RCA's L. L. Lewis, who this week issued progress report to participating equipment makers, noting that more than 40 manufacturers are supporting the project. Manufacturers not making equipment needed by project were invited to donate money, to be used to purchase equipment not readily available as contributions. RETMA listed these manufacturers as donors of equipment now being used in Hagerstown:

Adler Electronics, Admiral, Amplitel, Andrew Corp., Belden Mfg., Bell & Howell, Blonder-Tongue, Century Lighting, Chesapeake & Potomac Telephone Co. (AT&T), Collins Radio, Community Engineering Corp., Conrac, Dage, Diamond Power, DuMont, Eastman Kodak, Electro-Voice, Emerson Radio, GE, General Cement Mfg., GPL, Graflex, Hoffman Electronics, Jerrold, Kay Lab, Kliegl, P. R. Mallory, Motorola, Packard-Bell, Paillard Products, Philco, RCA, Shure Bros., Spencer-Kennedy, Sylvania, Tektronix, Television Utilities Corp., Times Wire & Cable, Transvision, Tung-Sol, Westinghouse.

RETMA task force, which is directing industry participation in project, includes, in addition to Chairman Lewis: John Howland, Dage; Max H. Kraus, Jerrold; W. I. McCord, Diamond Power; W. J. Morlock, GE; K. F. Peterson, DuMont; Richard T. Silberman, Kay Lab; Norman Wicks, GPL.

Progress report to the public will be delivered Jan. 16 at luncheon given by Hagerstown Chamber of Commerce.

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No action to reduce AT&T rates for network service is warranted, FCC told Chairman Magnuson (D-Wash.) of Senate Commerce Committee in letter answering his request for comments on testimony last year by North Dakota broadcaster John W. Boler (KCJB-TV & KCJB, Minot; KXJB-TV, Valley City; KBMB-TV, Bismarck) about AT&T rates. Said Chairman McConnaughey: "Based upon our reviews and analyses of [AT&T] studies and the level of earnings indicated thereby, we have concluded that we would not be warranted at this time in instituting formal action on our own motion looking toward downward adjustments in the over-all level of rates applicable to the service."

TvB's advertising forecast for 1957, released this week in address by pres. Norman E. Cash to Dallas Advertising Club, estimates $1.475 billion will be spent on TV this year—generally coinciding with views of other industry experts and our own estimates (Vol. 12:52). Figure includes only time, talent & production costs. TvB estimates $720,000,000 will be spent in network, $389,000,000 spot, $366,000,000 local—network up 12% over 1956, spot up 20%, local up 36%.

ANA schedules one-day workshop Jan. 24 at Hotel Plaza, N. Y., to discuss co-op ad trends. Elmer Ward Jr., Palm Beach Co., is program chairman.

Network Color Schedules
(January 13-26, 1957)

Jan. 13—NBC: *NBC-TV Opera Theatre*, "War and Peace," 1:30-4 p.m.; *The Chevy Show*, 9-10 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.

Jan. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Jan. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the $250,000 Bank*, 10:30-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.; *Red Skelton Show*, 9:30-10 p.m.

Jan. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 10-11 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.

Jan. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

Jan. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Jan. 19—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Color Carnival*, "Jerry Lewis Show," 9-10 p.m.; *Ernie Kovacs Show*, 10-10:30 p.m.

Jan. 20—NBC: Segments of *Wide Wide World*, 4-5:30 p.m.; *Alcoa Hour*, 9-10 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.

Jan. 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.

Jan. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the $250,000 Bank*, 10:30-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.; *Red Skelton Show*, 9:30-10 p.m.

Jan. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.

Jan. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

Jan. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Jan. 26—NBC: *Perry Como Show*, 8-9 p.m.

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Using Anscochrome film, WCKT, Miami, shot Orange Bowl Festival events about 8 p.m., had film on air 3 hours later. Year ago (Vol. 12:8), KOMO-TV, Seattle, pioneered fast Anscochrome processing. Van Praag Productions, Miami, shot 30-min. color film of Orange Bowl Festival highlights, available to stations, clubs, schools, etc., from Orange Bowl Committee, 615 S.W. Second Ave., Miami.

"Color TV for You?" titles article in Jan. 7 *N. Y. Herald-Tribune*—a question-answer feature with performer Jinx Falkenburg and Irving Sarnoff, exec. v.p. of Bruno-N. Y., RCA distributor. Sarnoff reports he's selling 500 color sets a week, discusses price, servicing, tuning, quality, etc.

All-glass round color tubes—same price and performance as present metal-coned—will be produced by RCA, starting mid-1957, both types to be available thereafter. Perfection of sealing technique, using new glass flux, made production possible, according to Douglas Y. Smith, tube div. v.p.-gen. mgr.

"Emmy" award nominations of Academy of TV Arts & Sciences will be carried by NBC-TV in 90-min. colorcast Feb. 16. Award presentations will also be on NBC-TV March 16. Academy has signed 3-year agreement with NBC-TV for televising of nominations and awards.

Color set sales in Kansas City totaled 1206 as of Nov. 30, a gain of 248 in month, according to city's Electric Assn.; WBTV, Charlotte, N. C., reports 687 color sets "have passed through Charlotte distributor channels as of Dec. 20."

"Two sets in one" theme of compatibility is illustrated by new RCA flashing display for dealers. Cardboard full-size replica of color set shows black-&-white picture 5 seconds, then color for 5.

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Christmas ban on "Martin Luther" film by WGN-TV, Chicago (Vol. 12:51), was made final Jan. 8 despite demands by Protestant groups that *Chicago Tribune* station reschedule it. Announcing decision at meeting of clergymen who had protested that "pressure" by Roman Catholics caused original cancellation of showing, WGN-TV v.p.-gen. mgr. Ward L. Quaal said station "in good faith" wanted to "prevent further misunderstandings, ill will or controversies."

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755

Trade Report
January 12, 1957

CAPSULE VIEW OF MARTS — MOSTLY LOOKING: There was very little buying, but plenty of looking at big winter furniture marts this week in Chicago. Specifically, TV set makers were looking for customers for their higher-end units, many distributors (including old Crosley-Bendix wholesalers) were looking for new franchises and plenty of retailers were looking for price-cutting "deals" on top-heavy TV inventories.

Higher-priced table models and consoles received unusually prominent display by the TV manufacturers -- even at expense of up-&-coming portables, whose success in 1957 seems assured (but possibly not to the lofty sales levels envisioned by some of more exuberant set makers). Sales pitches on higher-end models were direct and to the point: higher prices mean higher profits.

How successful their approaches were may not be judged for some time. If immediate sales orders were the criteria, not much success could be reported. Set makers generally said that orders at marts for higher-end merchandise were lowest in several years. But they cautioned against jumping to conclusions on basis of orders at marts, saying that many dealers will buy from their local distributors later.

RCA and Motorola displayed portables with 110-degree tubes, but drew mixed reaction from dealers. Some expressed opinions that the narrower, slightly lighter-weight cabinets would be a plus factor in portable sales. Others contended that there was little discernible difference between sets using 90 & 110-degree tubes, that only by placing them side by side in store is the difference noticeable. And that, they figure, might hurt sales of conventional bread-&-butter 90-degree sets. RCA's 17-in. portable is priced at $170. Motorola will probably put a $180 price tag on its set when shipments start in March.

Retailers had eyes on heavy factory inventories in pursuing price-cut deals. Many retailers, not all known as notorious price-cutters, were asking -- and in some cases getting -- as much as 50% off list for quantity purchases. Some set makers took big losses to unload portable inventories; others resisted all approaches.

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Zenith sales v.p. Leonard C. Truesdell, at Merchandise Mart news conference, said TV industry is headed for greater stability as result of drop-outs among set makers, added that greater profits could be realized by those remaining.

"Many of the drop-outs were fringe manufacturers who contributed nothing to the TV business," he said. "Those who left the TV business were unable to keep pace with changed conditions, and I say 'good riddance'."

He predicted widespread TV price increases as soon as inventories are cut down, saying TV sets are priced "at least 10% too low in today's market." He added that Zenith's experience in pushing higher-priced sets in 1956 showed it can be done by industry as a whole, without sacrificing unit sales.

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RCA's Distribution Changes: Another top manufacturer has modified its distributor franchise agreement in effort to give wholesalers more protection against abrupt terminations. RCA pres. Frank M. Folsom announced Jan. 11 that RCA is adding provision in its agreement requiring company to give at least 6 months notice of intent to terminate a distributor appointment, with distributors retaining right to cancel at any time. Unlike recently-signed Whirlpool-Seeger and Philco agreements, which are each for one year (Vol. 12:49, 52), RCA's contracts will continue for indefinite period. RCA also pledged to repurchase from any terminated distributor all RCA merchandise at cost -- a provision which Whirlpool also included in its contract, but which Philco did not. RCA said its modification had been under study for about 18 months and had no connection with the Senate Small Business Committee's projected investigation of TV-radio-appliance distribution (Vol.12:42-43). RCA also announced

formation this week of a panel of independent RCA distributors as means of improving product-marketing liaison and for exchange of market information. Martin F. Bennett, RCA merchandising v.p., was appointed coordinator of the panel, which will have representation from all 8 geographical regions in RCA's marketing setup.

Production: TV output got off to expected sluggish start in first week of year, totaling 75,919 week ended Jan. 4, which included New Year's Day holiday. It compared with 89,319 in final week of 1956 and was way down from 156,397 in first week year ago. Radio production totaled 194,768 (102,561 auto) week ended Jan. 4, compared with 269,410 (145,456 auto) preceding week, 244,675 (116,295) same 1956 week.

Topics & Trends of TV Trade: Emerson Radio's plans to introduce a new line of TV receivers under Jefferson-Travis label for dept. stores and key retail accounts, disclosed this week by pres. Benjamin Abrams, illustrate the new importance TV manufacturers are attaching to dept. stores and specialty shops as big-volume retail outlets. At midwinter furniture marts in Chicago and at convention of big National Retail Dry Goods Assn. in N. Y., there was much talk about expanding TV-radio sections in dept. stores as particularly valuable outlets for big-ticket merchandise.

Though many dept. stores in last few years have refrained from pushing TV because it failed to provide them with 33% profit margin regarded as traditional for hard goods operations in dept. stores, some set makers have been able to show many dept. stores how big volume can make up for average 22-27% margin.

For most part, manufacturers generally regard dept. stores as better outlets for higher-end TV units than regular TV-radio-appliance stores. Their reasoning—and it's supported by some statistical documentation—is that consumers with charge accounts are more susceptible to "trade-up" salesmanship than those buying for price alone at discount houses or regular retail stores.

Note: Emerson did not reveal details of its forthcoming Jefferson-Travis line. Jefferson-Travis Inc., originally manufacturers of marine radio equipment, was purchased years ago by Emerson; it's now an Emerson manufacturing subsidiary, primarily for production of wood cabinets.

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Westinghouse has placed full line of TV-radio-appliances in about 40 Montgomery Ward stores in last few months, with emphasis on west coast outlets. Spokesman said all merchandise bears Westinghouse label. Wells-Gardner continues as prime private label TV supplier to Montgomery Ward.

Stromberg-Carlson, now out of TV while remaining in radio and hi-fi, reports 20% increase in employment and payroll during 1956 as result of expansion in electronics and communications. It had 7100 employes at year's end, up 1200 from 1955, with payroll more than $31,000,000.

Magnavox introduced 4 new hi-fi radio-phono consoles at Merchandise Mart this week—2 at $325 & $380, other 2 with open lists. Three are available as phonos only, at $160 & $250, one open list.

Purchase of Dot Records by Paramount Pictures (Vol. 13:1) was finalized this week, price undisclosed. Paramount pres. Barney Balaban said that Randy Wood will continue as Dot president, will become a Paramount v.p.

Address by Magnavox pres. Frank Freimann to N. Y. Society of Security Analysts Dec. 20 (Vol. 12:51-52) has been reprinted by Magnavox in free illustrated booklet.

British TV sales at retail totaled 1,236,000 in first 11 months of 1956, up 3% from same 1955 period, reports British Radio Equipment Manufacturers Assn. Govt. estimates sets-in-use exceeded 6,500,000 as of Jan. 1.

More trade prophecies for 1957: Packard-Bell pres. Robert S. Bell predicts 7,400,000 monochrome sales at retail this year, comments: "There is an ever-increasing opportunity for sales and profit advancement in 1957. To mention a few—color TV and its future impact upon the home in providing a new element of home entertainment; black-&-white TV with emphasis on a wider variety of programs; the tremendous increase in the sale of hi-fi instruments for lifelike reproduction of music and voice; and the advancement of the radio with smaller transistor models and miniature tube portables with excellent tonal reproduction from a 'pocket-size package.'"

Sylvania to sponsor 300 service clinics throughout country starting Jan. 31 to demonstrate new TV chassis using 110-degree tube. Clinics will be conducted by district managers for dealers and independent service personnel. Sylvania was first to market set (17-in.) incorporating 110-degree tube (Vol. 12:50), also is making first production run of RCA's 17-in. 110-degree portables under RCA label. RCA is expected to start production of own 110-degree sets in Feb.

Sears, Roebuck's new spring-summer catalog, out this week, devotes 4 pages to TV, still offers no color sets. On black-&-white sets, 17-in. portable and 17-in. table are each increased by $5; 21-in. & 24-in. console, reduced by $10; 24-in. console, up $10; 21 & 24-in. tables, unchanged. Pacific Mercury and Warwick are prime Sears TV suppliers, under Silvertone label.

More than half of Switzerland's TV sets are imported, reports *Radio Organisation*, published by Swiss Radio & TV Concessionnaires' Union. Of the 16,664 licensed TVs in Switzerland as of July 31, it reports, 4358 were Swiss-made. Of the imports, 5787 came from West Germany, 4229 from Netherlands, 1653 from U. S., 159 from Italy, 59 from Britain, 9 from Austria, 410 from other countries.

Capitol Records cut prices on its 45rpm extended-play albums this week, following similar reductions by RCA Victor and Columbia last week (Vol. 13:1). Four-pocket albums were reduced from $5.74 to $4.98; 3-pocket, $4.40 to $3.98; 2-pocket, $2.93 to $2.49; single-pocket, $1.47 to $1.29.

RCA's 7 new radios include a 6-transistor portable at $50—reduction of $15 from RCA's previous transistorized radio. Other models: table radios, $20, $22 & $25; clocks, $28, $30 & $35.

Radio Condenser Co. suit against Oak Mfg. Co., charging patent infringement on push-button tuner components for radios, was dismissed this week in Chicago Federal Court without prejudice or cost to either party.

Sylvania's first "Promotion of the Month" offering is free $24.95 TV hospitality cart with purchase of any table set with "halolight."

Snyder Mfg. Co., big manufacturer of antennas, moves west coast offices to 152 W. Pico Blvd., Los Angeles (Milton Schindler, mgr.).

Trade Personals: Garth Heisig promoted to director of Motorola TV engineering; Karl Horn, from Motorola of Canada subsidiary, named chief TV engineer . . . Robert G. Furlong resigns as mgr. of Philco's North Atlantic div. to become national marketing mgr. of DuMont receiver div. . . . John Frawley appointed mgr. of DuMont central div., Chicago, in charge of newly formed marketing distribution region; George Hakim, mgr. of western div., Los Angeles . . . Randolph M. Duncan promoted to mgr. of GE's receiving tube plant in Owensboro, Ky. . . . Wm. L. Parkinson, planning study mgr. of GE's appliance & TV receiver div., named mgr. of product service, housewares & radio receiver div., Bridgeport, Conn. . . . David L. McDonald appointed corporate adv. mgr. of Westinghouse . . . Robert Sackman, v.p. & mgr. of Ampex Corp. instrument div., named gen. mgr. of parent company . . . G. W. Wallin, ex-Motorola & Webster-Chicago, serving since 1955 as exec. v.p. of Bell & Howell's electronic products div. (hi-fi), elected pres. . . . Wm. H. Graham, gen. mgr. of Magnavox TV-radio-phono manufacturing subsidiaries Magnavox Co. of Tenn. and Jefferson City Cabinet Corp., elected a v.p. . . . L. C. Jesty, an IRE Fellow who directed TV research group at Marconi Research Labs in London and a member of British delegation in recent CCIR tour of U. S., joins Sylvania-Thorn Colour TV Labs Ltd., Enfield, Middlesex, in charge of color TV research . . . Franklin P. Hinman promoted to operations mgr. of Westinghouse CR and power tube departments, Elmira, N. Y. . . . James Moore joins RCA information department, Camden, replacing Wm. Ross, now with public relations dept. of International Paper Co.; other recent additions to RCA information dept. include Al Smedley, from Fairchild Publications bureau in Philadelphia, and Tom Fitzgerald, transferred from RCA Service Co. . . . Lawrence A. King resigns as pres. & gen. mgr. of Rola Co., a Muter subsidiary . . . James M. Martin named southwestern district mgr. for Stromberg-Carlson radios & phonos, Houston . . . Jon Jolly, ex-CBS-Hytron, named eastern regional sales mgr. of Motorola's semiconductor products div. . . . Arthur Schwartz promoted to director of adv. & sales promotion, Columbia Records . . . Paul Wexler, ex-v.p. of Columbia Records, forms own record manufacturing firm, Cabot Music Corp., 116 Central Park South, N. Y. . . . David Fisher, ex-Symphonic Radio, named merchandise mgr., Sonic Industries . . . J. Richard Krapfel, from Chicago district sales office, promoted to product sales mgr. of electronic components, Sylvania parts div., Warren, Pa. . . . Thomas Mack resigns as gen. mgr. of Capitol Records custom service dept. to join Dot Records, now owned by Paramount Pictures, as director of album repertoire.

Obituary

Joseph F. Moscato, 44, supt. of Quam-Nichols plant in Chicago, died of heart attack Jan. 9. Survivors are his widow, mother, 2 brothers, 4 sisters.

DISTRIBUTOR NOTES: Sylvania to open factory branch in Chicago regional sales office in suburban Melrose Park, Ill., replacing Remco Inc.; Thomas P. Ryan, Sylvania central regional sales mgr., will be in charge of new branch . . . Admiral appoints Southern Wholesalers Inc., 333 So. Farish St., Jackson, Miss. (S. D. Camper, pres.), replacing Orgill Bros., which remains as Admiral distributor in Memphis & Little Rock, and Brown-Roberts Hardware & Supply Co., Alexandria, La. . . . DuMont appoints Sydlee Electronic Supply Co., 453 Worthington St., Springfield, Mass. (Clifford Drafahl, pres.) and Penn Appliance Distributors Inc., 825 So. 26th St., Harrisburg, Pa. (Elmer A. Groeme Sr., pres.) . . . Olympic Radio appoints J. N. Ceazen Co., Los Angeles, replacing own factory branch . . . Whirlpool-Seeger appoints Radio & Appliance Distributors Inc., E. Hartford, Conn. (Louis K. Roth, pres.), replacing Roskin Distributors Inc. . . . Sentinel Radio appoints Shepherd Electric Co., Baltimore (Charles C. Vogel Jr., pres.), replacing Video Electronics Supply Co. . . . American Wholesalers Inc., Washington (Motorola) appoints S. C. Abbamonte merchandising & sales mgr. . . . Lehigh Valley Distributors Inc., Hazleton, Pa. (Motorola) promotes James K. Walker to exec. v.p. . . . DuMont appoints Neyhart's Inc., 141 W. 3rd St., Williamsport, Pa. (H. Merrill Winner, pres.).

ELECTRONICS PERSONALS: Dr. W. R. G. Baker, GE v.p., reappointed treas. of IRE; Haraden Pratt, secy.; Donald G. Fink, Philco director of research, editor; they were also appointed directors, along with Alfred N. Goldsmith, editor emeritus; A. W. Graf of Graf, Nierman & Burmeister law firm; Wm. R. Hewlett, Hewlett-Packard v.p. . . . Maj. Gen. Francis H. Lanahan, retired deputy director of Army logistics, elected pres. of Federal Electric Corp., field service & maintenance subsidiary of IT&T which he joined in April 1955 as v.p. & gen. mgr. . . . Carl G. Holschuh appointed pres.-gen. mgr., Dr. Carl A. Frische exec. v.p., Sperry Gyroscope div., Sperry Rand Corp. . . . Charles H. Godschall, mgr. of tooling & tool engineering of Philco govt. & industrial div., presented with Distinguished Service Award Jan. 10 by Asst. Navy Secy. Fogler for "outstanding service" in developing "new & advanced anti-submarine weapon"; he was awarded same medal by Army in 1943 . . . Andrew T. Fischer, ex-sales mgr. of RCA computer div., named marketing director of Logistics Research Inc., Redondo Beach, Cal. computer manufacturers . . . Dr. Oliver G. Haywood, ex-mgr. of Waltham Labs div. of Sylvania, named v.p. of electronics & avionics div. of Emerson Electric Mfg. Co., St. Louis . . . Fred B. Ortman, retired chairman of Gladding, McBean & Co., named assoc. director of Stanford Research Institute, headquartering at lab in So. Pasadena, Cal. . . . Robert M. Wopat, research & engineering v.p. of Automatic Electric Co., subsidiary of General Telephone Corp., elected pres. of General Telephone's new electronic research subsidiary, General Telephone Laboratories Inc., 1033 W. Van Buren St., Chicago . . . Donald M. Christie promoted to asst. mgr. of DuMont Labs govt. div. . . . Patrick H. Dowling named mgr. of Washington office of Stanford Research Institute, succeeding George T. Hayes, appointed asst. director of physical science div. in Menlo Park, Cal.

High-level RCA executive engineering changes this week: Dr. C. B. Jolliffe, v.p. & technical director, named mgr. of new special systems & development dept., covering military work. Dr. Douglas H. Ewing, v.p. in charge of RCA Princeton Labs, becomes RCA v.p. for research & engineering, reporting to Dr. E. W. Engstrom, senior exec. v.p. Dr. James Hillier is named general manager of Princeton Labs, succeeded as chief engineer of commercial electronic products by Dr. George H. Brown, director of systems research at Princeton. Humboldt W. Leverenz, director of physical & chemical research at Princeton, becomes asst. director of research there. Robert O. Vaughan is appointed to new post of mgr., west coast marketing programs, defense electronics products, rejoining RCA after 5 years in private business. Dr. Jolliffe's new dept. will cover "planning and development of broad electronic systems for future military needs," according to Theodore A. Smith, exec. v.p., defense electronic products. Others named to the dept.: A. W. Vance, chief systems engineer; G. L. Dimmick, chief development engineer; A. C. Gay, mgr., products engineering; Dr. E. W. Pritchard, administrative engineer.

Financial & Trade Notes: Officers - & - directors stock transactions reported to SEC for Nov.: **Admiral**—Ross D. Siragusa bought 6500 personally, 1000 thru trusts, holds 260,867 personally, 70,808 in trust; John B. Huarisa bought 2000, holds 101,731. **American Bosch Arma**—Wm. S. Wasserman sold 924 through trust, holds 17,100 personally, 4734 in trust. **American Electronics**—Clifton W. Reed sold 200, holds 5500. **AT&T**—James F. Bell bought 112, holds 1237. **Emerson Radio**—Max Abrams bought 1500, holds 83,209 personally, 6655 in trust, 63,801 in foundations; Harold Goldberg bought 200 Emerson Radio, holds 500. **General Dynamics**—Joseph T. McNarney sold 3000, holds 513. **GE**—James M. Crawford bought 2736, sold 600, holds 6370 personally, 300 for wife; Wm. F. Herod bought 292, holds 8789; John D. Lockton bought 3000 GE, holds 5019. **Hoffman Electronics**—C. E. Underwood bought 1000, holds 3500. **Lear Inc.**—Albert C. Keske sold 500, holds 907; Albert A. Rorison bought 300, holds 563. **Minneapolis-Honeywell**—T. McDonald bought 500, holds 4000; A. M. Wilson bought 1000, holds 4407 personally, 300 in trust; J. J. Wilson sold 400, holds 85,680. **Paramount Pictures**—Y. Frank Freeman bought 500, holds 5200. **Philco**—Wm. Fulton Kurtz bought 300 thru trust, holds 500 in trust. **Skiatron**—John H. Laub bought 1500, holds 2800; Arthur Levey bought 10,000, sold 190; holds 454,581. **Sylvania**—Howard L. Richardson bought 198, holds 773. **Tung-Sol**—George W. Keown bought 200, holds 850; Jean E. Witbeck bought 100, holds 3751. **Whirlpool-Seeger**—Donald D. Alexander sold 1200, holds 10,800.

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Group Securities Inc., mutual fund offering shares in various groupings, reports that its Electronics & Electrical Equipment Share Group had net assets of $2,919,335 market value as of Nov. 30, 1956 compared with $2,641,545 year earlier. Holdings in that category, with market values as of closing Nov. 30, 1956 (1955 comparisons in parentheses): 5600 Admiral, $75,600 (4800 & $106,200); 3400 Allis-Chalmers, $104,550 (1700 & $114,750); 4500 Bendix Aviation, $253,125 (2400 & $136,200); 6600 CBS "A," $193,875 (5100 & $130,687); 5500 Cornell-Dubilier, $137,500 (3500 & $126,875); 3000 Cutler-Hammer, $187,875 (1500 & $116,625); 5500 General Electric, $325,875 (2500 & $134,375); 7000 IT&T, $207,375 (5000 & $141,250); 1000 McGraw Electric, $69,625 (1500 & $74,625); 4000 Motorola, $158,000 (4000 & $191,000); 10,000 Norden-Ketay, $76,250 (10,000 & $126,250); 6060 Philco, $100,748 (5500 & $178,750); 4000 RCA, $144,000 (2500 & $114,687); 7000 Sperry Rand, $154,000 (6500 & $165,750); 4400 Square D, $127,050 (3000 & $153,375); 4500 Sylvania, $209,812 (3500 & $157,062); 1500 Westinghouse, $76,875 (2000 & $118,500); 2500 Zenith, $263,125 (1700 & $225,250); other assets, $54,075 ($65,507). Dropped during year: 3700 Raytheon, $63,825 as of Nov. 30, 1955.

AT&T had net income of $617,200,000 ($10.75 per share on 57,423,000 common shares outstanding) in 1956, compared with $546,045,367 ($10.77 on 50,705,669 shares) in 1955. For quarter ended Dec. 31, net income was $163,520,000 ($2.60) vs. $143,772,730 ($2.79) in same '55 period.

Kay Lab's 1956 sales exceeded $3,000,000, more than double 1955 volume, and outlook for 1957 is so encouraging that $250,000 addition to San Diego plant is being constructed, with occupancy set for April, reports pres. LaMotte T. Cohu.

Decca Records sales in 1956 approximated $26,000,000, compared with $22,610,809 in 1955, stated pres. Milton R. Rackmil. Earnings were equivalent to about $2.75 per share, as against $2.37 in 1955, he said.

Trav-Ler Radio had net loss of $42,000 on sales of $5,960,000 in 6 months ended Oct. 31, compared with net loss of $7000 on $7,826,000 in corresponding 1955 period.

Signs of the TV times: "The experience gained from your company's initial activity in the TV field warrants substantial expansion," writes Warner Bros. pres. Jack L. Warner in annual report received by stockholders this week. "The series of *Cheyenne* and *Conflict* pictures produced for weekly showing over the ABC-TV network have achieved high ratings among the nation's network shows. They will be continued, and additional series now are in the planning stage." PRM Inc. (Lou Chesler, Eliot Hyman, et al) paid Warner Bros. $21,000,000 for over 700 pre-Dec. 31, 1949 features for TV release (Vol. 12:9), on which profit after taxes and expenses amounted to $15,295,000 ($6.16 per share); pictures were carried on the books at nominal values, Warner reported, and Commissioner of Internal Revenue ruled profit is taxable on capital gains basis. PRM Inc. note for $5,000,000 was negotiated with First National Bank of Boston, New York Trust Co., Guarantee Trust Co. of N. Y. Warner Bros. net profit for year ended Aug. 31, 1956, followed trends recently noted in motion picture industry generally (Vol. 12:52): On income that went up slightly to $77,419,000 from $76,991,000 in preceding fiscal year, net profit from operations, exclusive of the $15,295,000 profit from sale of old films, fell to $2,098,000 (84¢ per share on 2,482,247 shares) from $4,002,000 ($1.61 on 2,474,271 shares) in preceding year. **Note:** New TV film studio offices, including 26 editing rooms and 26 suites accomodating producer, director, unit mgr., writer & secy., will be provided by Warner Bros. in 2-story $600,000 building on Burbank, Cal. lot. Construction of expanded facilities starts in Feb.

Walt Disney Productions' income from TV rose to $6,996,890 in fiscal year ended Sept. 29, compared with $4,444,378 in preceding fiscal year, it's revealed in annual report showing consolidated over-all earnings of $2,623,541 ($2.01 per share on 1,305,680 common shares outstanding) on gross income of $27,565,394. They compare with net profit of $1,352,576 ($1.04) on gross income of $24,638,652 in preceding fiscal year. Film rentals declined to $15,054,742 from $17,670,083, publications, character merchandising, music and other activities, $5,513,762 vs. $1,097,705. Disneyland Park had accumulated retained earnings of $617,929 after deducting $887,692 pre-operating expense, $2,304,029 depreciation, $649,400 provision for income tax.

Cornell-Dubilier sales for fiscal year ended Sept. 30, 1956 were $33,107,016 and net income was $1,085,047 ($2.01 on 512,390 shares of common outstanding) vs. $34,955,172 & $1,809,002 ($3.41) for preceding fiscal year. Unexpectedly slow growth of color TV sets, which use 3 times as many capacitors as black-&-white, was one of reasons cited by pres. Octave Blake in annual report as retarding factor in sales & earnings, plus recession in automotive industry, but he stated recent component price increases should have "beneficial effect" in next year. Among recent developments are automation machines for making capacitors, increased production of printed wiring panels, new tantalum electrolytic capacitor which contains no electrolyte, new line of subminiature aluminum electrolytic capacitors. Proxy statement for Jan. 23 annual meeting discloses $106,039 as fiscal year's remuneration to pres. Blake, holder of 37,512 shares of common, which includes half the 7139 shares held by estate of I. O. Blake in which Octave Blake has half interest; first v.p. Wm. Dubilier holds 222 shares, exec. v.p. Haim Beyer 2060, exec. v.p. Paul McK. Deeley 61.

Television-Electronics Fund reports net assets of $138,209,373 as of Dec. 31, equal to $11.79 per share (on 11,724,172 shares outstanding) after giving effect to 55.7¢ per share capital gains distribution Nov. 30. Net assets Dec. 31, 1955 were $116,730,597 ($11.55 on 10,107,667 shares).

Electronics Reports: World's largest closed-circuit TV system will be put into operation Feb. 16 at New York's Pennsylvania Railroad Station as part of new semi-automatic ticket sales and reservation system designed to speed up ticket purchases by 90%.

New TV system, built and installed by Dage TV div. of Thompson Products Inc., will use 105 TV cameras and 101 14-in. monitors hooked to unique TV switchboard. Railroad will rent TV gear from Dage for 3 years at cost of $400,000, after which it has privilege of purchasing it for additional $1.

Here's how system will work: Each of 16 ticket counters will be equipped with TV monitor visible to ticket clerk and customer, with loudspeaker built into counter top. Behind ticket counters, 38 cameras will be trained on bank of "availability boards," which will show space available on any train leaving Penn Station for period of 2-16 weeks ahead. When customer asks for reservation on a particular train, ticket clerk dials 2-digit number which tunes his receiver to the proper availability board.

After ascertaining which spaces are available, ticket clerk dials another number, and reservation clerk's face appears on screen. He is told what reservations the customer wants; he takes proper tickets from file and places them in facsimile machine which reproduces them on printer alongside counter clerk, who sells them to the customer. Somewhat similar procedure is followed on telephone reservations by 72 clerks, each equipped with TV monitor and Tel-Autograph machine.

* * * * *

Program to relieve engineer shortage—"the biggest problem in the electronics and automation industry during 1957"—was proposed last week by Daystrom pres. Thomas Roy Jones. His 5-point plan: (1) Better utilization of present engineering personnel by relieving them of non-engineering duties. (2) Joint military-civilian clearing house for engineering information. (3) Better liaison between military & civilian engineering groups "to get the maximum mileage from the money and efforts spent on engineering research." (4) Increased industry support of scientific curriculum in secondary schools. (5) Incorporation of scientific studies, on voluntary basis, as part of nation's military training program.

ORRadio Industries Inc., Opelika, Ala. manufacturer of "Irish" label magnetic recording tape, earned $85,986 on sales of $1,046,411 in 9 months ended Nov. 30, compared with $64,293 on $654,851 in corresponding period of preceding fiscal year. In letter to stockholders, pres. John H. Orr predicted even bigger year in 1957, saying "we have doubled our 1957 winter-spring advertising budget."

Penn-Texas Corp., giant industrial parent of Hallicrafters, bought 3100 additional shares of Fairbanks, Morse & Co. during Dec., bringing direct holdings to 388,600 shares, or 28% of total common stock outstanding. It's regarded as prelude to new proxy battle for control of Fairbanks, Morse next March.

Norden-Ketay Corp. reports, for 10 months ended Oct. 30, net loss of $782,763 before credit of $358,743 representing reduction of accruals for determination of income taxes in prior years. Sales were $18,057,225 in first 10 months, for which no direct comparisons with 1955 are available.

First 2-way city bus radio system will be tested this spring by Rochester, N. Y. Transit Corp., using 25 Stromberg-Carlson transceivers. If trial is successful, 300-bus fleet will be equipped.

Merchant ship navigating instruments produced by Belock Instrument Corp. have been added to line of RCA communications products dept.

New annual IRE prize—W. R. G. Baker Award for best papers published in IRE's *Transactions*—has 3 joint 1957 winners. Carrying certificates and cash income from fund donated to IRE by Dr. W. R. G. Baker, GE v.p. and RETMA pres., award goes to R. J. Kircher, Hughes Aircraft, for "Properties of Junction Transistors" in July-Aug. 1955 issue, and to R. L. Trent & D. R. Fewer, Bell Labs, for papers on transistor amplifiers in 2 succeeding issues. Browder J. Thompson Memorial Prize for authors under 30 has been awarded to D. A. Buck, of MIT, for "The Cryotron—A Superconductive Computer Component" in April 1956 *Proceedings of the IRE*.

Sightmaster Corp., onetime TV manufacturer which now makes fuses and hi-fi equipment, has acquired Mutual Electronic Industries Corp., producers of electronic cable, panel equipment and triaxial connectors. Agreement involved exchange of 486,000 shares of Sightmaster common and 1012 shares of preferred for $495,000 of Mutual debentures and 200,000 shares of its common stock. Mutual will be operated by Sightmaster as subsidiary, concentrating operations at Mutual's 45,000-sq. ft. plant formerly occupied by Empire Coil Co. Both companies are located in New Rochelle, N. Y.

Science scholarship training for servicemen & civilian employes of armed forces is provided in $3,500,000 measure (HR-560) introduced by Rep. Bennett (D-Fla.). Program is intended to help Army, Navy & Air Force fill needs for scientists, engineers, technicians and other skilled personnel.

Collins Radio is cancelling orders for anti-collision aircraft radars worth more than $10,000,000 because of technical problems of developing equipment. Company has notified airlines that research will continue, but that present equipment won't meet requirements.

Electronic air cleaning equipment for commercial buildings will be marketed by Minneapolis-Honeywell beginning in Feb. John E. Haines, commercial div. v.p., estimates such equipment for buildings & homes will reach $90,000,000 volume in 5 years.

Sylvania took options recently on 150-acre site at Andover, Mass. for proposed new 150,000 sq. ft. center for Sylvania-Corning Nuclear Corp. work on development & production of nuclear fuel elements & components (Vol. 12:46). Operations are scheduled for early 1958.

New edition of *RCA Receiving Tube Manual* covering basic theory and application information is available from RCA tube distributors or from Tube Div., Harrison, N. J.

Texas Instruments has cut price of vhf transistors from $20 to $10 each for 100 or more. GE has reduced 15 transistors used in radios & phonos 9-17%.

Royal McBee Corp. has acquired 25% interest in Tally Register Corp., Seattle electronics research & development firm.

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George Haydu, ex-partner in Haydu Bros. tube makers, now pres. of Haydu Electronics Products Inc. (components), appointed administrative director of N. J. Governor's Committee on Hungarian Refugee Relief; Haydu is native of Hungary, became U. S. citizen more than 30 years ago.

Howard W. Sams, Indianapolis publisher of technical information on electronics, named this week one of "the 10 best-dressed men in Indiana" by Indiana Retail Men's Wear Assn.

Robert C. Sprague, chairman of Sprague Electric, reappointed chairman of Federal Reserve Bank of Boston and Federal Reserve agent of the bank.

LANDMARK in growth of projection TV as nationwide medium for business and sales meetings, etc., was recorded this week as newest entity in the field—Teleprompter Corp.—announced biggest equipment purchase deal to date, involving "well in excess of $1,000,000" in GPL equipment.

At same time, GPL announced development of new portable projection TV system for clubs, hotels, theatres, claiming pictures approximately 4 times brighter than its earlier portable projectors. New model PB-611A is said to give "highest quality televised picture up to 15x20-ft."

Teleprompter's new group communications div., formed from the old Sheraton Closed Circuit TV which it acquired last month (Vol. 12:49) has contracted for initial group of 100 of the new GPL projection units, with more to come later. First deliveries are scheduled next week. In addition, Teleprompter becomes only national distributor of GPL projection systems and related items.

Teleprompter pres. Irving Kahn said with delivery of units his company "will immediately commence full-scale network operation in the group communications field," setting up the production units on order in hotels, theatres, auditoriums, arenas, eac. Projection units will be quartered in Western Union headquarters throughout the company and be serviced and maintained by RCA Service Co. and Teleprompter personnel. Kahn predicted that Teleprompter's closed-circuit operation "will represent a multi-million dollar enterprise within the next few years."

Another recent big purchase of projection TV equipment was deal by Fanshawe Lindsley's new Closedcircuit Telecasting System for 40 RCA color projection units which throw 4½x6-ft. picture (Vol. 12:49).

[New, up-to-date lists of closed-circuit TV producers, syndicators and equipment manufacturers will be featured in our forthcoming 1957 Spring-Summer *TV Factbook*, to be published in mid-Feb.].

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Two applications for TV stations and 4 for translator stations were filed with FCC this week, bringing total pending to 131 for stations (27 uhf) and 35 for translators. Station applications were: (1) For Baton Rouge, La., Ch. 18, by group headed by attorney Louis J. Prejean, 2% owner of local WAFB-TV & WAFB and including former WAFB-TV sales mgr. Ron Litteral and advertising man Charles W. Lamar Jr., who owns WPFA-TV, Pensacola, Fla. & 46.2% of KTAG-TV, Lake Charles, La. (2) For Provo, Utah, Ch. 11, by Jack A. Burnett, exec. v.p.-gen. mgr. & 25% owner of KULA-TV & KULA, Honolulu, who recently applied for Ch. 9 in Ogden, Utah. Week's 4 translator applications were all filed by Idaho Power Co.—for Brownlee Power Plant Camp, Ore., Ch. 72 & 76, and for Oxbow Power Plant Camp, Ore., Ch. 70 & 74, both to rebroadcast programs of KBOI-TV & KIDO-TV, Boise. [For details see *TV Addenda 24-A herewith.*]

First use of videotape as pre-recorded substitute for live program is scheduled for Feb. 25 on CBS-TV by *Arthur Godfrey's Talent Scouts*. Godfrey, who will leave in Feb. on 5-week African hunting trip, pre-recorded his first *Talent Scouts* show Jan. 8, will record the 4 other Monday 30-min. shows at rate of one a week. CBS-TV has been using Ampex videotape recorder for west coast rebroadcasts of several shows, including *Talent Scouts*, for last few weeks, is gradually expanding use of the recorders.

Albert Lasker Medical Journalism Awards for TV-radio, newspapers & magazines close entries Feb. 11. The 3 awards by Mary Lasker Foundation are being increased from $1000 to $2000 each.

Public had view of mail-handling techniques in Brooklyn General Post Office this week, through closed-circuit TV pickups fed to 3 monitors in lobby.

Next TV Factbook—Pre-Print Orders

TELEVISION FACTBOOK No. 24, Spring-Summer edition of the TV-electronics industries' first and most widely used and quoted "almanac," will be off the presses about Feb. 15. New handy edge index will make it more convenient than ever—providing ready and quick access to its wealth of basic data on all U. S., Canadian and World TV stations and networks (including digests of station rate cards and complete rate cards of all networks); digests of all CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc.; all allocation tables brought up-to-date. All other departments will be updated, too, such as the directories of the FCC, TV sales reps, program producers & distributors, U. S. & Canadian set & tube manufacturers, TV-radio attorneys, engineers & consultants, electronic labs, etc. Among new features will be Sets-in-Use section, including Advertising Research Foundation's county-by-county TV household estimates. Included with each *Factbook* is revised copy of our 29x43-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by Jan. 25, cost $1.50 each; single copies, $4.50.

Quoteworthy quotes: "These [*Omnibus* lecture-demonstrations on music and dance] are really wonderful educational TV shows and I hope something is being done to preserve them for classroom use. It seems to me that [Leonard] Bernstein's 3 or 4 essays and Miss [Agnes] de Mille's 2 could form the basis for a course in music and dance all by themselves. In any case, while educational broadcasters are still floundering about wondering how to take the curse of the classroom off their broadcasts, these programs should provide an excellent course in instruction."—John Crosby, New York Herald Tribune Syndicate. [Note: Filmed portions of past *Omnibus* programs are being syndicated to educational stations by Educational TV & Radio Center, but kines of the live shows—including Bernstein and de Mille lectures—haven't been offered.]

Homes & jobs for 1000 refugees from Hungary have been offered by Penn-Texas Corp. at score of U. S. plants, but red tape in international aid program has permitted placement of only about 20, according to Scripps-Howard. Story Jan. 5 by Dick Preston reports Penn-Texas, parent of Hallicrafters headed by Leopold Silberstein, himself a refugee from Hitler Germany, proposed joint sponsorship of Hungarians with non-sectarian International Rescue Committee. But IRC refugee quotas, limited to 5%, filled up with other commitments here. President's Committee on Hungarian Refugee Relief then stepped in to work with religious agencies, which have bulk of quotas, to try to meet Penn-Texas offer.

TV alibi failed in Arlington, Va. Circuit Court Jan. 8 when jury convicted Chester C. White of $2000 armed robbery. White asserted he was watching Washington Senators baseball game in tavern at time of crime, but Senators' sports announcer Bob Wolff testified that game wasn't telecast that day.

Public will pay more to attend opera than to see baseball within 20 years, NBC pres. Robert W. Sarnoff says in Jan. *Theatre Arts Magaine*. He details story of NBC Opera Company on TV and on sell-out 47-city tour, points out concert-goers already spend more for tickets than baseball fans, sees opera as becoming bigger than either.

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Television Digest with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — January 19, 1957

FCC VOTES TENTATIVELY to deintermix Peoria & Springfield, let Hartford alone, add Ch. 12 to New Orleans. CBS favored for St. Louis, airline for Miami (p. 1).

BURNS SUCCEEDS FOLSOM as president of RCA, emphasizing management responsibilities; Folsom heads executive committee (p. 2).

PHILCO ANTI-TRUST SUIT charges "patent pool" monopoly by RCA, GE, AT&T, asks $150,000,000 treble damages, ban on package licensing (pp. 2 & 7).

EDWARD LAMB'S WICU, Erie, due for renewal, FCC instructing staff to write decision finding communist-association charges unproved (p. 3).

TV IN 76.1% OF HOMES as of last Aug., indicating current saturation of about 78%. ARF study also shows 5.5% multiple-set households (pp. 4 & 7).

PROTOTYPE SCHOOL-TV project now feeds 56 half-hour sessions to 8 schools in Hagerstown, Md. on 3-channel cable in RETMA-supported 5-year experiment (p. 4).

HIGH TV UNIT SALES foreseen by many NARDA dealers for 1957, with progressively warmer attitude toward color. Reassurances given on factory servicing (p. 10).

SEVERAL DuMONT RESIGNATIONS inspire rumors company plans to quit TV production or merge. Pres. David Schultz says intention is to stay in TV (p. 12).

DEFENSE ELECTRONICS procurement to rise in fiscal 1958 due to 35% step-up in missiles; $2.733 billion spent for electronics in fiscal '56 (p. 13).

DROPOUTS OF CONTESTANTS presage vhf grants in Port Arthur, Tex.; Laurel, Miss.; Casper, Wyo. KHUM, Eureka, Cal., gets Ch. 13; 4 translator CPs (p. 6).

FIRST NEW STARTER in 6 weeks is San Antonio's KONO-TV (Ch. 12), joining city's three others. Reports on other upcoming stations (p. 6).

AMPEX VIDEOTAPE deliveries postponed to Nov. for "improvements." NBC-TV to begin first coast-to-coast taped show; networks to tape Inauguration (p. 8).

FCC MOVES ON ALLOCATIONS, ST. LOUIS & MIAMI CPs: This was a big week for FCC, as it took big bite into tough deintermixture cases, St. Louis & Miami vhf hearing cases and the Edward Lamb decision (p. 3).

In deintermixture, action was most decisive yet. Though decisions voted are still tentative, comprising instructions to staff and supposed to be confidential, they become known quickly. Here's what Commission voted, with final consideration due to come Feb. 5: Move Ch. 8 from Peoria to Rock Island; move Ch. 2 from Springfield, Ill. to St. Louis & Terre Haute; keep Ch. 3 in Hartford; add Ch. 12 to New Orleans, also to Beaumont-Port Arthur, Tex.; add Ch. 3 to Lake Charles, La., Ch. 11 to Houma, La. At same time, Commission told staff to come up with "appropriate document" to shift St. Louis' KTVI from Ch. 36 to Ch. 2. It also would amend conditional CP of WMAY-TV, Springfield, from Ch. 2 to Ch. 36, and the conditional CP of WIRL-TV, Peoria, from Ch. 8 to a uhf channel. Commission discussed Comr. Craven's proposal for dropping fixed allocation table (Vol. 13:1), came to no conclusion.

Votes were said to be 4-3 on Peoria & Hartford, 5-2 on Springfield, 6-1 on New Orleans. With 2 of the cases so close, it's not inconceivable that final decision could bring reverses, but that's considered unlikely.

Everyone is trying to read into this week's votes portents for action on other deintermixture cases Feb. 5 -- and consensus seems to be that Commission isn't disposed to shift operating vhf stations in Madison, Evansville & Fresno to uhf. Addition of vhf channels, where proposed, is quite probable.

Springfield-St. Louis case is one of most ticklish. Though FCC desires to turn Ch. 2 over to KTVI, it's aware that this might be difficult or impossible without giving other applicants crack at the multi-million-dollar channel. It has directed gen. counsel Warren Baker to study the problem.

* * * *

Turning to final vhf decisions Jan. 16, Commission mustered 4 votes to give St. Louis' Ch. 11 to CBS, instructed staff to draw up decision that way. It also

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counted 4 votes in favor of Public Service TV Inc. (National Airlines) for Miami's Ch. 10 -- but it decided to hold up that one pending study of legality of airline owning a TV station. Commission is being careful in the case because a lot of Congressional opposition to the airline has been expressed. Sen. Monroney (D-Okla.) had asked Commission to hold up case; Sen. Magnuson (D-Wash.) has indicated disapproval; so have Sen. Smathers (D-Fla.) and Rep. Celler (D-N.Y.) -- but betting is the airline will still wind up with the CP.

Nothing big or controversial is expected to be taken up by Commission until Feb. 5 -- what with Comr. Bartley off to Hawaii, others in and out of town.

Commission will get into as many deintermixture cases as staff can work up when it convenes Feb. 5. First are expected to be Fresno, Evansville, Madison, Vail Mills and Elmira. In each case, FCC has proposed to delete a vhf channel.

RCA PICKS MANAGEMENT SPECIALIST AS PRESIDENT: RCA's selection of John Lawrence Burns as president, reporting March 1 to succeed Frank M. Folsom who becomes chairman of executive committee, stresses the growth and proliferation of RCA in recent years. For Burns is a management specialist, having served since 1941 with management consulting firm of Booz, Allen & Hamilton, of which he's a senior partner.

A versatile engineer, 48 years old, Burns is native of Watertown, Mass., was graduated from Northeastern U with E.E. degree, obtained master's and doctor's degrees in metallurgy at Harvard. He taught 3 years at Lehigh U, joined Republic Steel in 1934, became a Booz, Allen & Hamilton partner in 1941.

Though not primarily identified with electronics industry, Burns has had long association with RCA -- having directed management studies for it for 10 years. Nor is he any stranger to large organizations, since his firm has conducted studies for 1/3 of country's largest corporations, covering 350 lines of business.

Burns is married, father of 2 children, lives in Greenwich, Conn.

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Folsom's elevation to chairman of executive committee comes at his own request, RCA chairman Brig. Gen. David Sarnoff stated, noting that Folsom reaches the retirement age of 65 years in 2 years. "He asked that his successor as president be selected at this time," Gen. Sarnoff said, "to permit an orderly transition in management." It's known, too, that the recent death of Folsom's wife has profoundly affected his plans. The Sarnoff-Folsom relationship has been extraordinarily felicitous -- characterized by high mutual respect for each other's talents. Formerly v.p. of Montgomery Ward, then exec. v.p. of Goldblatt Bros., Chicago, Folsom joined RCA Victor Div. in 1944, became RCA pres. Dec. 3, 1948. After retirement in 1959, he'll continue in consulting capacity for 5 years.

Commenting further on Burns' selection, Gen. Sarnoff stated: "In the past 10 years RCA's business has grown from an annual volume of $236,000,000 to $1.25 billion. This growth has increased the complexity of the company's activities. Our rate of growth is such that each of our executives is carrying many times his responsibilities of even 5 years ago and the requirements continue to increase.

"Mr. Burns' years of experience in solving the organization and related problems that accompany business growth will prove invaluable as RCA continues to advance. Working with Mr. Burns, Mr. Folsom and I will concentrate on the company's major objectives, policies and programs during the period ahead which we believe will be the greatest in the history of the electronics industry."

PHILCO SUIT AGAINST RCA, GE, AT&T: Philco's $150,000,000 treble-damage anti-trust action against RCA, GE & AT&T -- filed this week in Philadelphia Federal Court -- is based on 2 pending Federal anti-trust suits against RCA, and its outcome is intertwined with success of protracted govt. litigation.

Aimed principally at RCA patent pool "package" licensing of sets, tubes and commercial electronics equipment, 60-page complaint follows line of Justice Dept.'s Nov. 1954 action against RCA patent practices, still pending in Federal Court (Vol. 10:47). Among specific charges in Philco brief is allegation that on April 29, 1946, Brig. Gen. David Sarnoff, then chairman-pres. of RCA, "secretly intervened to prevent GE from executing a royalty-free cross-license on patents with Philco," and

that refusals by Westinghouse (named as co-conspirator but not defendant) and AT&T to grant Philco separate licenses "were likewise the result of agreement with RCA."

Philco and Zenith are the only major TV-radio manufacturers which aren't RCA licensees, Philco having failed to renew its RCA license which expired in 1954. Zenith has been involved in patent litigation with RCA since 1945.

Suit was filed in name of Philco Corp. and its subsidiary Lansdale Tube Co., against the 3 main defendants and AT&T subsidiaries Western Electric and Bell Labs. In the complaint, Philco reveals it paid $20,893,228 to RCA in patent royalties from 1940 through 1954. It also alleges that RCA received approximately $40,000,000 in royalties from its patent pool in 1954, of which about half represented royalties on sets and receiving tubes. RCA pool comprises 12,700 patents, it says. As did Govt. in 1954 suit, Philco asks that RCA package licensing be banned.

RCA's color activities are cited by Philco in substantial part of complaint. Says Philco: "RCA's persistence in offering its color TV sets for sale, despite the fact that they are not perfected, and persistence that RCA has pioneered and developed the compatible color TV system, has substantially lessened Philco's sales of black-&-white TV sets, with consequent loss of profits. [RCA] has used, and is using, its monopoly position as the licensor of the electronic communications industry to eliminate Philco's competition in color TV by charging unreasonable low prices for its approach to color TV sets and picture tubes..."

Philco suit goes beyond patents, touching on alleged activities by RCA subsidiary NBC. In section presumably based on recent govt. anti-trust suit charging RCA-NBC with coercing Westinghouse into selling its Philadelphia TV-radio stations (KYW-TV & KYW) to NBC (Vol. 12:49), complaint accuses RCA of "compelling Philco to sell its TV broadcasting station in Philadelphia, WPTZ [later KYW-TV, now WRCV-TV]."

NBC threatened to withdraw network affiliation in favor of Westinghouse (which then was applicant for Philadelphia's Ch. 17), according to Philco charge, and as a result Philco sold WPTZ to Westinghouse in May 1953 "for a price substantially less than the properties were worth." Westinghouse paid $8,500,000 for the Philadelphia outlet, setting new TV station price record at the time (Vol. 9:8,22).

RCA flatly denied all charges made by Philco in its suit, stating that "the obvious purpose and intent of the litigation was to throttle development of color TV by reiteration of unfounded charges made in other undecided cases involving RCA."

Since Philco's RCA patent license expired at end of 1954, said RCA, "Philco professed to be negotiating in good faith with RCA for a renewal of its license under RCA patents, which they are currently using, including those used in color TV." RCA statement added: "Although Philco claims in its litigation to have developed a color system of its own, the public has yet to see any such color set. Only RCA has had the courage and faith in color TV to spend $100,000,000 in pioneering and development to bring it to the American people." GE & AT&T declined comment.

[For highlights of Philco complaint, see p. 7.]

LAMB DUE FOR VINDICATION ON RED CHARGE: Celebrated Edward Lamb communist-charge case is all over but the shouting, FCC this week having instructed staff to draft decision to renew his license for WICU, Erie, Pa. (Ch. 12). Reportedly, vote was 5-1-1, with Comr. Lee dissenting, Comr. Doerfer abstaining. Latter, who induced Commission to start proceedings originally, long ago said he'd refrain from voting.

Final decision is yet to be written, voted and publicly released -- but the chances of change from this week's vote are virtually nil. Vote was supposed to be confidential, but it leaked, and Scripps-Howard newspapers reported the action on Jan. 18. Public announcement could come in 4-8 weeks.

Begun early in 1954, with hearing that started Sept. 1954, case was ill-fated, bizarre. Basically, Lamb was charged with having lied to the Commission when he testified he never knowingly associated with communists.

Consensus of those who followed case closely was that FCC never should have started proceedings; that it had been carried away in burst of anti-communist feelings at the time; that its case was far too weak and vague from the first.

An interesting angle was examiner Herbert Sharfman's initial decision,

which recommended renewal (Vol. 11:50). It was a remarkable document, discursive, concluding that "there is no proof that Lamb personally engaged in any subversive activity [or] called for the importation of communism in the United States and the destruction of American institutions..."

With renewal presumably assured, there's new speculation that Lamb will sell WICU & radio WIKK. He's said to have once placed price of $6,000,000 on his Erie TV-radio-newspaper holdings. Selling newspaper for $2,000,000 recently, he said he'd retain broadcasting properties (Vol. 13:1).

78% OF ALL U.S. HOUSEHOLDS HAVE TV SETS: On basis of Advertising Research Foundation report this week that 37,410,000, or 76.1% of the nation's 49,150,000 households, had one or more TV set as of Aug. 1956, it's proper to estimate a 78% saturation as of Jan. 1, 1957. Frank W. Mansfield, Sylvania market research director and a member of ARF board, says high TV scrappage (Vol. 13:2) and the rapid rate at which new households are being formed make it highly doubtful that more than a 2% gain has been made in national TV penetration since last Aug.

ARF report is based on Census Bureau's Current Population Survey, is third in series of such reports. The first, released in Sept. 1955, revealed that 32,100,000, or 2 out of every 3 households, had a TV set as of June 1955 (Vol. 11:34); ARF subsequently projected this report into county-by-county estimates, which were published by Television Digest as a Special Report of April 28, 1956. The second report, released last Aug., showed that 35,000,000 homes, or 73% of all households, were TV-equipped as of March 1956 (Vol.12:31); this, too, was subsequently broken down by ARF into county-by-county estimates, published as a Special Report Sept. 29.

Details of latest ARF report, giving TV and non-TV households for U.S. as a whole and by regions, number of one-set and multiple-set households, location of home (urban vs. rural), etc. are on p. 7. Census Bureau will release additional details soon, though ARF says no decision has been reached on county-by-county data.

Big untapped market potential in 1957 is underscored by new ARF report, which shows that 11,740,000 households are without TV. Assuming that 97% of nation's homes are within TV signal range, that leaves a sizeable market for initial TV set sales -- to say nothing of the vast replacement and second-set market potential.

PROVISION FOR TV should be included in plans for all future public school construction. This recommendation will be made in report by former Los Angeles Supt. of Schools Alexander Jerry Stoddard, based on year's study of TV's use in education, financed by Ford Foundation's Fund for the Advancement of Education. So said FAE treas. John K. Weiss at Hagerstown, Md. meetings called this week to give educators, manufacturers and press a progress report on biggest closed-circuit TV teaching test.

In this light, the RETMA-FAE-backed Washington County, Md. 5-year experiment (Vol. 12:25-26) takes on added significance as prototype for hundreds, or perhaps thousands, of similar installations in the future. What guests at the demonstrations saw was an ingenious project combining human and electronic resources, where TV is now used every hour of the school day as a material part of the curriculum—and where the problem of equipment shortages is finally being licked.

Linked by 3-channel closed-circuit cable are 2 high schools, 6 elementary schools, library, museum and Board of Education's studio building. In 2 years, all 48 schools in Washington County will be linked by 6-channel cable. Some 56 half-hours of televised instruction are currently being given weekly.

Instruction currently originates in 2 studios in Board's TV building, and a third studio is being equipped for experimental TV techniques. Telecasts may also be originated from library, museum or from city's 2 high schools. Studios now have about a dozen vidicon cameras, professional lighting equipment, etc.—donated by equipment manufacturers through RETMA task force. Schools have 138 receivers, but equipment makers were told that most immediate equipment need is for 100 more, to achieve desired ratio of one test for each 15-20 pupils.

Cameras have been donated by Dage, Diamond Power, GE, GPL, Kay Lab & RCA. Receivers—mostly 21-in., but including some 24-in.—were contributed by Admiral, DuMont, Emerson, GE, Hoffman, Motorola, Packard-Bell, RCA, Sylvania, Transvision, Westinghouse, 1 to 25 each.

Impressed by demonstrations of new teaching techniques developed for TV in this prototype installation, manufacturers at Jan. 17 session were particularly interested in Weiss' advice that they consider equipment contributions to the project as investment in research & development rather than public relations—for Hagerstown experiment is testing ground for the peculiar requirements of closed-circuit school TV.

Cautiously sizing up progress of TV teaching to date, Washington County Board of Education made this statement: "After 4 months of televised instruction, certain effects are noticeable. The faith of personnel in the great potential of TV for improving the quality of instruction has been strengthened. It is evident that a school system can plan and effectively carry on an extensive program of televised instruction in all areas of the curriculum on a daily basis . . . It would be a mistake to assume at this stage that sufficient evidence has already been gathered to justify any claims or discard long-held beliefs about education. By the end of the school year 1956-1957, when the closed-circuit TV project will have been in progress for one-fifth of the total time, it will be possible to evaluate in meaningful ways . . ."

Personal Notes: Charles R. Abry, ex-national sales mgr. of ABC-TV, joins NBC-TV as eastern sales mgr., succeeding John Dodge, who now handles special assignments for Wm. R. Goodheart Jr., v.p. for TV network sales . . . Tom Chauncey, exec. v.p.-gen. mgr. of KOOL-TV & KOOL, Phoenix, elected pres., succeeding Gene Autry, who moves up to chairman; Chauncey also continues as managing director of KOPO-TV & KOPO, Tucson . . . George C. Lenfest, technical operations supervisor for WRCA, N. Y., appointed operations mgr. of NBC's uhf WBUF, Buffalo, succeeding Alfred E. Jackson, now consultant for NBC in London; Joseph P. (Pat) Higgins promoted to director of news, community service & special events at WBUF, replacing Jack L. Begon, resigned . . . Art Mortensen, mgr. of radio KFMB, San Diego, becomes gen. mgr. of KERO-TV, Bakersfield, when transfer to owners of KFMB-TV, San Diego (Wrather-Alvarez) is consummated, Gene DeYoung remaining exec. director . . . Paul G. Brines, gen. mgr. of WSJV & WTRC, Elkhart, Ind., elected a v.p. of parent Truth Publishing Co. . . . Charles A. Batson, WIS-TV, Columbia, S. C., elected pres. of S. C. TV-Radio Broadcasters Assn.; he's first TV representative elected to post, succeeding James Coggins, WKDK, Newberry . . . John D. Keating, pres.-gen. mgr. of KONA-TV, Honolulu, elected pres. of Hawaiian Assn. of TV-Radio Broadcasters . . . Robert Savage promoted to operations director, Albert Sanders to exec. sales mgr., WMAZ-TV, Macon; Elmo Simmons named national sales mgr., Thomas Snellgrove local sales mgr. . . . Robert Norris promoted to operations director of KTVX, Muskogee-Tulsa, replacing Ben January, resigned; Wm. Swanson promoted to commercial mgr. . . . Wm. Dix promoted to asst. gen. mgr. in charge of sales, WOR-TV, N. Y.; Ivan Reiner promoted to program director . . . James Schroeder, ex-radio KSEM, Moses Lake, Wash., named sales mgr. of KBAS-TV, Ephrata, Wash. (Ch. 43), due in Feb.; Howard Hammond, ex-radio KIMA, Yakima, Wash., named chief engineer . . . Lew Jeffrey promoted to program mgr. of KMTV, Omaha . . . Nelson H. Futch promoted to adv. promotion mgr. of *TV Guide*, replacing Morton E. Grossman, resigned . . . Lawrence Turet upped to promotion director of WITI-TV, Milwaukee, succeeding Leon Dolnick, transferred to sales dept. . . . Arthur J. Miller, gen. mgr. of Pathe Labs east coast operations, elected a v.p. . . . Roland H. McClure promoted to mgr. of CBS Radio Spot Sales, Los Angeles, succeeding Jack Woolley, on leave on special Govt. assignment . . . Sidney White joins Warner Bros. publicity dept. in charge of all TV-radio information . . . Bob Flanigan, ex-WOR, N. Y., and NBC sales, Chicago, joins Storer radio sales headquarters in N. Y. . . . Frank D. Jacoby, ex-NBC & BBDO, joins Metropolitan Educational TV Assn. as production director, supervising new studio in Carnegie Endowment International Center, 345 E. 46th St., N. Y. . . . Norman Cousins, editor of *Saturday Review*, appointed to 5-year term on board of Educational TV & Radio Center, Ann Arbor, Mich. . . . George M. Cahan promoted to exec. producer of NBC subsidiary California National Productions, Hollywood, reporting to Robert Cinader, director of program planning & development.

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Leonard H. Goldenson, pres. of AB-PT, receives 1956 March of Dimes Humanitarian Award at testimonial dinner Feb. 18 in Waldorf-Astoria, N. Y., "for his long-time devotion to human welfare activities."

Frank Stanton, CBS pres., elected to Commerce Dept. Business Advisory Council, along with AT&T pres. Frederick Kappel and Whirlpool-Seeger pres. Elisha Gray II.

Brig. Gen. David Sarnoff, RCA chairman, addresses Minneapolis Junior Chamber of Commerce Jan. 24 on "Facing the Facts of World Communism."

Obituary

Thomas D. Connolly, 58, CBS-TV program sales mgr. since 1950, died Jan. 14 of a heart attack in White Plains, N. Y., near his home at Rye. He joined CBS sales promotion staff in 1939, became director of program promotion in 1940 and asst. mgr. of network program sales in 1948, and was mgr. of radio program sales & director of radio program promotion before his appointment as TV program sales mgr. He received M.A. degree in 1920 from Harvard, from which he graduated magna cum laude with A.B. in 1919. Surviving are his widow, a son, a daughter, his father, 4 sisters, 3 grandchildren.

Sir Cecil Graves, 64, British broadcasting pioneer who rose from announcer to deputy director of BBC and was joint director general in 1942-43, died Jan. 12 in Scotland.

Radio station sales reported this week: WLOF, Orlando, 37% by John W. Kluge for $130,662 to Harris H. Thomson, who increases holdings from 15% to 52%. WKBR, Manchester, N. H., 35.3% by Wm. J. Barkley for $111,700 to station's other principals (W. F. Rust Jr., major owner). Barkley also is selling his stock in following N. H. stations in which Rust is principal: 35.3% of WTSL, Hanover, for $32,000; 31% of WTSV, Claremont, for $28,000; 33% of WTSN, Dover, for $3300. WKXL, Concord, N. H. by H. Scott Killgore's Tele-Broadcasters Inc. for $108,000 ($50,000 cash, rest in obligations) to co-owners WKNE Corp. (Joseph K. Close) and Frank B. Estes. WSMB, New Orleans, 50% by Paramount Gulf Theatres Inc. for $90,000 to Founders Corp. (John M. Shaheen) subsidiary Radio Hawaii, operator of KPOA, Honolulu; WTAC, Flint, and 50% owner of KTVR, Denver (Ch. 2). Bankers Securities Corp. retains 50% of WSMB. KUMA, Pendleton, Ore. by Mr. & Mrs. C. H. Fisher for $60,000 to new Pendleton Bcstg. Co., in which each of 3 Fisher children owns 20%, Theodore A. Smith, ex-mgr. of local radio WKTF, 2½%, remainder being treasury stock. WPTX, Lexington Park, Md. by Patuxent Radio Inc. (Wm. J. Thomas, pres.) for $35,000, including assumption of obligations, to Arthur Snowberger, gen. mgr. of WOOK, Washington, and Washington adman James S. Beattie. Blackburn-Hamilton was broker for WKXL, Allan Kander for WPTX.

Radio station sales approved this week by FCC: KSOP, Salt Lake City, by Ralph E. Winn, who keeps $114,920 of station's assets (Vol. 12:49); new owner is Seagull Bcstg. Co., in which Winn holds 39%; M. H. Hilton, station mgr., 51%; Lyle O. Wahlquist, 10%. WHAR, Clarksburg, W. Va. by co-owners W. A. Patterson & Robert K. Richards to George Wilson Sr. & Jr. and William Malow for $111,000 (Vol. 12:49). KECC, Pittsburg, Cal. by John C. MacFarland group to John F. Malloy (75%) and associates for $105,000 (Vol. 12:49). WAOK, Atlanta, Ga. by J. W. Woodruff interests to station employees, each with ⅛, Stan Raymond, Zenas Sears and Dorothy Lester for $46,000. KWRN, Reno, by Franz J. Robischon and associates to local admen James Hadlock, Gerald Simons & William Welch for $37,275 (Vol. 12:44). WHVH, Henderson, N. C. by Howard V. Harrell to Lawrence Brandon, owner of WWCO, Waterbury, Conn., for $30,500 (Vol. 12:50). Note: Sale of KORC, Mineral Wells, Tex. by J. Elroy McCaw to co-partners Leeland M. Judd & Ramon C. C. Curry for $55,000 (Vol. 12:43) has been canceled.

Purchase of WKNA, Charleston, W. Va. & WKNA-FM by Kanawha Valley Bcstg. Co. (owned by principals of WSAZ-TV & WSAZ, Huntington) and Kanawha's sale of WGKV, Charleston, were approved this week by FCC. Kanawha pays Joe L. Smith Jr. $150,000 for WKNA & WKNA-FM, gets $90,250 for WGKV, from brothers Jack A. & Walter F. Evans (Vol. 12:50).

KONO-TV, SAN ANTONIO (Ch. 12), first starter in six weeks, planned to begin with ABC-TV Jan. 21 after Jan. 14 test patterns. It's city's fourth, others being KCOR-TV (Ch. 21), pre-freeze WOAI-TV (Ch. 4) & KENS-TV (Ch. 5). On-air box score now stands at 495 (96 uhf). KONO-TV has 50-kw RCA transmitter & 12-bay antenna, 574-ft. Ideco tower. Pres. Eugene J. Roth is principal owner through holdings in Mission Bcstg. Co. (radio KONO), which owns 50%. Balance is held by area businessmen, only ones with 10% or more being rancher Joe R. Straus (13%) and Joske Bros. dept. store pres. James Calvert (10%). James M. Brown, from KONO, is v.p.-gen. mgr.; Bob A. Roth, also KONO, commercial mgr.; Justin A. Duncan, ex-WOAI-TV, operations mgr.; George W. Ing, KONO, engineering director. Base hour is $460. Reps are H-R Television Inc. and Clarke Brown Co.

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In our continuing survey of upcoming stations, these are the latest reports from principals:

WPTA, Roanoke, Ind. (Ch. 21, allocated to Ft. Wayne) hasn't begun construction, but has ordered RCA transmitter for March delivery, still hopes to begin by late spring, writes Bob Lemon, gen. mgr. of WTTV, Bloomington-Indianapolis (Ch. 4), for owner Sarkes Tarzian Inc. Work on tower has been held up by zoning and final purchase of land. Rep not chosen.

CKMI-TV, Quebec City (Ch. 5), planned as English-language adjunct to CFCM-TV (Ch. 4), plans Feb. 15 test patterns, programming two days later, reports operations director E. W. Miller. It's first dual operation authorized to private owner in Canada, where CBC operates separate English and French-language outlets in Montreal and Ottawa. Principal owner, with 50%, is Famous Players Canadian Corp. Building is nearly ready for 2-kw RCA transmitter due Jan. 31. Both stations will diplex into CFCM-TV antenna on 400-ft. tower. CKMI-TV will use CFCM-TV studios & offices, with expansion slated for next fall. Base hour will be $250. Reps will be Weed, Joseph A. Hardy (Montreal & Toronto), John N. Hunt (Vancouver).

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New VOA radio station for $4,000,000 is sought by USIA in $140,000,000 budget—$27,000,000 more than in current fiscal year—submitted to Congress Jan. 16 by President Eisenhower. Radio facility to be built at undesignated location would supplement overseas broadcasting service which already includes 76 transmitters. Overall 1958 fiscal estimate for USIA broadcasting program, including $6,100,000 for expansion of TV-radio, is $27,387,767—biggest single item next to $55,587,735 asked for expenses of overseas missions. Budget contemplates increasing personnel to 13,019, compared with 10,798 at end of 1956 fiscal period and 13,054 when Republican Administration took over in 1953. Main targets of strengthened USIA are Far East, Near East, South Asia & Africa instead of Europe.

Record of Senate Commerce Committee hearings on allocations phase of its TV inquiry was published this week. The 740-page document is entitled "TV Inquiry, Part II" (Part I, consisting of FCC testimony, having been issued last year). Subscription TV testimony will compose Part III, due off presses soon, and Part IV will contain testimony on network operations. Committee's special TV investigation counsel, Kenneth Cox, is expected to return to Washington Jan. 21 to work with communications counsel Nicholas Zapple in preparing draft of final report on investigation.

Once-a-year return to air by M. R. Lankford's WRAY-TV, Princeton, Ind. (Ch. 52) for March of Dimes telethon will be on Jan. 27, FCC having authorized station to test equipment Jan. 25-26, stage telecast following day.

ONE UNCONTESTED CP and 4 translators were granted by FCC this week, while 3 previously contested vhf cases become clear and are now ripe for CPs. KHUM, Eureka, Cal., was given Ch. 13; translator permits were handed to La Plata Electric Assn., Durango, Colo. (Ch. 74 & 77) and H. L. Corley, Trinidad, Colo. (Ch. 70 & 73).

The 3 situations cleared: Port Arthur, Tex., Ch. 4—KPAC to get CP after dropouts by Jefferson Amusement Co. and KPBX; Laurel, Miss., Ch. 7—Laurel TV Co. (including principals of WAML) in line for grant after off-air WCOC-TV, Meridian (Ch. 30) dismissed application; Casper, Wyo., Ch. 6—KSPR ready for CP, Casper Mountain TV having pulled out.

Commission affirmed its grant of WCYB-TV, Bristol, Va. (Ch. 5), turning down petitions for reconsideration by defeated WOPI and by City of Kingsport and Kingsport Chamber of Commerce.

FCC won another allocations round in Court of Appeals when court turned down appeal of WITV, Ft. Lauderdale, (Ch. 17), which had been denied permission to intervene in Miami's Ch. 7 & 10 hearings pending decision on its position to deintermix the area. Court held this case no different from previous cases in which it concluded Commission hadn't abused its discretion.

Court received a new appeal—from WISC-TV, Madison (Ch. 3), which is fighting FCC's proposal to give its channel to educators, though current indications are that Commission won't disturb it (p. 1). WISC-TV argues that FCC proposal came "out of the blue," so to speak; that Commission picked on Madison arbitrarily; that WISC-TV had been deprived of legal rights in efforts to fight proposal adequately before Commission.

FCC finalized shift of Ch. 19 from Altoona to Johnstown, Pa., which had been requested by WARD-TV (Ch. 56). It received petition from KTVX, Muskogee, asking that its Ch. 8 be shifted to Tulsa.

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Makeup of Commerce Committees in 85th Congress was completed Jan. 17 with assignment of brand new Sen. Wm. A. Blakley (D-Tex.) to last remaining vacancy. He takes Senate Interstate & Foreign Commerce place vacated by resignation Jan. 15 of Price Daniel to become Texas governor. Multi-millionaire Blakley, majority owner of Braniff International Airways who has wide interests in oil, insurance, investment firms, southwest ranches, was appointed by outgoing Gov. Allan Shivers pending special election on April 2. House Interstate & Foreign Commerce vacancies were filled Jan. 16 by Republican assignments. Senate Committee: Democrats — Chairman Magnuson (Wash.), Pastore (R. I.), Monroney (Okla.), Smathers (Fla.), Bible (Nev.), Thurmond (S. C.), Lausche (O.), Blakley (Tex.). Republicans—Bricker (O.), Schoeppel (Kan.), Butler (Md.), Potter (Mich.), Purtell (Conn.), Payne (Me.), Cotton (N. H.). House Committee: Democrats—Chairman Harris (Ark.), Williams (Miss.), Mack (Ill.), Roberts (Ala.), Moulder (Mo.), Staggers (W. Va.), Dollinger (N. Y.), Rogers (Tex.), Dies (Tex.), Friedel (Md.), Flynt (Ga.), MacDonald (Mass.), Rhodes (Pa.), Jarman (Okla.), O'Brien (N. Y.), Moss (Cal.), Dingell (Mich.), Loser (Tenn.). Republicans—Wolverton (N. J.), O'Hara (Minn.), Hale (Me.), Heselton (Mass.), Bennett (Mich.), Beamer (Ind.), Springer (Ill.), Bush (Pa.), Schenck (O.), Carrigg (Pa.), Derounian (N. Y.), Younger (Cal.), Avery (Kan.), Alger (Tex.), Neal (W. Va.).

Live coverage of S. C. Governor's opening address to State Legislature was provided by WIS-TV, Columbia—first time in state history. Station also placed monitors throughout chamber, permitting legislators to get close-ups of diagrams and charts used by Gov. Timmerman during speech.

AMONG PHILCO'S CHARGES against RCA, GE & AT&T in anti-trust suit filed this week (see p. 2) were these accusations, stemming from RCA patent practices: (1) "The entire field of electronics has been divided" among the 3 firms, "who enjoy monopolies in their respective industries." (2) Public has been deprived of new models of electronic equipment which would have emerged from competitive research & development. (3) Cost of electronic equipment has been increased as result of activities of the 3 firms. (4) U. S. military security is "prejudiced" because number of manufacturers with the necessary research personnel and facilities for military projects "has been drastically circumscribed" by patent practices.

Philco also contends that RCA has used "its dual position as manufacturer and licensor to eliminate the competition of the new developments of other manufacturers and to force industry acceptance of its own developments." RCA's patent rates, Philco charges, have been set at "excessive and unreasonable" levels which do not permit manufacturers to engage in own research. Another allegation is that "RCA laboratories make new developments available to RCA's manufacturing div. before announcing them to RCA's licensees, thus enabling RCA to be the first to introduce such developments into the market."

Philco gave this itemized breakdown of its royalty payments to RCA for set, receiving tube and commercial-military licenses from 1940 through 1954:

	Philco Set	Philco Commercial	Lansdale Receiving Tube
1940	$ 693,529.23	———	———
1941	894,353.48	———	———
1942	247,283.68	———	———
1943	———	———	———
1944	———	———	———
1945	3,508.77	———	———
1946	1,158,191.65	———	———
1947	2,238,395.61	———	———
1948	2,311,069.03	———	———
1949	1,782,894.46	———	———
1950	2,577,318.64	$ 172.56	$193,949.66
1951	1,728,793.39	773.74	242,024.51
1952	2,105,076.69	176,121.99	297,309.60
1953	2,174,442.53	316,655.97	315,250.62
1954	1,411,815.70	135,860.77	(111,564.78)*
Total	$19,326,672.86	$629,585.03	$936,969.61
GRAND TOTAL			$20,893,227.50

* Represents red figure.

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Gilmore Nunn's sale of CP for WLAP-TV, Lexington, Ky. (Ch. 27) with radio WLAP for $346,000 (Vol. 12:44) was approved Jan. 16 by FCC. New owners, each with ⅓, are Frederick Gregg, Young & Rubicam account executive; Charles Wright, General Dynamics accounting executive; Harry Feingold, owner of Superior Distributing Co., Kansas City. Purchasers say they plan to build the TV. Nunn owns 30% of WBIR-TV, Knoxville (Ch. 10) & WBIR, also ⅓ of WCNS, Baton Rouge (Ch. 40), planning March debut.

Deal for $16,000,000 with Consolidated TV & Radio Bcstg. Co. (Bitner) fell through (Vol. 12:47) because financing syndicate wanted control of Crowell-Collier Publishing Co., treas. Eugene J. McCaffrey told SEC Jan. 17. McCaffrey testified at hearing on Crowell-Collier sale of $4,000,000 unregistered debentures (Vol. 12:51) that its efforts to buy 3 TV & 4 radio stations from Bitner group, started last spring, were stymied by insistence on control by Elliott Janeway syndicate in return for $6,000,000 needed for deal.

TV Allocations Study Organization has issued 12-pp. mimeographed "Statement of Policies & Operations" outlining objectives, panel structure and scope of projects on transmitting & receiving equipment, lines & antennas, field tests and analysis & theory. Copies are available from exec. director George R. Town, 808 Warner Bldg., Washington 4, D. C.

TRENDS IN TV SET OWNERSHIP are revealed in Advertising Research Foundation's report this week, based on Census Bureau survey showing that 37,410,000, or 76.1% of nation's 49,150,000 households, had one or more TV sets as of Aug. 1956 (see p. 4). ARF reported total of 39,568,000 sets were in U. S. households as of Aug., an increase of more than 2,000,000 since Feb.-March 1956 and increase of more than 6,000,000 since June 1955. Among other details of ARF report:

Multiple Set Households—There were 2,060,000 homes which had more than one set, representing 5.5% of total TV households, compared with 1,694,000 (4.8%) in Feb.-March 1956 and 1,122,000 (3.5%) as of June 1955. Of the multiple-set households, 1,809,000 were inside standard metropolitan areas, 251,000 outside; 1,665,000 were in urban homes, 352,000 rural non-farm, 43,000 rural farm; 857,000 were in northeast region, 644,000 north central, 307,000 west, 252,000 south.

Rural vs. Urban Differences—Some 26,009,000 urban households (80.4%) had TV, out of total urban households of 32,351,000, compared with 24,994,000 (77.8%) out of 32,114,000 in Feb.-March 1956. In rural non-farm households, 8,194,000 (73.4%) out of 11,157,000 had TV, as against 7,535,000 (68.4%) out of 11,022,000 in Feb.-March. In rural farm homes, 3,207,000 (56.9%) had TV, out of total of 5,642,000, compared with 2,966,000 (52.5%) out of 5,649,000 in Feb.-March.

Type of Household—About 82% of husband-wife households had TV, compared with approximately 57% in all other households. ARF defines "husband-wife households" as those where the head of the family is married and living with spouse.

Like the 2 previous studies, ARF's latest report was underwritten by TV networks, NARTB and TvB.

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"Asset for any community" is educational TV as exemplified by WGBH-TV, Boston (Ch. 2), Jack Gould says in Jan. 13 *N. Y. Times* after visit to Boston. Frequently-acerbic TV critic Gould finds that the only noncommercial educational station on eastern seaboard applies "one of the most hopeful remedies yet seen for what ails the electronic colossus"—and for "the fantastically small sum of roughly $300 an hour, or under $5000 for its 25 hours of programming a week." WGBH-TV is "stimulatingly presumptious" in assuming viewers in homes as well as classrooms are "both ready & willing to contribute personally to the success of a program." They discover "it is refreshing to have the mind titillated with regularity and purpose" by such programs as uninterrupted Boston Symphony concerts, lectures on co-existence by Hugh Gaitskell, "hilarious" sociological analysis of evils of 1957 decolletage, discussion of Congressional investigation abuses. Station's basic budget is $200,000, half provided by Lowell Institute, rest by Boston-based schools. Gould cites 2 WGBH-TV advantages: (1) "vast reservoir of free talent" in faculties of Harvard, MIT, New England Conservatory of Music, other participating institutions. (2) a vhf channel.

NCAA TV committee for 1957 will be headed by Robert Kane of Cornell, replacing Howard Grubbs of Southwest Conference. NCAA's annual conference in St. Louis voted to continue controlled football TV program, with opposition registered only by Notre Dame.

Tax-supported educational TV is legal, ruled County Circuit Court in Springfield, Ill., rejecting taxpayers' suit against use by U of Illinois of $25,000 a year from regular state educational funds to help operate WILL-TV, Champaign-Urbana (Ch. 12).

NARTB film committee approved plans this week for new manual on film operations of stations, including information on operational techniques, etc.

Telecasting Notes: This is the time of year when networks are getting ready to finalize the next season's program line-ups—and job is made doubly difficult this season by the criticism of general calibre of current programming, and by the axing of record number of shows in midstream (9 half-hour network shows have already been canceled) . . . NBC pres. Robert Sarnoff has set up top-echelon programming board, consisting of exec. v.p. Tom McAvity, program v.p. Emanuel Sachs, exec. v.p. Robert E. Kintner and research v.p. Hugh M. Beville, to screen hundreds of new program possibilities . . . Reportedly lined up for next season on NBC-TV is 90-min. weekly drama show, probably Tues., and possibly produced by Orson Welles; kiddie spectacular series for Fri. nights, with regular Mon. & Sat. spectaculars to continue—particularly in view of their rating successes this season . . . CBS-TV reportedly will overhaul its Sat. night structure, possibly slotting 4 full-hour shows back-to-back 7-11 p.m. . . . ABC-TV's revised daytime schedule is now due to begin April 1, with Abbott & Costello's *Penny for Your Thoughts* replacing first half-hour of *Mickey Mouse Club* 5-5:30 p.m., and a Goodson-Todman quiz 4:30-5 p.m. . . . **TCF-TV Productions** (20th Century-Fox) plans to be shooting 7 pilot films during next 3 months (at $300,000 budget)—4 of them for NTA Film Network. Three will be based on 20th Century-Fox film successes—"How to Marry a Millionaire," "Mother Is a Freshman" & "Mr. Belvedere" . . . MGM, too, is expected to plunge into full-scale TV film production, reportedly planning to have 6 pilots ready this spring . . . First symphonic work commissioned by a TV-radio station—Morton Gould's "Declaration," written under commission from NBC's WRC-TV & WRC, Washington—gets world premiere in National Symphony Orchestra performance at Jan. 20 Inaugural Concert . . . Film on birth of Grace Kelly's baby is tentatively slated by CBS-TV for 11:15-11:45 p.m. Feb. 2 or 9, depending on Mother Nature . . . Same TV film series will run on 2 stations in same city next month—in 2 different languages. ABC Film Syndication has sold *Racket Squad* to KONO-TV, San Antonio, in original English version, and to KCOR-TV in Spanish . . . Two-hour local spectacular planned Jan. 22 by Paramount's KTLA, Los Angeles, to mark 10th anniversary, featuring Hollywood stars—with emphasis on those who made their TV debuts over station . . . TV drama classic, "Visit to a Small Planet," by Gore Vidal, opens on Broadway Feb. 7, with Cyril Ritchard starring.

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NBC Opera Theatre's 2½-hour telecast of Serge Prokofieff's "War & Peace" Jan. 13 elicited exceptional chorus of bravos from critics. Examples: Howard Taubman in *N. Y. Times* said production, first in U. S., was "worthy of the opera"—"so impressive that the very TV screen seemed to expand." He lauded cast ("There was not a poor performer in the lot"), producer Samuel Chotzinoff, director Kirk Browning, conductor Peter Herman Adler. *N. Y. Herald Tribune* Paul Henry Lang thought Prokofieff's version of Tolstoi novel was a failure despite "much good music," but "performance itself was excellent [in a] very ambitious project." Day Thorpe of *Washington Evening Star* agreed that opera itself is "not much," but "there probably has never been a TV opera so successfully achieved." To Paul Hume of *Washington Post & Times Herald* it was "a vastly commendable piece of work in every way, and a credit to its performers, to NBC, and to the TV industry today." Ben Gross, *N. Y. Daily News:* ". . . moving performance . . . memorable . . ." *Time:* ". . . brilliantly produced . . ." Jay Nelson Tuck, *New York Post:* "NBC Opera Theatre, I love you."

ANA schedules co-op advertising workshop Jan. 24 at Hotel Plaza, N. Y.

AMPEX VIDEOTAPE recorder deliveries will be delayed until Nov. 1957 to incorporate improvements based on experience gained by CBS & NBC in their use of prototype recorders, Ampex Corp. notified order holders this week—even as both networks announced that their videotape recorders will be given new tasks next week.

Ampex v.p. Phillip L. Gundy told customers that production deliveries will begin "approximately 10 months from now," incorporating these 6 new features or improvements: "Adequate cueing facilities, convenient switching devices, ready synchronization with other studio apparatus, tape interchangeability among recorders, ease in making duplicate copies of taped programs, easy editing."

Gundy said Ampex color tape recording is "at least 18 months away," and explained: "There is no doubt that color is coming to TV, but like videotape recording, it will be an evolution and not a revolution. It won't come all at once for all programs everywhere nor to all homes at the same time . . . Monochrome TV will for years supply the profits to pay for the change to color. Ampex monochrome videotape, in practical form, will for years be helping to make the money which pays for the changeover to color . . ."

As to the "evolution" of monochrome videotape, Gundy saw 3 steps: (1) Strictly for delayed broadcasts. (2) Pre-recording of shows. (3) Syndication and multiple release of taped programs for TV.

At week's end, networks already appeared to be easing into Step 2. Beginning Tues. Jan. 22, NBC-TV is planning its first coast-to-coast taped TV program series with daily *Truth or Consequences*, seen in east 11:30 a.m.-noon, on west coast 8:30-9 a.m. Show will be pre-recorded in Hollywood with studio audience, then rebroadcast for entire network at 8:30 a.m., Pacific time.

Both CBS & NBC will offer viewers chance to observe quality of videotape recording compared with live picture. They both plan to televise public swearing-in of President Eisenhower & Vice President Nixon twice within an hour on Inauguration Day, Jan. 21—first live, and then (between 1 & 1:30 p.m.) from tape.

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Worldwide outpourings of tributes, accompanied by music recorded by the maestro, followed Arturo Toscanini's death Jan. 16 at 89 in Riverdale, N. Y. In Washington, President Eisenhower said his music and his "hatred of tyranny" are in "legacy of our time." In Milan, La Scala closed under half-staffed flags. State radios in Finland and W. Germany prepared commemorative concerts. In N. Y., Metropolitan Opera audience rose spontaneously in silence. RCA chairman Brig. Gen. David Sarnoff, who persuaded Toscanini to come from retirement in Italy in 1937 to conduct NBC Symphony specially created for him, stated: "Toscanini was unique as a musician, as a man, and as a personality. In the whole history of art it would be hard to find so complete a dedication as he brought to music." Toscanini directed NBC Symphony for 17 years. Night of his death, NBC-TV presented his 1943 performance of Verdi's "Hymn of the Nations," only film ever authorized by him.

Actress was swept off feet in commercial for electric range on KLIX-TV, Twin Falls, Ida. Pointing out features, Barbara Neilson reached for door, recoiled and fell to floor before camera switched to something else. Announcer explained later that Miss Neilson, who didn't need hospitalization, had suffered "slight electrical shock."

Educational TV & Radio Center, Ann Arbor, Mich., national program headqarters for educational stations, will open office Feb. 1 at Carnegie Endowment International Center, United Nations Plaza, N. Y.

Network Accounts: Procter & Gamble this week replaced Amana as alt. sponsor (with Camels) of *Phil Silvers Show* on CBS-TV, following cancellation by Amana in protest against a 20% increase in discount granted Camels. George C. Foerstner, Amana exec. v.p., told news conference that Amana's weekly gross cost for the show was $46,527, minus a 5% discount, and that R. J. Reynolds Tobacco (Camels) paid $46,557, minus a 25% discount. He said network discount methods generally were "morally wrong and legally wrong." CBS declared only that "despite Mr. Foerstner's statement, the *Phil Silvers Show* continues to be one of the most popular on TV" and that "CBS-TV advertisers can earn discounts on the terms and conditions set forth in CBS-TV's published rate cards. These terms and conditions are applied uniformly to all CBS-TV advertisers." . . . **Minnesota Mining & Mfg. Co.** spends more than $1,000,000 for 66 quarter-hour daytime shows on NBC-TV starting March 14, thru BBDO: alt. Thu. 12-12:15 p.m. on *Tic Tac Dough*, alt. Thu. 4-4:15 p.m. on *Queen for a Day*, and 2 more daytime shows to be announced later . . . **Greyhound Bus** buys one-third of *Steve Allen Show* on NBC-TV starting April 7, Sun. 8-9 p.m., thru Grey Adv. . . . **Ralston Purina** to be alt. sponsor (with Pall Mall) of *Big Story* on NBC-TV starting March 8, Fri. 9:30-10 p.m., thru Gardner Adv., St. Louis . . . **Revlon** due to succeed GE as sponsor of *20th Century-Fox Hour* on CBS-TV starting Feb. 6, alt. Wed. 10-11 p.m., thru C. J. LaRoche Co. . . . **Kraft** renews its *Kraft TV Theatre* for 11th straight year on NBC-TV, Wed. 9-10 p.m., thru J. Walter Thompson . . . **Chesterfields** to be alt. sponsor for several shows (with Procter & Gamble) of *Hey Jeannie* on CBS-TV starting Feb. 9, Sat. 9:30-10 p.m., thru McCann-Erickson . . . **Ronson** to cancel alt. week 30-min. sponsorship of *Playhouse 90* on CBS-TV at end of March, plans to return to network TV next fall with own show; **Royal Typewriter Co.** to succeed Ronson on Feb. 14, Feb. 28 & March 14 shows, Fri. 9:30-11 p.m., thru Young & Rubicam . . . **Quaker Oats** to drop out as one-third sponsor of *Caesar's Hour* on NBC-TV after Feb. 9 show, Sat. 9-10 p.m. . . . **General Mills** cancels *Giant Step* on CBS-TV at end of Feb., Wed. 7:30-8 p.m. . . . **Philip Morris** to sponsor *Mike Wallace Show* on ABC-TV starting April 28, Sun. 10-10:30 p.m., thru N. W. Ayer.

Less intramural bickering between network and spot representatives is predicted by ABC Radio v.p. Don Durgin as a major triumph for radio in 1957. In address to TV and Radio Advertising Club of Philadelphia Jan. 14, he said "the networks no longer are primarily concerned with pitching for their share of an already appropriated spot dollar, but rather are spending most sales time at the account and client levels to show why network radio is just as necessary a basic buy as the other national media regularly used." Reviewing recent radio resurgence, he said: "There is no question that for most of the very big national accounts, network TV is the most important basic buy, but it is equally true that network radio is as important as print as a complementary buy. The great thing for network radio has been the growing realization by both agency and advertiser in case after case that with over 75% of all homes now TV-equipped, the only way to consider network radio is on the basis of total U. S. homes delivered (as all media are judged) and no longer on the old inefficient and misleading basis of radio-only homes delivered, which broadcasters themselves shortsightedly emphasized in TV's growth days."

New **Walt Disney contract** signed with ABC-TV this week involves more than $9,000,000 in program costs and 130 hours of Disney TV programming in 1957-58 season. In addition to *Disneyland* and *Mickey Mouse Club*, latter to be reduced from hour to 30 min., new 30-min. series titled *Zorro* will be filmed for evening presentation next season.

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ADVERTISING AGENCIES: **Sigurd S. Larmon**, pres. of Young & Rubicam, reappointed to 3-year term as member of U. S. Advisory Commission on Information . . . **Lee P. Strahorn** promoted to TV-radio director, Young & Rubicam, San Francisco . . . **Harold H. Webber**, ex-Nielsen, resigns as exec. v.p.-gen. mgr. of Foote, Cone & Belding, Chicago . . . **Robert S. McTyre** promoted to asst. TV-radio copy chief, Campbell-Ewald . . . **Willis B. Parsons**, ex-ABC adv. & promotion mgr., joins creative staff of Campbell-Ewald, N. Y. . . . **John McKiven**, v.p. of Cleveland office, placed in charge of new Pittsburgh office of Fuller & Smith & Ross, handling Westinghouse and Alcoa among key accounts.

Network Color Schedules
(Jan. 20 - Feb. 2, 1957)

Jan. 20—NBC: Segments of *Wide Wide World*, 4-5:30 p.m.; *Alcoa Hour*, 9-10 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.

Jan. 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.

Jan. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the $250,000 Bank*, 10:30-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.; *Red Skelton Show*, 9:30-10 p.m.

Jan. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.

Jan. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

Jan. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Jan. 26—NBC: *Perry Como Show*, 8-9 p.m.

Jan. 27—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Goodyear TV Playhouse*, 9-10 p.m.

Jan. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Jan. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the $250,000 Bank*, 10:30-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.; *Red Skelton Show*, 9:30-10 p.m.

Jan. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.

Jan. 31—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

Feb. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Feb. 2—NBC: *Perry Como Show*, 8-9 p.m.

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Ten hours of local color weekly are being added by NBC's KRCA, Los Angeles, to supplement network feeds.

Color TV dominated address by RCA pres. Frank Folsom to Philadelphia's Poor Richard Club Jan. 17, as he received its Gold Medal of Achievement Award. "One of the surest and swiftest tickets to obscurity in modern merchandising," he said, "is to fail to recognize what color TV can do . . . Not so long ago it took a year, 5 years, 10, 15 or even 20 years to establish brand, profitable distribution and consumer acceptance. Now, with the use of tasteful, hard-selling commercials on color TV, hitherto unknown brands and newly created fashions can be established virtually overnight." On Jan. 28, Folsom speaks on "Canada & Electronics" before Toronto Club.

Chromatic TV Labs' Emeryville, Cal. laboratory and a license to build Lawrence color tube for military & industrial applications have been acquired from the Paramount Pictures' subsidiary by Litton Industries for undisclosed sum. Litton pres. Charles B. Thornton said an important application will be in radar, for aircraft identification, etc. Paul Raibourn, Paramount v.p. and Chromatic chairman, reiterated that DuMont is working on tube with goal of low-cost home receivers.

Loans for color TV set purchases are cited by v.p. A. F. Wagele of Bank of America in San Francisco as "very healthy promise" of growth in its home improvement & dealer financing dept. Bank's ratio of loans for color TV in 1956 was about 3% of that for black-&-white sets.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
January 19, 1957

FAVORABLE PORTENTS AT NARDA CONVENTION: A surprisingly good year in TV unit sales was foreseen by many retailers attending NARDA convention this week in Chicago. And we also detected a warmer attitude towards color as means of restoring profitability. All in all, the dealers cried the blues less than in other years.

"Our inventories aren't in bad shape," one major retailer told us. "The big build-up has been at the factory and distributor level. I'll say that I'm buying conservatively, but I would say that 1957 looks better for me than 1956."

That dealers are anxious to move higher-end units instead of concentrating on low-profit portables was manifest. Zenith sales v.p. Leonard C. Truesdell exhorted dealers to tell manufacturers to produce more higher-priced units. Following his talk, NARDA chairman Mort Farr laconically remarked:

"Manufacturers say dealers only want to push portables. Well, all I can say is that we didn't sell portables before the manufacturers made them."

Many dealers indicated they would push color in last half of 1957, though it would be incorrect to describe their general attitude toward color as enthusiastic. But, contrasted with their approach a year ago, it was decidely more bullish.

Farr made another intense pitch for more color action by dealers and drew on his own experience as a suburban Philadelphia retailer to buttress his case. Color, he said, accounted for a 30% increase in his Oct. TV volume. He said he purchased 200 sets during summer and now has "only a few left."

He denied charges that color requires more servicing than black-&-white sets, saying that his own survey of 63 sets he sold since summer revealed that 30 sets required no service, 33 required average of 2.5 calls per set, 17 needed only minor adjustments, 41 required replacement of parts.

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Truesdell's talk was a TV highlight. He said the dealer was key figure in any concerted movement to higher-priced units, urged the retailers to tell receiver makers to eliminate overproduction which requires liquidation, beats down the price level and creates excessive competitive activity.

"Retailers must recognize their responsibility to perform their full function in the distribution of merchandise to the consumer and by fulfilling this responsibility determine margins of profit which will support it," he said. "I urge you to make this clear to your suppliers and manufacturers so that the trend of interesting the buying public through prices made possible by short discounts will be reversed."

Public will buy higher-priced units if they're properly sold on them, he said, urging dealers to take low-end portables from their window displays and substitute higher-profit consoles and table models. He added:

"No customer ever bought a better product simply because the price was higher -- they bought these products because they thought by spending a little more money, they would get better satisfaction and better performance out of the product. The manufacturers and retailers in 1957 should spend all of their creative efforts in developing products and sales plans to help reverse the downward price trend."

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Assurances to servicing dealers that they would not be the "forgotten men" in trend to factory service came through several speakers -- and dealers generally appeared to be somewhat placated, though here and there some insurgents warned of boycotts.

C.W. Theleen, mgr. of customer relations, GE appliance & TV receiver div., said that its distributor servicemen made only 5% of all service calls on GE's TV receivers in 1956, and that GE Supply Co. service on TV is provided in only 25% of 107 key cities. He said all GE distributors had aggregate of only 333 men concerned with TV service, of whom 73 were assigned to duties training others.

"What I have disclosed about metropolitan service should convince you that we are not trying, by any stretch of the imagination, to take over the entire service function," he said. "On the contrary, we think it would be wonderful if we could develop more good and capable servicemen, including independents."

Dan Creato, v.p. of RCA Service Co., said that RCA service stations do less than 10% of all service on RCA products, and reaffirmed recent statement by RCA pres. Frank M. Folson that factory service branch must have no competitive advantage over an independent and that servicing choice must rest with consumer (Vol.13:1).

W.B. Creech, mgr. of major accounts, Westinghouse major appliance div., said factory servicing has never proven very successful in TV metropolitan markets because components are interchangeable and large body of independent servicemen has been trained. Situation is less favorable in white goods, he added.

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Consumer Buying Survey: Average consumer faces 1957 "satisfied with his financial situation" and confident in nation's economy, reports latest study of consumer buying intentions, conducted by U of Michigan Survey Research Center for Federal Reserve Board. Latest survey, conducted in Nov.-Dec. 1956, found only 5% of the 1350 interviewed expected "bad times" in 1957, the lowest figure in last 4 years. By contrast, 74% expected good times. Survey reported: "The primary change which has occurred in the last few months in people's attitudes toward their personal financial situation may be described as a further leveling off." For TV industry, however, the attitudes were somewhat less assuring. Consumers were asked: "Do you think this is a good or a bad time to buy large household items such as furniture, house furnishings, refrigerators, stoves and TV sets?" About 51% replied that it was a "good time," compared with 54% last Aug. Some 17% said it was a "bad time," as against 14% in Aug. Plans to buy homes and autos were expressed more frequently than last year, while plans to make major home improvements remained at approximately same level as last August.

Retail Sales: An estimate of 6,650,000 TV sales at retail for all of 1956 seems quite realistic in light of the 5,847,590 reported by RETMA as sold in the first 11 months. They compare with 6,487,617 sold in first 11 months of 1955, when full-year sales were 7,421,084. Sales of radios in first 11 months of 1956 totaled 10,897,177 (4,217,050 auto) vs. 11,897,916 (6,365,333 auto) in corresponding 1955 period.

Production: TV output advanced to 118,471 week ended Jan. 11, up from 75,919 in first week of year, bringing 2-week total to 194,390, as against 391,354 in first 2 weeks of 1956. Radio production totaled 268,052 (136,836 auto) week ended Jan. 11, compared with 194,768 (102,561 auto) in preceding week. The 2-week total of 462,820 (239,397 auto) compares with 531,966 (269,354 auto) in first 2 weeks of 1956. RETMA also this week placed official 11-month 1956 TV production at 6,760,045, compared with 7,151,895 in first 11 months of 1955. Radio production in first 11 months of 1956 was 12,266,597 (4,217,050 auto) vs. 12,834,102 (6,365,333) in same 1955 period.

Big TV replacement market in 1957 is foreseen by Robert L. Shaw, gen. sales mgr. of Sylvania TV-radio div., noting that 22.4% of all TV sets-in-use as of Jan. 1, or 9,288,160 sets, were built before 1953 and nearly 13%, or 5,295,000 sets, were built prior to 1950. In formal statement, he likened current upsurge in portable TV to trend to less expensive radio purchases in 1930s. "This switch in consumer preference most certainly did not kill the radio set business," he said. "Instead, we find that today radio sales have outdistanced predictions of 20 years ago and still are on the rise. True, the radio console is a thing of the past but millions of table models, clock radios, portables and now transistor radios are being sold, and at a profit."

Hallicrafters has converted almost entirely to private-label TV production, pres. Wm. J. Halligan Sr. telling us: "We have reduced our own-label output to a bare minimum, just enough to keep our foot in the door for such future developments as color. But our intention is to build up the private-label business."

TV sales by Canadian distributors totaled 561,590 in first 11 months of 1956, compared with 690,071 in corresponding period of 1955, reports RETMA of Canada. Of the total last year, 291,895 were consoles, 257,294 table models, 12,401 combinations. Nov. sales were 63,250, compared with 86,778 in Oct. and 114,432 in Nov. 1955. For first 11 months last year, Montreal led in sales, with 106,514; Toronto, 82,486; other Ontario, 52,036; British Columbia, 44,371; Alberta, 40,036; Manitoba, 40,034; Quebec City area, 38,336; Ottawa & eastern Ontario, 33,302; Hamilton-Niagara, 27,376; Nova Scotia, 24,343; Saskatchewan, 20,728; New Brunswick & Prince Edward Island, 16,253; Windsor, 15,015; other Quebec, 14,883; Newfoundland, 5877.

Hottest merger rumor of week involved proposed acquisition of Raytheon by Glenn L. Martin Co. Scuttlebutt drew sharp denial from Raytheon pres. Charles F. Adams Jr., who said "there are no negotiations in progress for a merger with any other company."

Topics & Trends of TV Trade: What's cooking at DuMont? Wave of resignations this week, along with sharp rise in stock, inspired flood of rumors that company (1) planned to leave TV receiver business; (2) intended to expand in TV; (3) would merge with another electronics manufacturer.

We queried pres. David T. Schultz and got this reply: "We most certainly are not planning to quit TV production, nor is there any truth to the reports about mergers. The resignations this week are part of a move to cut 'fat' from all aspects of our operations, and are in line with the current depressed state of the TV market. We are in the TV business to stay. It is also true that we are building up our government division because it is proving economically advantageous to do so."

These were the changes this week: Bert L. Graham, asst. to Schultz, resigned, along with Morris Spector, production mgr. of receiver div.; J. Calvin Affleck, adv. & sales promotion director of receiver div.; Alexander Evans, sales coordinator of receiver div. (replaced by Frank Abt); Ralph M. Austrian, gen. mgr. of west coast operations. In addition status of v.p. Keeton Arnett was in doubt. His reported resignation was neither confirmed nor denied by company spokesman, who said he was on west coast on Electronicam business.

Another change announced this week was retirement of Rear Adm. Stanley F. Patten, USN Ret., as DuMont v.p.-treas. He plans to make his home in California after 10 years with DuMont, 30 in Navy.

At same time, these promotions were announced in expanded govt. div., under Dr. Thomas T. Goldsmith, v.p.-gen. mgr. for govt. & research: J. Nelson Lord Jr. to mgr. of new govt. relations dept., responsible for administration & sales of govt. contracts; Richard A. Horton to gen. sales mgr.; Paul F. Brown to mgr. of govt. contract administration.

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Little hope for TV excise cuts was held out in House Ways & Means subcommittee recommendations Jan. 14 for new tax legislation. Instead, excise subcommittee headed by Rep. Forand (D-R. I.) urged that definition of TV sets, radios & phonos subject to 10% levy be tightened to exclude only "communication, navigation or detection equipment." Present law applies only to "entertainment type." Subcommittee also recommended that 10% tax proposed last year for wire & tape recorders apply to players, too. In 35-page report, Forand group made no mention of testimony in Nov.-Dec. hearings (Vol. 12:48-50) urging aid to uhf through repeal of TV tax on all-channel sets. Subject may not be dead, however. "We've just skimmed the surface," Forand told us after release of report. "We haven't had a chance to discuss that at all in executive sessions. We'll get around to it. We have plenty of testimony." Subcommittee was reconstituted Jan. 15 under Forand for 85th Congress. Other members are Reps. Eberharter (D-Pa.), Keogh (D-N. Y.), Karsten (D-Mo.), Herlong (D-Fla.), Jenkins (R-O.), Mason (R-Ill.), Holmes (R-Wash.).

Sweeping tax repealer (S-663) reintroduced Jan. 17 by Sen. Langer (R-N. D.) would remove most retail, service and entertainment excise levies, including those on TV. Bill is identical with S-3849 by Langer which got nowhere in 84th Congress.

Marriages of record manufacturers and movie makers, most recent being Paramount's purchase of Dot Records (Vol. 13:1-2), are reviewed by Alfred R. Zipser in Jan. 13 *New York Times* business section. He sees little prospect of Hollywood domination of record manufacturers, chiefly because RCA and Columbia, the 2 biggest, aren't likely to sell their record business to movie companies.

Trade Personals: James M. Skinner Jr., Philco pres., due to return to desk Jan. 23 from business trip to London, having flown from Chicago Jan. 14 following meeting with NARDA manufacturer relations committee; **Wm. Balderston**, Philco chairman, currently visiting Philco's operations in Mexico City . . . **Carl E. Lantz** promoted to exec. v.p. of Admiral Distributors, in charge of all factory branches; he succeeds **Clarence Tay**, now on indefinite leave of absence due to illness . . . **Martin Richmond** promoted to Emerson TV-radio production mgr. . . . **Edward A. Altshuler** named merchandising & market research mgr. of American Electronics Inc., Los Angeles (tape recorders) . . . **Robert W. Holmes**, ex-Olin Mathieson, appointed operations controller of Raytheon receiving & CR tube operations, Waltham, Mass. . . . **Philip P. Geth**, ex-pres. of DuMont-N. Y., named gen. sales mgr. of C&M Industries Inc., N. Y., national merchandising & marketing organization . . . **Anthony Rubino** promoted to asst. to **Max K. Callison**, national sales mgr. of Capitol Records Distributing Corp. . . . **R. W. Fordyce**, ex-sales mgr. of Bendix Radio, named southeast sales mgr. of Hotel Radio Corp., 601 W. Fort St., Detroit (hotel sound systems) . . . **E. P. Atcherly**, Sylvania distributor sales merchandising mgr., promoted to new post of asst. to sales mgr. for distributor sales, electronic products.

■

A. W. Bernsohn, managing director and sparkplug of NARDA, gets new title of exec. v.p. in elections this week. Other officers: pres., Ken Stucky, Stucky Bros., Ft. Wayne, succeeding Don Gabbert, Gabbert's, Minneapolis; secy., Jack Mooney, Broyles Electric Co., Marion, Ind.; treas., Vic Joerndt, Joerndt & Ventura, Kenosha, Wis. Vice-presidents: Steve Feinstein, Magee's, Boston; Joseph Fleischaker, Will Sales Appliances, Louisville; Tom Carmichael, Burns & Carmichael, Seattle. Mort Farr continues as chairman. Harry B. Price Jr., Price's Inc., Norfolk, an ex-NARDA pres., is elected to new post of chairman of exec. committee, other members being Gabbert; Al Robertson, Robertson's, Oklahoma City; Harold Witham, Witham's, Bakersfield, Cal.

RCA's annual Awards of Merit, highest citation for salaried employes, were presented to 20 winners at Philadelphia's Warwick Hotel Jan. 19 by manufacturing director Harold K. Weber. Principal speaker was W. Walter Watts, exec. v.p. for electronic components.

Westinghouse will spend over $500,000 in intensified 3-week campaign starting Jan. 21 to promote its new "broad band" TV line (Vol. 13:1), using all media—under direction of R. W. Johnson, TV-radio adv. & sales promotion mgr., Metuchen, N. J.

More appliance layoffs: GE furloughed additional 500 workers this week at its Appliance Park, Louisville—400 in household refrigerator dept., 100 in central maintenance section. About 8000 are employed in refrigerator dept.

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Picture tube sales in first 11 months of 1956 totaled 10,191,545, valued at $182,797,083, as against 9,992,769 at $191,474,413 in first 11 months of 1955, reports RETMA. Receiving tube sales in first 11 months totaled 429,846,000 worth $345,075,000, compared with 441,752,000 at $327,437,000 in first 11 months of 1955. RETMA's breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan.	892,385	$ 17,016,391	40,141,000	$ 31,314,000
Feb.	898,063	17,136,695	37,754,000	30,756,000
March (5 wk)	848,055	15,714,365	42,525,000	34,849,000
April	830,902	15,141,461	35,184,000	28,616,000
May	906,732	16,123,625	33,015,000	27,145,000
June (5 wk)	776,601	13,663,408	39,037,000	32,176,000
July	585,380	10,861,634	31,400,000	24,781,000
Aug.	1,099,605	19,628,837	43,948,000	34,507,000
Sept. (5 wk)	1,249,624	21,709,064	44,432,000	35,093,000
Oct.	1,146,428	19,786,764	42,921,000	34,362,000
Nov.	957,765	16,014,839	39,469,000	31,476,000
TOTAL	10,191,545	$182,797,083	429,846,000	$345,075,000

Financial & Trade Notes: Sylvania sales in 1956 established new record, exceeding 1955's $307,371,315, chairman-pres. Don G. Mitchell stated this week. Profits in 1956, he said, did not quite equal 1955's $4.29 per share. His formal statement did not release specific figures for '56.

Sylvania's dollar volume of TV set sales last year were "below expectations," which he attributed to "an industry-wide condition of excessive inventories in channels of distribution and the resultant intense competition." He added:

"In many areas, this resulted in special deals, big discounts, trade-ins and special promotions, all of which drastically affected dollar volume and earnings in TV sets." He termed this "a phase of the nationwide shaking-down process," and predicted that "before very long, TV will be a reasonably stable business for those who remain."

Picture and receiving tube sales "continued strong" last year, with volume particularly favorable in renewal market, he said. Parts div. sales established new record in 1956; electronic components sales, including transistors and diodes, were well ahead of 1955.

* * * * *

Emerson Radio experienced sharp declines in profits and sales in fiscal year ended Oct. 31, earnings falling to $84,852 (4¢ per share) on sales of $73,882,029, compared with $2,468,063 ($1.26) on $87,383,028 in preceding fiscal year. In report to stockholders, pres. Benjamin Abrams blamed lower selling prices, extensive liquidations and "disappointing" color sales. Proxy notice for annual meeting Feb. 6 reports that Benjamin Abrams received aggregate remuneration of $60,008 in 1956; Max Abrams, secy.-treas., received $48,065; Dorman D. Israel, exec. v.p., $38,458. At annual meeting, stockholders will act on new key employes stock option plan.

Time Inc. experienced most profitable year in its history in 1956, with earnings of approximately $6.75 per share, compared with $4.72 in 1955, stockholders were told by chairman Maurice T. Moore and pres. Roy E. Larsen. The 1956 earnings do not include profit from liquidation of Time's stock in Houston Oil Co., estimated to have resulted in a capital gains profit, after taxes, of $15,113,700, equal to more than $7 per share. Letter to stockholders also stated that net proceeds of Time's recent sale of 350,000 shares of St. Regis Paper Co. came to about $12,500,000. Funds will be used for several expansion projects, including purchase of 3 Bitner TV-radio station combinations for $15,750,000 (Vol. 12:51-52).

General Instrument earnings of $301,585 (21¢ per share) in quarter ended Nov. 30 almost equalled the $337,146 (24¢) earned in 9 months ended Nov. 30, chairman Martin H. Benedek explaining that third-quarter earnings include those of Micamold Electronics and T. S. Farley Ltd. of Canada, both acquired in midyear. Earnings in corresponding quarter year ago were $252,790 (19¢). Sales for 9 months were $25,398,628, as against $21,986,904 in same period of 1955. Sales in quarter ended Nov. 30 were $11,418,715, compared with $8,636,777 in same period year ago.

E. J. Korvette Inc., big 12-store N. Y. discount house chain, has applied for listing on N. Y. Stock Exchange, with decision expected Jan. 24. Korvette this week reported sales of $21,296,294 in 13 weeks ended Dec. 29, up 41% from $6,187,826 in corresponding 1955 period.

Dividends: Gross Telecasting, 40¢ on common and 7½¢ on "B" common, payable Feb. 11 to stockholders of record Jan. 28; **Consolidated Electrodynamics**, 10¢ March 14 to holders March 1; **Erie Resistor**, 20¢ March 15 to holders March 4; **Granco Products**, 5¢ Feb. 25 to holders Jan. 25.

Electronics Reports: Defense electronics procurement is slated to increase in fiscal 1958—mainly due to step-up in guided missile production—according to estimated expenditures in President Eisenhower's budget for July 1, 1957-June 30, 1958. In his budget message, the President noted that major total procurement and production expenses would be up about 5%, but "expenditures for guided missiles will be up 35%; for ship construction, up about 12%; and for aircraft procurement will remain about the same."

Budget estimates for procurement categories for fiscal 1956, 1957 & 1958: Guided missiles, $1.168, $1.506 & $2.039 billion (of which electronic equipment represents about 50%); aircraft, $7.146, $6.786 & $6.737 billion; ships, $917,000,000, $928,000,000 & $1.04 billion. Research & development expenditures for missiles and aircraft will decline somewhat in fiscal 1958.

Meanwhile, RETMA's marketing data dept. came up this week with what it calls first authentic figures on military electronics procurement expenditures, based on new formula for extracting electronics portion from various procurement categories. RETMA estimated electronics procurement amounted to $2.733 billion in fiscal 1956 (July 1, 1955-June 30, 1956) and $632,600,000 in first quarter of fiscal 1957.

RETMA's breakdown of electronics expenditures for fiscal 1956 and first quarter of fiscal 1957 by major procurement categories: Aircraft, $925,000,000 in fiscal 1956 (34% of total electronics spending) and $213,000,000 in first quarter of fiscal 1957 (34%); electronics & communications, $770,200,000 (28%) and $130,000,000 (20%); guided missiles, $630,000,000 (23%) and $130,000,000 (32%); research & development, $265,000,000 & $66,000,000; ships, $80,000,000 & $17,000,000; combat vehicles, $9,500,000 & $1,000,000; support vehicles, $5,800,000 & $200,000; miscellaneous, $47,500,000 & $400,000.

ELECTRONICS PERSONALS: **E. U. DaParma** appointed operations v.p. of all Sperry Rand divs. . . . **Seymour L. Merrall** promoted to mgr. of Stromberg-Carlson systems & procedures dept. . . . **John Jipp**, former marketing mgr., promoted to mgr. of instrumentation div., Ampex Corp., Redwood City, Cal. . . . **Dr. Richard W. Skulski** promoted to chief mechanical engineer, Farnsworth Electronics Co. . . . **Louis H. La Forge Jr.** named director of engineering, **Daniel H. Goodman** mgr. of research & advanced development, **Lefler H. McKee** mgr. of product design & development, Sylvania microwave tube lab, Mountain View, Cal. . . . **Paul S. Dove**, ex-chief of Navy ordnance research & development countermeasures section, named mgr. of DuMont Labs Washington office, succeeding **Justin R. (Ted) Sypher Jr.**, now project director at Naval Air Test Center, Patuxent, Md. . . . **Fred W. Henck**, exec. editor of *Telecommunications Reports*, elected v.p. & director of parent Telecommunications Publishing Co. . . . **B. Lazich**, ex-Union Switch & Signal, named director, research & engineering div., Filtors Inc., Port Washington, N. Y.

Automatic production of germanium diodes was demonstrated this week by CBS-Hytron at Lowell, Mass. plant. New machine is claimed to cut manufacturing costs in half, occupy less space and turn out more uniform product than old hand-assembly method. Company says method eventually will be adapted to all semiconductor production.

Consolidated Electronics Industries Corp. directors authorized company to negotiate agreement to supply "over-all management assistance" to Sessions Clock Co., including extension of credit line and option to buy operating assets of Sessions later. Action is subject to approval by stockholders of both companies.

Dynamics Corp. of America (parent of Standard Electronics Corp.) has purchased Shavex div. of Electronic Specialty Co. for undisclosed amount of cash and stock.

Quoteworthy quote: "Increasing numbers of serious advertising men realize that TV can sell *anything*. Whether by direct sell, animation or demonstration, any item can be sold by the magic medium . . . From a strict dollars-and-cents viewpoint, about the only thing which can prevent TV's ultimately accounting for around 60% of national advertising dollars is—cost . . . Right now, early in 1957, TV on the average gives an advertiser a chance to throw a powerful sell to around 7,000,000 homes. Even the poorest TV show can reach about 4,000,000 homes with an undeniable impact. Sure, there always will be radio, magazines and newspapers. Each has a purpose beyond advertising. But from this corner it looks as if TV will ultimately get the lion's share of advertising dollars at the national level."—"Looking at Radio and TV" column in Jan. 14 *Advertising Age*.

Steady decline in "pitch" and program-length commercials was reported by NARTB's TV code review chairman G. Richard Shafto on basis of 17,000 hours of TV time monitored last year on all networks and 104 stations. More than 1700 letters of complaints from viewers were investigated, he told meeting of code board Jan. 15-16. He said many complaints were general in nature and did not specify station, date or time. He also said that the number of complaints from viewers increased in 1956 because code has become better-known to public. Representatives of Station Representatives Assn. and AAAA were guests of NARTB at luncheon meetings.

If all the rumors and reports of proposed new "TV city" projects for New York were laid end-to-end, they would provide studio space equal to the combined areas of Manhattan, Brooklyn, Queens and part of Staten Island. Latest report comes hot from Mayor John J. Kane of the lush, pig-farming community of Secaucus, N. J., to wit: $100,000,000 TV city will be built on 650-acre tract in Secaucus, near New Jersey Turnpike. The 3 major networks immediately denied any part in the project (minor ones weren't contacted). Report created no real estate boom in Secaucus.

Another big sale of projection TV equipment was announced this week by GPL on heels of Teleprompter's order last week for 100 units (Vol. 13:2). New order was by Upjohn Co., Kalamazoo, Mich. pharmaceutical manufacturer, for 33 of the newly designed units. New systems will be used for Upjohn's series of "Grand Rounds" nationwide closed-circuit postgraduate educational symposia, enabling physicians in more than 50 cities to observe clinical staff meetings, diagnostic procedures, surgery, etc. Programs will also be kinescoped for subsequent showings.

Pilot educational TV station in Albany is sought again by Gov. Harriman in message to N. Y. State Legislature. Renewing 1956 plea (Vol. 12:2), he deplored fact that N. Y. is "lagging behind other states in this important new field." They will be able to perform regular public service by taking advantage of NBC-TV's new educational programming plan (Vol. 12:50-51), he pointed out. Legislature rejected last year's request for station, but made $300,000 available for closed-circuit TV experiments in Albany, Brockport and Levittown.

FCC budget for fiscal 1958—year starting July 1, 1957—is $8,950,000, vs. $7,828,000 appropriated for fiscal 1957. Much of increase $455,000, is due to fact each govt. agency must now contribute to employes' retirement fund, something previously done by Govt. as a whole. Balance of increase is requested for general step-up of activity in all FCC functions. Commission averaged 1055 employes in fiscal 1956, estimates 1105 for 1957, 1189 for 1958.

Conference on local public service programming, claimed to be first of kind, will be held Feb. 27-March 1 in Boston by Westinghouse Bestg. Co. for 75 invited executives of WBC-owned and other stations.

Next TV Factbook—Pre-Print Orders

TELEVISION FACTBOOK No. 24, Spring-Summer edition of the TV-electronics industries' first and most widely used and quoted "almanac," will be off the presses about Feb. 15. New handy edge index will make it more convenient than ever—providing ready and quick access to its wealth of basic data on all U. S., Canadian and World TV stations and networks (including digests of station rate cards and complete rate cards of all networks); digests of all CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc.; all allocation tables brought up-to-date. All other departments will be updated, too, such as the directories of the FCC, TV sales reps, program producers & distributors, U. S. & Canadian set & tube manufacturers, TV-radio attorneys, engineers & consultants, electronic labs, etc. Among new features will be Sets-in-Use section, including Advertising Research Foundation's county-by-county TV household estimates. Included with each *Factbook* is revised copy of our 29x43-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by Jan. 25, cost $1.50 each; single copies, $4.50.

Educational program lineup for NBC-TV's $300,000 contribution to 25 non-commercial stations (Vol. 12:50-51) began forming this week. Programs in free NBC 26-week live series, starting in March for 13 weeks and resuming in Oct., will include: Mathematics—Dr. Claude E. Shannon, Bell Labs; Prof. Morris Kline, New York U; Dr. Allen V. Astin, Bureau of Standards director; Dr. Mina S. Rees, Hunter College; Prof. Ernest Nagel, Columbia U; James Newman, author of *The World of Mathematics*. American Govt.—Dr. Elmer E. Schattschneider, head of political science dept. at Wesleyan U, Middletown, Conn., and pres. of American Assn. of Political Scientists. Music—NBC music director Samuel Chotzinoff and NBC Opera Company. In addition to NBC-produced series, Educational TV & Radio Center at Ann Arbor, Mich. will underwrite & produce programs on literature and world geography & economics which will be fed to stations by NBC. Programs will be Mon.-thru-Fri. 6:30-7:30 p.m.

Britain's most popular programs were on commercial TV in 1956, according to survey by TV Audience Measurement (TAM). Poll showed 96% of year's top 10 program ratings were garnered by commercial ITA, with American import *Dragnet* leading in popularity in London & Midlands and placing second in North next to *Sunday Night at the Palladium*, another general TV favorite. Top places also went to *Gun Law*, *Adventures of Robin Hood*, *Spot the Tune*.

Dissenting opinion in case of TV vs. reading has been filed by novelist John O'Hara, who holds that TV provides too much competition for printed word. Disagreeing with such authorities as Random House children's book director Nancy Larrick, who concludes that TV stimulates book buying & reading (Vol. 13:2), O'Hara said in Library of Congress lecture Jan. 15 that TV makes for "book recession."

One educational TV station application was filed with FCC this week, bringing total pending to 129 (27 uhf) plus 31 translator applications. Week's sole application was for Corvallis, Ore., Ch. 7, by Oregon State Board of Higher Education. [For details see *TV Addenda 24-B* herewith.]

THE AUTHORITATIVE
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SUMMARY-INDEX OF THE WEEK'S NEWS — January 26, 1957

WORLD TV BOXSCORE: 843 stations, 56,000,000 sets, as indicated in our updated Foreign TV Directory, which shows worldwide spread of commercial TV (pp. 1 & 8).

CONTINUANCE OF TV PROBE voted by Senate Commerce Committee; 3 Committee members demand FCC outline policy on TV grants to airlines (p. 2).

TV SHARPLY CRITICIZED by speakers at convention of newspaper admen, uneasy about TV's growing revenue inroads. Newspaper ad linage sets record (p. 3).

TV AND THE MOVIES: MGM announces large-scale plunge into TV film production; NTA enters the field of theatrical movie distribution (p. 5).

2 NEW TRANSLATORS bring operating total to 11, serving 40-50,000 people. First telecaster seeks translator. Reports on upcoming stations (p. 6).

TV's INAUGURATION COVERAGE notable for smoothness, sustained interest; quick videotape repeats make public debut (p. 7).

TV VALUED AT $2.8 BILLION over-the-counter in 1956, little chance of rising substantially unless color picks up. Dec. spurt reduces TV inventories (p. 11).

WESTINGHOUSE SALES of major appliances in 1956 exceeded 1955 levels in 28 out of 32 products, despite crippling strike in first 3 months last year (p. 12).

AVCO REPORTS PROFIT of $3,111,682 in final quarter of fiscal year, reducing full-year loss to $387,447; Crosley-Bendix impact cited (p. 13).

JACKSONVILLE CH. 12 CP attacked by WPDQ, which charges principal Harold Cohn with concealment of connections with Al Capone associates (p. 9).

CABINET-LEVEL Dept. of Transportation & Communications proposed to Congress. Other bills provide 5-year TV licenses, standard govt. hearing procedures (p. 9).

TV NETWORK BILLINGS slide in Nov. from all-time record but stay near peak with $44,163,884; ABC paces 11-month climb with 55.3% gain over 1955 (p. 14).

WORLD TV: 843 STATIONS, 56,000,000 SETS: Inspired by the phenomenal success of America's commercial TV system, more and more countries are looking toward advertising to support and maintain their budding TV networks.

This is indicated from data compiled for our new Directory of Foreign TV Stations and Sets, a feature of our forthcoming 1957 Spring-Summer TV Factbook, due off the press next month. The directory lists essential data on stations on the air and likely to be built soon, including sets-in-use estimates, country-by-country, as of Jan. 1, 1957. Our previous foreign directories have earned reputation for reliability, and we believe the new one is most complete and authoritative ever published. As we interpret the foreign data, these facts stand out:

There are now 327 TV stations on the air outside the U.S., and approximately 14,000,000 sets-in-use -- up from 196 stations and 10,500,000 sets one year ago. Number of foreign stations and sets is still dwarfed by U.S. totals of 494 stations (plus 22 Armed Forces outlets) and some 42,000,000 sets.

Highlight of commercial TV's spread in 1955 was opening of British "second channel" -- advertising-supported Independent Television Authority. In 1956, commercial TV spread tentatively to West Germany (beginning with spot advertising on Bavarian TV network), and Australia's dual commercial & govt. TV systems made their debut. Next month, commercial TV spreads to Italy -- on limited spot basis at first.

The 20 foreign countries which have commercial TV or plan to introduce it in 1957 have some 11,800,000 TV sets now in use. The 24 countries without commercial TV account for only 2,200,000 receivers.

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Outstanding single foreign TV development of 1956 was Italy's leap from 12 stations to a nationwide interconnected TV network of 64 stations in a single year. In burst of energy at home-stretch, Radiotelevisione Italiana put 2 dozen new TV stations on air New Year's Eve to fulfill its promise that all Italy would be covered by TV at end of 1956. By year's end, Italy had 17 main TV originating centers,

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6 "secondary centers" and 41 automatic satellites. (Though the satellites have powers of about 50 watts and are little more than translators, we have followed the policy of listing all transmitters as "stations" in our Foreign Directory.)

Most important addition to the ranks of "have TV" countries is Australia, whose 6-station TV system sprang full-blown last Nov., in time for the Olympic Games in Melbourne. Sydney and Melbourne have one govt. and 2 commercial outlets each, and estimate of sets-in-use was about 27,000 as of Jan. 1; number reportedly is now close to 40,000. Some 90% of sets sold are of Australian manufacture.

Other countries which inaugurated TV in 1956 were Algiers, El Salvador, Iraq, Korea, Portugal & Uruguay. Nicaragua put an RCA transmitter on air for 3 months, but closed it down after assassination of Pres. Somoza, now has no definite plans.

These countries had the greatest number of TV stations as of Jan. 1: U.S., 494; Italy, 64; Canada, 37; West Germany, 34; USSR, 31; United Kingdom, 19; France & Cuba, 17 each; Japan, 10. (Again, these figures include satellites, translators, etc.). Arranged by number of sets-in-use, here is the lineup: U.S., 42,000,000; United Kingdom, 6,500,000; Canada, 2,450,000; USSR, 1,300,000; West Germany, 700,-000; Brazil & Italy, 500,000 each; France & Japan, 450,000 each. [For complete table showing number of stations and sets-in-use in each country, see p. 8.]

* * * *

Behind the iron curtain, TV's development has been slow. Russia, making up for lost time, has embarked on big expansion program and had 31 transmitters on the air and about 1,300,000 sets in use at year's end, according to most reliable information from diplomatic channels. The other 7 Eastern European countries with TV have total of 19 stations and slightly over 180,000 sets.

If foreign TV is not a big market for American equipment, it is fast becoming one for American programming and American ideas. Virtually all countries with TV systems beyond "experimental" stage are using American filmed programs -- both from Voice of America and from private TV film distributors.

SENATORS READY NEW TV INVESTIGATION: Senate Commerce Committee voted to continue its TV investigation this week, in its first meeting of new Congressional session.

No specific areas of inquiry were discussed when Committee took its vote to approve resolution setting investigation budget of $225,000 -- which, of course, includes not only TV but other subjects such as newsprint shortage, fisheries, etc.

First step in its continuing TV probe will be an in-person report from FCC on its allocations progress -- now tentatively slated for next month -- and the pro-deintermixture Committee is expected to pose some sharp questions to find out if the Commission is dragging its feet on a speedy solution to uhf problems.

Committee's special TV investigation counsel, Seattle attorney Kenneth Cox, is back in Washington working with communications subcommittee counsel Nick Zapple, completing staff work on Committee's report on TV network practices. Best guess is that Committee will issue report in February or March.

The Committee officially appointed its communications subcommittee at this week's meeting -- renaming Pastore (D-R.I.) as chairman and members Monroney (D-Okla.), Bricker (R-O.) & Potter (R-Mich.), with Thurmond (D-S.C.) selected to fill the subcommittee post formerly held by Sen. Ervin (D-N.C.), no longer on Committee. However, the full Committee headed by Sen. Magnuson (D-Wash.) is expected to conduct the TV investigation, as it did in last Congress.

* * * *

One possible new area of TV investigation was outlined by Magnuson last summer in letter to FCC accompanying Committee's report on allocations:

"I hear and read trade reports of the formation of syndicates with millions of dollars to invest in radio and TV. [Stations] should be owned and operated by people who know the communities where they are located...Broadcasting stations should not be simply house organs grinding out the tune of big businesses which own them -- and there is some evidence that this is a real danger today.

"The Commission should be on guard against the intrusion of big business and absentee ownership -- such as film producers, aviation carriers, magazine publishers,

insurance companies, or other large investors interested in the tax advantages offered by the broadcast industry -- to dominate the field of station ownership."

The issue came up again this week -- in letter to FCC Chairman McConnaughey from Chairman Monroney (D-Okla.), Sen. Payne (R-Me.) and Sen. Bible (D-Nev.) of the Senate Commerce Committee's aviation subcommittee. The trio demanded to know if the FCC has adopted policy of granting TV-radio stations to certificated airlines and whether it had consulted CAB on the matter. Though Senators insisted they weren't referring to any specific case, this letter and previous one sent to FCC last month mentioned application of National Airlines for Miami's Ch. 10 -- currently reported to be favored over its competition by FCC majority (Vol. 13:3).

In McConnaughey's reply to Monroney's earlier letter, he said the FCC "would commit a legal error by considering it," since letter was not part of record in the case. In this week's letter, the Senators said McConnaughey's reply was "not an answer at all," and pointed out they were seeking information on FCC policy. The letter said certificated airlines are "granted guarantees of a fair return on their investment, even though they may be operating without subsidies or extra mail pay over certain periods." The Senators added:

"The intermingling of activities of an airline and its wholly owned subsidiaries in extraneous business can and would seriously jeopardize the continuance of this guaranteed return contained in the Civil Aeronautics Act."

Note: Another look into the allocations situation may be taken by House Commerce Committee this session. Chairman Harris (D-Ark.) introduced resolution outlining his group's plans for inquiries -- including "availability of channels for allocation for radio & TV" and "advertising, fair competition and labeling."

NEWSPAPER ADMEN MAKE TV PET WHIPPING BOY: "Radio with pictures is no longer such a violently revolutionary concept that people fall over dead when Pinky Lee comes to life on the screen." That remark, by William D. Tyler, v.p. of Leo Burnett Co., was typical of several such diatribes hurled at TV at Newspaper Advertising Executives Assn. convention this week in Chicago by speakers whose uneasiness reflected TV's growing competitive strength. Behind their brickbats was the disquieting fact that TV last year accounted for estimated $1.235 billion in ad revenue, is figured to go up to about $1.5 billion in 1957 -- and its rate of growth has them worried.

General tone of convention was definitely anti-TV -- despite fact that 135 newspapers have interests in TV stations, despite well-supported concept that TV and newspapers are more complementary than competitive, as evidenced by report this week that newspaper advertising last year set new record and by well-known fact that newspaper circulation growth continues unabated.

Karl T. Finn, pres. of Newspaper Advertising Executives Assn. and advertising director of Cincinnati Times-Star, said newspaper advertising last year, as measured by Media Records, was up 2.4% from 1955. All categories except automotive showed increases, with financial ads up 11.5%, general advertising up 8.6%, classified 2.9%.

Finn also directed fire at TvB, saying it had "turned a sharp eye on the money now going to newspapers" and that newspapers "are definitely the No. 1 target of TV in 1957." He noted that TV and other media have reported good year in 1956 "and as far as anyone can predict at this moment, they will all continue to carry on their vigorous selling activities in 1957."

TvB declined to issue formal rejoinder pending further study of the verbatim transcripts, promised statement next week. However, TvB pres. Norman E. Cash said informally that "we are anxious to employ the Bureau's energies to lifting the level of advertising appropriations and in the medium in which most people spend most of their time. TV consumes more of people's time than any other activity, except for working and sleeping. Therefore, it must be the basic medium for any advertiser."

Note: TV got a boost this week from an unexpected source. Ernest Jones, pres. of McManus, John & Adams, who last March created a furore in industry by saying that TV was not the "fundamental medium" for selling durable goods (Vol. 12:13), told Mich. Press Assn. this week in E. Lansing that TV and radio should be given credit for stimulating newspaper business to record heights. "The 3 mediums com-

plement and enhance each other," he said. "As one advances all advance because the public's capacity for entertainment and information is an apparently limitless quality, bounded only by the hours required to sleep."

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A "holy crusade" against concept that TV is best advertising medium was urged by agencyman Tyler. He said some sponsors continue to approve TV advertising expenditures in the "delusion" that it's most effective medium. He added:

"Somebody's got to shake that concept loose. And I suppose I'm looking at just the guys. If I were you, I'd embark on a holy crusade to bring the word up and down the land that World War II is over, that TV is no longer news, that it's simply the greatest entertainment medium there is, and that the news medium is the newspapers, believe it or not...Advertisers should stop thinking in terms of motion pictures when it's impact that they are needing."

Wm. I. Nichols, editor & publisher of This Week Magazine, not identified with TV interests, delivered speech which embodied the "TV is good, but we're better" approach. Total number of set owners is increasing, he said, "but at the same time we are seeing a splinterization of the viewing audience, which is constantly being divided and subdivided between channels and programs. This splinterizing process is especially acute in the urban areas where advertisers want most to reach."

Harold S. Barnes, director of ANPA's Bureau of Advertising and one of TV's most caustic critics in past conventions, was more restrained in his remarks this year. After predicting another new ad linage record for newspapers this year, he warned that competition from TV should not be minimized.

Magazine autopsies in Jan. 19 *Business Week* and Jan. 21 *Advertising Age* agree with earlier dissection findings by *Tide* (Vol. 13:2) on recent casualties in field—that big circulation isn't survival insurance. It didn't save *Collier's, Woman's Home Companion, Town Journal* (Vol. 12:50-52). *Business Week* says successful magazines sharpen editorial concepts into "character" and "force." *Advertising Age* offers no hard-&-fast formula, but says "general magazines with no particular audience staked out have had a thin time in the post-war decade." Nor is TV blamed. Its impact on magazines "has been surprisingly small," *Business Week* says; advertisers with big TV & magazine budgets just prefer to "concentrate their spending—to buy more pages, more frequently in the leading magazines." *Advertising Age* concurs.

Prospects for TV-radio diversification by Crowell-Collier Publishing Co. looked good when he was helping it sell $4,000,000 unregistered debentures, N. Y. broker Edward L. Elliott testified Jan. 24 at SEC hearing in Washington. He said he told customers "probabilities favored" consummation of $16,000,000 station deal with Consolidated TV & Radio Bcstg. Co. last spring by publisher of now-defunct *Collier's, Woman's Home Companion* and *American.* Earlier SEC testimony (Vol. 13:3) recounted collapse of deal in fall.

Magazine billings are up, too. According to figures compiled by PIB and *Advertising Age,* ad revenues of magazines in 1956 totaled $931,475,192, up 10.7% over 1955's $841,349,349. Jan. 21 *Advertising Age* said the 4 magazines which recently went defunct—*American, Collier's, Woman's Home Companion, Town Journal*—accounted for aggregate of $29,035,036, or about 4% of 1956 total. *Life* led all magazines with $137,000,000, compared with $121,000,000 in 1955.

"Meet the Critics" panel will be a highlight of Feb. 27-March 1 local public service programming clinic arranged in Boston by Westinghouse Bcstg. Co. for 75 TV & radio station executives (Vol. 13:3). TV-radio columnists and trade editors will participate in session, followed by visual-audio displays by Advertising Council.

Statements by AT&T and GE in reply to charges by Philco in $150,000,000 anti-trust suit against them and RCA (Vol. 13:3): "Bell System [AT&T] inventions are available to all manufacturers in the radio-TV field who desire them. In this field, as in all others, it is the policy of the Bell System to make all our inventions available for use by others on a non-exclusive basis. The Bell System believes that its patent policies have been entirely legal and in the public interest, and denies that it has entered into any unlawful conspiracy with RCA or anyone else." Said GE: "To the extent that it is directed to us, we are convinced the facts will not support the complaint. We have been taking our guidance from the 1932 consent decree [which divested GE & Westinghouse of their holdings in RCA] and have been operating strictly in conformance with the terms of the decree as approved by the Govt."

Investigation of BBC for berating extra-gasoline-for-politicians ration voted by Parliament was demanded in House of Commons this week as editor John Junor of *London Sunday Express* was summoned to floor to apologize for similar criticism. Along with Lord Beaverbrook's *Express,* Romford newspapers and *London Evening News,* BBC was cited by outraged MPs under ancient British law providing punishment for any editor who "reflects on the integrity of Parliament." Junor solemnly complied with House ritual Jan. 24 by regretting that his editorial views amounted to "contempt," but insisted special gas allowance—double that allowed to ordinary citizens—was "inescapable subject of comment in a free press." House then expressed itself as mollified in his case.

Don Belding, chairman of exec. committee of Foote, Cone & Belding, has withdrawn from race for mayor of Los Angeles following Mayor Poulson's announcement he would seek re-election. Belding said he was a member of Poulson's "official family" as chairman of Los Angeles Airport Commission.

NBC Radio plans another radical departure in its programming schedule in *Night Line,* series of nightly pickups from leading entertainment centers, Tue.-thru-Thu. 8:30-10:30 p.m. starting March 15. It will be open to partic. sponsorship.

THE THIN LINE between movie and TV industries continued to get thinner this week, as MGM announced large-scale foray into TV film production and National Telefilm Associates announced it was entering field of theatrical motion picture distribution.

Loew's Inc. pres. Joseph R. Vogel, in letter to stockholders accompanying annual report (for financial statement, see p. 13), announced establishment of TV film-producing subsidiary MGM-TV, headed by Loew's TV v.p. Charles C. (Bud) Barry, who will headquarter in Hollywood. In addition to Barry, members of MGM-TV's "program board" are: program director Adrian Samish, ex-v.p. of Dancer-Fitzgerald-Sample and recently engaged in TV production with Young & Rubicam; exec. producer Sam Marx, veteran MGM producer who recently left 20th Century-Fox's TCF-TV; program coordinator Ruth Kyle, ex-J. Walter Thompson, and western TV sales mgr. Maurice Gresham.

MGM-TV is already scanning some 1500 MGM story properties for possible TV series adaptations—including "The Thin Man," "Scaramouche," "Min & Bill" and Hardy Family series.

Vogel also announced that MGM's 723-film library of features had been sold in 29 cities for gross of more than $31,000,000.

Meanwhile, NTA announced formation of NTA Pictures Inc. to distribute to theatres "new major scale productions and revivals of unusual merit." It will function as a complete and separate entity under Erwin Lesser, formerly with Paramount's distribution organization and more recently owner of Pacemaker Pictures and Commander Pictures. Initial NTA releases will be "Bells of St. Mary" (Bing Crosby, Ingrid Bergman) and "Gulliver's Travels," feature-length animated cartoon, which NTA acquired when it bought Rainbow Productions from Paramount last year. Neither has been reissued to theatres or offered to TV.

NTA exec. v.p. Oliver A. Unger declared that NTA Pictures "will adhere to a firm policy of guaranteeing extended clearance for theatrically released features prior to making them available for TV presentation." Utilizing its already existing distribution facilities, NTA expects to handle about a dozen features this year.

The uncertain status of General Teleradio's RKO Radio Pictures became a little clearer this week when company announced it is closing down its distribution set-up and turning over its domestic distribution to Universal-International. RKO has discharged 800 employees in 32 exchanges and dismissed all but 2 members of its publicity dept. It currently has 11 new pictures either completed or in various stages of production. RKO Teleradio pres. Thomas F. O'Neil denied that RKO Pictures will be liquidated and said 8-10 pictures will be produced this year for Universal distribution.

Meanwhile, Paramount announced it will discontinue its Paramount Newsreel—famous for 30 years as "the eyes and the ears of the world"—as of Feb. 15. Warner-Pathe news was discontinued last year, the decision being based at least partly on fact that newsreels' functions have largely been taken over by TV news film. Paramount said newsreel operation was showing a profit but returns were "not commensurate with the time, energy and investment."

On the features-for-TV front, NTA announced it had sold its "Rocket 86" package, which includes 78 20th Century-Fox films and 8 others, in 49 TV markets in first month of distribution.

Revocation of license of WGN-TV, Chicago, is sought by coalition of more than 30 Protestant & Jewish organizations protesting cancellation of *Martin Luther* movie following complaints to station by Catholics (Vol. 12:51, 13:2). Newly-formed Action Committee for Freedom of Religious Expression, starting campaign for 300,000 petition signatures, retained Washington lawyers Frank S. Ketcham & Seymour Krieger to seek Congressional investigation of station and institute formal FCC proceedings, alleging that WGN-TV violated policy rules governing public-interest handling of controversies. Station's v.p.-gen. mgr. Ward L. Quaal has explained it cancelled film "in good faith" to avoid "ill will or controversies."

Financial ruin faces big TV & movie names if Internal Revenue Service applies proposed income tax ruling against personal corporations (Vol. 12:50-51), counsel for stars argued Jan. 24 in one-day Washington hearing. N. Y & Hollywood lawyers pleaded with chief Bernard Payne of IRS regulation section that such performers as Jackie Gleason, Perry Como, Danny Thomas, Lucille Ball, Desi Arnaz, Danny Kaye, Marilyn Monroe be permitted to continue self-incorporation. Maximum corporate income tax is 52%, whereas individuals can be taxed to 91%. Lawyers said higher rate, imposed retroactively, could wreck their clients.

Mental therapy by TV helps solve problems of group psychiatric treatment of patients at Agnews State Hospital in California, 4 medical researchers report in current *Archives of Neurology & Psychiatry* published by AMA. Closed-circuit programs for patients were started in 1954, giving them selected movies, shorts on such subjects as grooming & posture, panel sessions in which they participate. Typical patient response: "Films for entertainment are all right, but it's the first time anyone ever thought we had enough sense to understand or learn anything."

East-West TV Network, 2924 Auburn Ave., Toledo, suppliers of closed-circuit TV projection equipment—which arranges closed-circuit business sports and educational hook-ups—this week announced appointment of "associate offices," in 10 key markets: Trident Films Inc., N. Y.; Professional Electronic Products Inc., Pittsburgh; Robert F. Blair, Cleveland; Mike Bowdon, Cincinnati; James F. Mulqueeny, Chicago; Northwest Sound Service Inc., Minneapolis; Ivo Distributors, Los Angeles; California Electronics Inc., Dallas; Mutual Electronic Supply Inc., Seattle & Portland.

"Loyalty" tests for Hollywood and TV & radio employes pose threat of Federal control of communication of ideas, Amherst prof. Henry Steele Commager stated in speech last week. Addressing meeting of 8 Jewish women's organizations in Albany, N. Y., he decried use of Attorney General's "subversive" organization list in determining qualifications of actors & writers. All such lists, according to Commager, represent govt. attack on "free enterprise" of thought.

Anti-trust conviction of *Kansas City Star* on charges that it monopolized dissemination of news & advertising in its circulation area (Vol. 11:3, 9, 32) was upheld Jan. 23 by Court of Appeals in St. Louis. *Star* said it would appeal to Supreme Court. Meanwhile, govt.'s companion civil anti-trust suit involving newspaper's WDAF-TV & WDAF remains on shelf pending outcome of criminal proceedings.

Hopes of wiring up Houston for closed-circuit TV & music operation have been announced by Home Entertainment Co., headed by H. W. Sargent, who reports he's working with Paramount subsidiary International Telemeter, "using their equipment, technicians and experience." Soliciting public reaction in newspaper ads, Sargent says that group expects to get first-run films if it can get 100,000 customers.

UHF TRANSLATORS haven't cut much ice yet in terms of adding much to the total TV audience—though they may be vital to the small-town folk to whom they bring first TV service. Counting latest 2 on air, in Weed Heights, Nev. and Winnemucca, Nev. (see below), we estimate that not more than 40-50,000 people have been placed in range of TV by the 11 translators definitely known to be operating in 9 towns. Total could become significant if the "hundreds" predicted by equipment maker Ben Adler materialize (Vol. 12:48). There are 15 CPs outstanding, 35 applications pending.

A "first" in translators was achieved this week when WWLP, Springfield, Mass. (Ch. 22) filed application for Ch. 79 translator in Claremont, N. H., the only telecaster seeking one so far. Station already has grant for regular satellite WRLP, Greenfield, Mass. (Ch. 58, changing to Ch. 32), proposes that translator repeat the satellite.

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In our continuing survey of upcoming stations, these are the latest reports from principals:

KTWO-TV, Casper, Wyo. (Ch. 2) has changed target to Feb. 7 for test patterns, Feb. 17 for programming, writes Burt I. Harris, pres. & 40% owner of grantee Harriscope, TV producer-packager. RCA 500-watt transmitter is to be wired and ready Feb. 5 in just completed studio-transmitter house. Construction began Jan. 25 on 116-ft. self-supporting Ideco tower which will have 3-bay antenna. Robert Lebsock is to be chief engineer. Base hour will be $150. Rep will be Meeker.

WJPB-TV, Fairmont, W. Va. (Ch. 35) will return to air "about Feb. 24," reports owner and city Mayor J. Patrick Beacom. It plans move of transmitter to 300 Grant St., will have studios in new Broadcast House, 400 Quincy St. He plans to apply soon for Ch. 5 in nearby Weston, says he decided to reopen WJPB-TV "to show FCC we mean business and to give this area some TV." Station will carry NBC-TV & ABC-TV. Beacom will be gen. mgr., with Harry W. Critchlow, sales director; N. M. Fabre Jr., TV director; Joseph Sterloskie, engineering director. Base hour will be $200. Rep will be Gill-Perna.

KUMV-TV, Williston, N. D. (Ch. 8), planned as semi-satellite of KFYR-TV, Bismarck (Ch. 5), won't make previous Jan. 20 programming target, reporting it's building 7-hop microwave to KFYR-TV, FCC having given final approval for system last week. Funds to build microwave were loaned by Missouri Valley TV Corp., owned by some 7000 Williston area residents (Vol. 12:38). GE 10-kw transmitter has been installed, and 878-ft. Stainless tower with 12-bay antenna is nearly ready. KUMV-TV will be sold in combination with KFYR-TV, carrying $275 base hour. Rep is Blair Television Assoc.

WYES, New Orleans (Ch. 8, educational) has pushed up target to March, reports gen. mgr. Duff Browne, stating owner Greater New Orleans Educational TV Foundation wishes to take advantage of NBC's 3 live half-hour programs. It has 5-kw DuMont transmitter on hand for installation in Hibernia Bank Bldg., will mount 12-bay RCA antenna on roof. W. S. Hart will be chief engineer.

WINR-TV, Binghamton, N. Y. (Ch. 40) plans start July 1, although equipment hasn't been ordered as yet, reports Albert B. Engelbert, gen. mgr. of *Binghamton Press* (Gannett), which acquired CP along with radio WINR for $165,000 from group headed by Mayor Donald W. Cramer (Vol. 12:46, 13:2). It plans to use 299-ft. tower, with antenna bringing overall height to 405-ft. Construction of studio-transmitter building hasn't started. Dale Taylor will be TV-radio gen. mgr.

KETV, Omaha, Neb. (Ch. 7) hasn't set specific target but expects to be on air by this fall, reports gen. mgr. Eugene Thomas for owner Herald Corp., subsidiary of *Omaha World-Herald*. Studio-transmitter building will be at 27th & Douglas Sts. A 50-kw RCA transmitter has been ordered, and construction of 583-ft. Ideco tower is scheduled to start this month. Jack Petrik, ex-WJMR-TV, New Orleans, will be chief engineer. Rates not set. Rep not chosen.

Proposal to erect new tower for WMUR-TV, Manchester, N. H. (Ch. 9), at Georgetown, Mass., 26 mi. from Boston—one of stipulations on which proposed sale of station to Storer is based (Vol. 12:28)—received another setback this week when New York airspace subcommittee reported that its study showed it would be difficult to fit into the area's air traffic pattern because of new beacon being erected at Beverley, Mass. Washington Airspace Panel is scheduled to study subcommittee minutes at Feb. 5 meeting and render final decision on aeronautical clearance of proposed 1016-ft. tower. Airspace Panel took no significant TV actions at this week's meeting, having approved 1292-ft. tower for WJBF, Augusta, Ga. (Ch. 6), and deferred action on 1046-ft. proposal by WEEK-TV, Peoria (Ch. 43), at last week's meeting. Meanwhile, WLBT, Jackson, Miss. (Ch. 3) this week applied to FCC for permission to erect 1579-ft. tower.

Weed Heights, Nev. translator K72AA (Ch. 72) began operation Dec. 6, repeating KOLO-TV, Reno, reports A. E. Millar, gen. mgr. of Yerington Mine there for owner Anaconda Co., also owner of 25% of KFBB-TV, Great Falls, Mont. M. H. Bissett, chief electrician, is in charge of translator operation. K74AB, Madras, Ore. (Ch. 74) has changed plans, now hopes to start in two weeks, reports Kenneth McCaulou, secy. of Jefferson County TV Co. Wally Matson will be engineer in charge. K76AB, Winnemucca, Nev. (Ch. 76) began operation in Dec. repeating KOLO-TV, Reno, reports Carl F. Moeller, secy.-treas. of owner Winnemucca Lions Club.

WGAL-TV, Lancaster, Pa. (Ch. 8) formally opens new building Feb. 24.

RCA shipped 3-bay custom superturnstile antenna Jan. 15 to upcoming KGEZ-TV, Kalispell, Mont. (Ch. 9) due in spring; 24-section pylon to KBAS-TV, Ephrata, Wash. (Ch. 43) planning Feb. start as satellite of KIMA-TV, Yakima (Ch. 29); used 5-kw GE transmitter (from WKRC-TV, Cincinnati) to WCHS-TV, Charleston, W. Va. (Ch. 8), planning move to Coal Mt.; 18-section superturnstile antenna Jan. 23 to KTBC-TV, Austin, Tex. (Ch. 7), planning move to new site and higher tower.

Translator-type microwave facilities for private TV links are proposed by Sarkes Tarzian Inc., tuner & rectifier manufacturer and operator of WTTV, Bloomington, Ind. (Ch. 4). Filing notice of appearance in allocations proceedings covering 890-mc and up, he suggests that 1000-1500-mc be used for 5-10-watt transmitters, claiming superior and cheaper operation would be possible.

Sale of 50% of KOSA-TV, Odessa, Tex. (Ch. 7) to brothers Jack C. & Grady H. Vaughn Jr., Dallas oilmen, who are paying $20,000 cash and assuming half of some $400,000 in obligations, was approved by FCC this week. Pres.-gen. mgr. Cecil Trigg will hold 40%; Wm. B. Stowe, 5%; Brooks L. Harman, 5% (Vol. 12:51).

Power increases: KOSA-TV, Odessa, Tex. (Ch. 7) Jan. 15 to 316-kw ERP; KREX-TV, Grand Junction, Colo. (Ch. 5) Jan. 7 to 12.9 kw; KBOI-TV, Boise, Ida. (Ch. 2) now radiating 65-kw; KTLA, Los Angeles (Ch. 5) Jan. 22 to maximum 50.1-kw.

Microwave information bulletin, containing definitions & explanations of operations in TV & radio, has been issued by FCC. Bulletin (Mimeo. 41039) is available from FCC, or we'll obtain copy for you.

Telecasting Notes: "What's the best buy on night network TV?" asks Jan. 26 *Billboard*, and then proceeds to give a somewhat qualified answer in terms of its brand new feature—"the first continuous publication of comprehensive cost-per-1000 estimates for network TV programs." First tabulation is based on Nov. ARB figures—derived by "dividing each show's total program and net time costs by the total number of homes reached by the program," and contains separate lists by program categories, men, women & children, types of sponsors, etc. . . . To answer the question above, *Billboard's* master list shows *Lawrence Welk Show* (ABC-TV) was by far the "best buy" for Nov. from cost-per-1000 standpoint. Cost was $1.10 per 1000 for each commercial minute, compared to estimated cost-per-1000 of more than $3.50 for average nighttime network show . . . Runners-up in low cost-per-1000 were *Ed Sullivan Show* (CBS-TV) with $1.49 per 1000 and *Climax* (CBS) with $1.87 . . . In cost-per-1000 men viewers, *Lawrence Welk* was again No. 1 at $1.12, and in women viewers category at 92¢. In children's category *Disneyland* (ABC-TV) was first, at $1.72 . . . Shortest "program" being offered to sponsors is new 20-sec. station-break "news package" planned by NBC's WRCA-TV—consisting of 10-sec. of news and 10-sec. of commercial, at price of 10-sec. spot . . . There are 1350 post-1948 features in Hollywood's vaults, estimates *Billboard*, which lists those owned by Paramount, 20th Century-Fox and Universal-International in Jan. 26 issue, will list others later . . . Talent Associates Inc. will take over as producer of *Kaiser Aluminum Hour* (NBC-TV) Feb. 26, replacing Unit Four Productions, which has been involved in long! wrangle with sponsor over "controversial" subject matter for the shows . . . Japan's Toei Motion Picture Co. pres. Hiroshi Okawa, in U. S. on visit, revealed this week that his company plans to embark on animated TV film production for U. S. market in March, with U. S. TV distribution expected to be handled by Cavalcade Pictures, which distributes Toei's theatrical movies in U. S. . . . Critics were cool to Jerry Lewis' debut as a single on NBC-TV Jan. 19, but generally liked Ernie Kovacs' half-hour show same night . . . Dean Martin signs 5-year NBC contract providing payment of $200,000 a show, from which he will pay supporting talent . . . In feature film coup, Boston's WBZ-TV has signed Bette Davis as live m.c. for *Bette Davis Presents*, weekly series of more than 50 of her Warner Bros. features . . . Filmaster Productions will film three 90-min. dramas for CBS-TV's *Playhouse 90;* Screen Gems has handled production on previous filmed shows . . . Emphatic note: Coincidental with change in format of NBC-TV's late evening *Tonight* Jan. 28, show's name will be changed to *Tonight!*

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Free time has been offered by KFMB-TV, San Diego, to Superior Judge John Hewicker to comment on appeals court decision overruling his ban on use of stenographic help by station newscaster Harold Keen in covering kidnap trial (Vol. 12:52, 13:2). Judge did not respond immediately to invitation from Keen, who reported on *People in the News* show that Hewicker had been "quoted in language unheard of from a judge and proceeded to blast the appellate court for its opinion." Higher court, holding that newsmen could take trial notes "in any form," said: "The protection given the freedom of speech & press is extended to the medium of TV, there being no distinction between the various methods of communication."

Increased mobility is provided by 3 panel-truck remote units assigned by NBC-TV to N. Y., Chicago & Hollywood staffs to cover "America After Dark" scenes for new *Tonight!* show format starting Jan. 28. Units cost about $70,000 each, contain own generator, transmitter, camera, microphone, lighting & other equipment.

INAUGURATION coverage by the 3 TV networks was noteworthy for sustained interest and drama and smoothness of operation—perhaps best arranged and organized lengthy "public event" in TV's history. The 3 networks used some 200 newsmen and technicians and 60 cameras.

As in most major special events, several technical innovations were unveiled—most notable being videotape repeats by CBS & NBC of Presidential oath-taking. Both networks announced their use of Ampex tape with considerable fanfare—doing more to make public aware of existence and quality of videotape than any other development to date.

Taped picture from both NBC & CBS was of satisfactory quality, as we observed it—better than kinescope and probably not quite so good as good film. NBC's taped repeat came slightly before CBS's, a little less than 30 min. after ceremony. CBS used taped segment twice—half hour and full hour after the actual oath-taking.

Another innovation was first commercial use of CBS News' portable high-quality film processing machine. The small 29x20x36-in. device, requiring no darkroom and operating from regular 110-volt outlet, can process film at rate of 40-ft. per minute. CBS claims it produces film "as good as that processed by large commercial laboratories." Machine can be set up in a hotel room or any place with electric power and hot & cold running water.

While TV brought the inaugural parade into millions of American homes, it was TV which kept the parade moving. Army Signal Corps used 6 TV cameras to oversee the parade—plus another camera mounted in Army liaison plane. When gaps were discovered in parade units, parade officials—who watched 7 monitors in a tent near Treasury Dept. building—radioed one of 16 jeeps which acted quickly to tighten up parade. Even so, parade lasted an hour longer than planned, and networks stayed with it longer than originally scheduled.

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Deliveries of prototype Ampex videotape recorders will be completed this month, when last 2 units are shipped to CBS. Six prototypes currently are in place for TV use —2 each at Hollywood studios of CBS & NBC, and one each at their New York studios. Ampex says its backlog of orders for the $45,000 production model totals $40,000,000, with deliveries due to begin in Nov. 1957. In letter to order holders, Ampex engineering director Ben Wolfe gave this evaluation of networks' experience with prototype models: "Ease of installation, simplicity of operation, and subjective quality of picture presentation are beyond original expectations for these engineering prototypes."

"Broadcasting Serves America" has been proposed by NARTB public relations director Donald N. Martin as theme for industry's expanded public relations effort. In Jan. 24 address to Ga. Radio & TV Institute, sponsored by Ga. Assn. of Broadcasters & Henry W. Grady School of Journalism, Martin said the theme "can be played over and over again; it can run through everything we do—everything we say about the industry."

First to top $100,000 in quiz show is Charles Van Doren, Columbia U English instructor who tapped *Twenty-One* for $104,500 on NBC-TV Jan. 21. Van Doren, 30, son of poet Mark Van Doren, downed latest of succession of challengers by giving correct answers on art, explorers and American Revolution. He's due back on the no-limit giveaway Jan. 28. Previously 5 contestants had reached $100,000 prizes on NBC-TV's *The Big Surprise.*

Arthur Godfrey will broadcast from plane over Atlantic and French Equatorial Africa on trip starting about Feb. 1, getting special FCC approval for use of frequencies.

Network Accounts: Bulova cancelled sponsorship of *Jackie Gleason Show* on CBS-TV effective April 1, Sat. 8-9 p.m.—and it's regarded as foregone conclusion that Gleason won't be back on regular basis next fall. Betting is that he will appear on irregularly scheduled special extravaganza variety programs . . . General Foods, dropping *Hiram Holliday* at end of March on NBC-TV Wed. 8-8:30 p.m., to be alt. sponsor (with American Tobacco) of *Wells Fargo* on NBC-TV Mon. 8:30-9 p.m. . . . Sterling Drug to sponsor *Inspector Mark Saber* on NBC-TV starting Feb. 23, Sat. 12:30-1 p.m., and *True Story* 1-1:30 p.m. . . . Warner Bros. Foundations Inc. buys two one-hour evening time periods on NBC-TV this fall and next spring for color fashion shows, thru C. J. LaRoche & Co. . . . NBC-TV's partic. sponsors: American Sta-Dri Co., 14 on *Tonight* starting in March, thru J. Gordon Manchester Adv.; Masonite Corp., 13 on *Home* starting in March, thru Buchen Co.; Niagara Therapy Mfg. Corp., 7 on *Home* thru W. S. Walker Adv.; Bon Ami, 7 on *Today* thru Ruthrauff & Ryan; Bourjois Inc., 6 on *Home* starting in March, thru Lawrence C. Gumbinner Adv.; Wash. State Apple Commission, 6 on *Today* during Feb., thru MacWilkens, Cole & Weber; Cluett Peabody & Co., 4 on *Home*, thru Young & Rubicam; National Homes Corp., 2 on *Today*, thru Applegate Adv.; Roquefort Assn. Inc., one on *Home*, thru George Gero Adv.; Structo Mfg. Co., one on *Today*, thru C. Wendell Muench & Co. . . . Partic. sponsorships on ABC-TV; Bauer & Black on *Circus Time* starting Feb. 21, Thu. 8-9 p.m., thru Leo Burnett Co.; Bon Ami on *Circus Time* starting Jan. 24, thru Ruthrauff & Ryan; Kendall Co. (Blue Jay sales div.) on *Afternoon Film Festival* starting in April, Mon.-thru-Fri. 3-4 p.m., thru Leo Burnett; Yardley of London Ltd. on *Famous Film Festival* starting Feb. 23, Sat. 7:30-9 p.m., thru N. W. Ayer . . . ABC to inaugurate news-in-depth show, *Open Hearing*, originating from Washington, starting in Feb., Sun. 8:30-9 p.m.

Complaints about TV-radio ads over 1946-55 period weren't as numerous as heavily-publicized statements might indicate. That's evident in AAAA's report of its *Interchange of Opinion on Objectionable Advertisng*, released this week and available from AAAA. Arthur E. Tatham of Tatham-Laird Inc., Chicago, chairman of the AAAA Committee on Improvement of Advertising Content, which supervised the study, reported that out of 1800 complaints received from 395 agencies (members and non-members), ⅓ were directed against newspapers, ⅓ against magazines, and remaining third against TV-radio and outdoor.

ANA TV-radio workshop Feb. 14 at Hotel Plaza, N. Y., will include these topics and speakers: "Pre-Testing TV Commercials," Sherwood Dodge of Foote, Cone & Belding; "Is Radio Still A Good Buy?", Mary McKenna, WNEW, N. Y.; "Comparing Costs and Effectiveness of Filmed and Live Commercials," Robert Foreman, BBDO; "Our Experience With Color TV," Samuel Thurm, Lever Bros.; "When Spots Become Available—Who Gets 'Em?", Linnea Nelson, Kudner; "Are the Costs of Network Programming Coming Down?", C. Terence Clyne, McCann-Erickson. Workshop chairman is George Abrams, Revlon adv. v.p.

McCann-Erickson moves into new home office on 14 floors of new 30-story building at 485 Lexington Ave., N. Y. (Oxford 7-6000), corporate headquarters remaining at 50 Rockefeller Plaza, Marschalk & Pratt div. at 460 Park Ave., Communications Counselors Inc. at 535 Fifth Ave.

Sylvester L. (Pat) Weaver Jr., ex-NBC chairman, has conferred with AB-PT pres. Leonard H. Goldenson about possibility of Weaver packaging *Ding Dong School* for placement on ABC-TV. *Ding Dong School* left NBC-TV at start of year.

WORLD'S TV stations and sets-in-use, as of Jan. 1, 1957, are listed in this table on the Foreign TV Directory section of our upcoming 1957 Spring-Summer *TV Factbook:*

Country	No. Stations	Sets-in-Use
Algiers	1	100
Argentina	1	75,000
Australia	6	27,000
Austria	4	7,000
Belgium	4	125,000
Brazil	6	500,000
Bulgaria	1	500
Canada	37	2,450,000
Colombia	6	50,000
Cuba	17	275,000
Czechoslovakia	3	70,300
Denmark	3	40,000
Dominican Rep.	2	7,000
El Salvador	1	1,000
Finland	2	1,500
France	17	450,000
Germany (E.)	9	100,000
Germany (W.)	34	700,000
Guatemala	2	8,500
Hungary	1	600
Iraq	1	600
Italy	64	500,000
Japan	10	450,000
Korea	1	300
Luxembourg	1	1,000
Mexico	9	250,000
Monaco	1	2,000
Morocco	2	5,000
Netherlands	3	100,000
Nicaragua [1]	—	300
Norway	1	300
Panama [2]	—	2,000
Philippines	1	10,000
Poland	2	6,000
Portugal	1	300
Rumania	1	500
Spain	1	3,000
Sweden	3	14,000
Switzerland	4	19,500
Thailand	1	7,300
Turkey	1	100
United Kingdom	19	6,500,000
Uruguay	1	1,000
USSR	31	1,300,000
Venezuela	9	100,000
Yugoslavia	2	4,000
FOREIGN TOTAL	327	14,165,700
U. S. & Territories	494	42,000,000
U. S. Armed Forces	22	50,000
GRAND TOTAL	843	56,215,700

[1] Station left air in Oct.
[2] Panama viewers watch U. S. Armed Forces stations, Canal Zone.

Rate increases: KYW-TV, Cleveland, Feb. 1 adds Class AAA hour (8-11 p.m. daily) at $1950, 20 sec. at $475, Class AA hour cut to $1800 from $1400. WEWS, Cleveland, Feb. 3 adds Class AA hour (7:30-11 p.m. daily) at $1650, min. at $475, Class A hour going from $1050 to $1060. WISH, Indianapolis, Feb. 1 raises base hour from $1200 to $1300, min. $250 to $300. WISN-TV, Milwaukee, Feb. 1 raises base hour from $800 to $1000, min. $160 to $200. WTTG, Washington, has added Class AA hour (7-10:30 p.m. daily) at $720, min. at $144, Class A hour going from $600 to $660. KUTV, Salt Lake City, Feb. 1 raises hour from $450 to $600, min. $90 to $135. WFIE, Evansville, Ind. has raised hour from $350 to $400, min. $70 to $80. WDMJ-TV, Marquette, Mich. Feb. 1 raises hour from $150 to $200, min. $30 to $40.

Young Television Corp. has established Young Representatives Inc. to represent WAFB-TV, Baton Rouge, La.; WICC-TV, Bridgeport, Conn.; KTAG-TV, Lake Charles, La.; WSBA-TV, York, Pa.; WTVW, Tupelo, Miss. Offices and personnel will be same, except that in N. Y. Paul S. Wilson will be TV executive for new firm.

New reps: KUTV, Salt Lake City, to Avery-Knodel (from Hollingbery); KERO-TV, Bakersfield, Cal. to Petry (from Hollingbery); KNTV, San Jose, Cal. to Weed (from Bolling); WCBI-TV, Columbus, Miss. to Everett-McKinney (from McGillvra).

ADVERTISING AGENCIES: Laurence W. Scott resigns as adv. mgr. of Westinghouse consumer products div., Pittsburgh, to become v.p. of Cunningham & Walsh, Chicago, in charge of Sears Roebuck account . . . Stephen H. Richards, mgr. of Buick account for Kudner, elected a v.p., replacing James J. Cochran, who joins J. Walter Thompson, N. Y., in executive capacity . . . Vincent F. Aiello, v.p. & copy chief of Kudner, promoted to an exec. v.p., along with Wm. J. Griffin Jr., who had been serving as senior v.p.; Paul E. Newman promoted to senior v.p. . . . I. Orrin Spellman resigns as v.p.-gen. mgr. of Kenyon & Eckhardt Philadelphia office to become senior v.p. of Geare-Marston, Philadelphia, recently merged with Ruthrauff & Ryan . . . Philip Thompson appointed TV copy chief, Dowd, Redfield & Johnstone . . . Andrew N. Vladimir, ex-WAPA-TV, San Juan, elected v.p.-gen. mgr. of Puerto Rico branch of Gotham-Vladimir Adv., N. Y.

ATTACK ON GRANT of Ch. 12, Jacksonville, to WFGA-TV was launched this week by WPDQ—which with WJAX had lost out in final decision last year (Vol. 12:35). Filing request to reopen record and asking Commission to stay construction of station, WPDQ charged that Harold Cohn, 19% stockholder and proposed news & sports director of WFGA-TV, had concealed past underworld associations from FCC.

WPDQ charges that Cohn had been a chart writer at Jacksonville and Orange Park kennel clubs; that the clubs were controlled by W. H. Johnston "who was exposed by the Kefauver Crime Committee as a former associate and member of the Al Capone organization"; that Cohn's wife had held stock in the Jacksonville club; and that none of this had been disclosed to Commission. WPDQ also states that grantee has done scarcely anything toward building station; that no one would suffer if construction were halted pending reopening of hearing.

In Boston's Ch. 5 case, columnist Drew Pearson made one of his periodic forays into FCC matters—charging in Jan. 24 column that WHDH-*Herald-Traveler* is being favored in Commission's preliminary voting because pressure was put on it by ex-GOP national chairman Leonard Hall, Commerce Secy. Weeks and Sen. Saltonstall (R-Mass.)—at request of publisher Robert Choate. They all promptly denied such activity, Choate countercharging that Pearson was trying to retaliate because his column had been removed from *Herald-Traveler* "following his unfounded publication of President Eisenhower's illness in Minneapolis."

Commission, meanwhile, had no heavy agenda—granting only a Ch. 70 translator to Saratoga TV Co., Saratoga, Wyo., while examiner issued an initial decision for Ch. 7, Laurel, Miss. to Laurel TV Co.

One new uhf allocations reshuffle was sought—WINT, Ft. Wayne (Ch. 15) requesting Ch. 31 & 29 be swapped between Kokomo & Marion, Ind. so that WINT can move transmitter to site in Ft. Wayne without violating uhf spacing "taboo."

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Samuel I. Newhouse interests are transferring WABT, Birmingham, Ala. (Ch. 13) with radio WAPI and WAFM(FM) from Alabama Bcstg. System Inc., subsidiary of their *Birmingham News* to parent Central N. Y. Bcstg. Corp. in deal involving $2,400,000. Central N. Y. also owns WSYR-TV, Syracuse (Ch. 3) & radio WSYR, with satellite WSYE-TV, Elmira (Ch. 18), and 50% of KOIN-TV, Portland Ore. (Ch. 6) & radio KOIN. Nov. 30 balance sheet for Alabama Bcstg. System Inc. shows earned surplus of $663,913. It has $791,016 in property and equipment out of $1,503,616 total assets. Central N. Y. Nov. 30 balance sheet shows $1,552,192 in earned surplus. It lists $1,511,947 in current assets out of $3,321,098 total assets.

Radio station ownership has attracted 2 more from talent and production end of TV—Jack Barry and Martin Stone. FCC this week approved $65,000 purchase of WGMA, Hollywood, Fla. by Barry and his associate Daniel Enright (Barry & Enright Productions), producers of *Twenty One, Tic Tac Dough, Winky Dink and You.* Commission last week awarded new AM grant for Mt. Kisco, N. Y. (1310 kc, 1-kw, D) to Stone, majority owner of TV-radio producer Stone Assoc., and Mt. Kisco realtor E. Monroe O'Flyn—each holding 50% of the CP.

Among radio station sales approved this week by FCC: KASA, Elk City, Okla. by Lonnie J. Preston to Leo R. Morris, mgr. of KSWO-TV, Lawton (50%) and Jackson R. Webb and Carl Stephens, beer distributors (25% each) for $50,000 (Vol. 12:52). WFNM, DeFuniak Springs, Fla. by Clayton W. Mapoles to group headed by Mel Wheeler, gen. mgr. of WJDM, Panama City, and WEAR-TV, Pensacola, for $27,200 (Vol. 12:49).

NEW DEPT. of Transportation & Communications would be added to Cabinet under terms of bill (HR-3424) introduced Jan. 22 by Rep. Younger (R-Cal.), member of Govt. Operations and of House Commerce Committees. It would bring FCC, ICC, CAB, CAA, National Advisory Committee for Aeronautics, Federal Maritime Board, Maritime Administration & St. Lawrence Seaway Development Corp. under one jurisdictional & administrative roof. Bill also would abolish office of Under Secy. of Commerce for Transportation and give federal highway functions to new Secy. of Transportation & Communications.

Younger told House independent boards & authorities have become fourth branch of Govt. which often tries "to circumvent or nullify acts of Congress." They'd function better if they're directly responsible to President in Cabinet, he said. Other TV-communication legislation proposed this week:

Rep. Fascell (D-Fla.) introduced HR-3350, drafted by American Bar Association, which would reorganize & & standardize govt. hearing procedures under new Office of Federal Administrative Practice.

HR-3514 by Rep. Withrow (R-Wis.) would permit FCC Communications Act to license TV-radio stations for 5-year periods, up from current 3-year limit.

Rep. Horan (R-Wash). introduced another bill directing FCC to license vhf boosters on non-interference basis (HR-3388).

Rep. Teller (D-N. Y.) submitted resolution authorizing President to designate National Amateur Radio Week in June (H.J. Res. 181).

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TV Allocations Study Organization board meets Feb. 1 to continue firming up operational plans, currently concentrating on selection of membership for its 5 panels. TASO exec. director George R. Town hasn't yet disclosed names of any of those who have accepted invitations to serve as chairmen or vice chairmen; however, Westinghouse Bcstg. Co. announced that its engineering v.p. Ralph N. Harmon will be vice chairman of transmitting equipment panel. Meanwhile, Assn. of Maximum Service Telecasters, one of TASO's constituent groups, is considering retaining economist in campaign to get excise tax lifted from all-channel TV sets.

O. E. Richardson is getting $330,000 for WFAM-TV, Lafayette, Ind. (Ch. 59) and radio WASK, according to application filed with FCC this week. Station is being sold to Henry Rosenthal, station's asst. mgr., 25%; Alvin H. Huth, 25%; and D. & B. Equipment Corp. (Jack M. Drysdale, pres.), 50%. Rosenthal also owns 25% of applicant for AM in Crawfordsville, Ind. Nov. 30, 1956 combined WFAM-TV & WASK balance sheet shows $83,816 earned surplus as of March 31, 1956, net income of $47,291 from March 31 to Nov. 30, 1956. They had $238,862 fixed assets out of $336,393 total assets.

Lease of KBST-TV, Big Spring, Tex. (Ch. 4) to W. D. (Dub) Rogers' KDUB-TV, Lubbock (Ch. 13) was approved by FCC this week. KDUB-TV is paying $300,000 under lease ($5000 monthly for 60 months), also gets option to buy 50% of stock, along with program and sales control, for $147,448 when lease is up (Vol. 13:1). Plan is to operate Big Spring outlet in same manner as KDUB-TV's affiliate KPAR-TV, Sweetwater-Abilene (Ch. 12).

Sol Schildhause, who resigned as chief of FCC's TV applications branch to become gen. mgr. of radio KOMA, Oklahoma City, is exercising option to buy 14½% of station for $24,727 from other owners Burton Levine, Arnold Lerner, Myer Feldman, Donald S. Rubin & Harold Thurman. They purchased station last year for $342,500 (Vol. 12:45, 50).

Personal Notes: Thomas K. Fisher, who joined CBS legal dept. in 1955 after 10 years with N. Y. law firm of Donovan, Leisure, Newton & Irvine, promoted to v.p. & gen. attorney for CBS-TV; Mrs. Geraldine B. Zorbaugh, who recently resigned as v.p. & special asst. to ex-ABC pres. Robert E. Kintner, named v.p. & gen. attorney for CBS Radio, with Julius Brauner remaining as gen. attorney for corporate matters; Leon Brooks, Washington counsel for CBS Inc., henceforth will concentrate exclusively on TV . . . W. Spencer Harrison, CBS v.p. in charge of legal & business affairs, assumes new position of v.p. & business mgr. of talent & contract properties . . . Louis Hausman, staff v.p. of CBS Inc. and ex-v.p. of old CBS-Columbia, appointed v.p. in charge of adv. & promotion for CBS Radio, succeeding Jules Dundes, now CBS Radio v.p. for station administration . . . John G. Trezevant, managing editor of *Collier's Magazine* at time of its withdrawal from publication 3 weeks ago, joins NARTB as mgr. of news & publications; Joseph Sitrick, publicity & information services mgr., assumes new post of mgr. of special projects & member participation . . . Merle S. Jones, CBS pres., and Don Durgin, ABC radio v.p., named chairmen of TV-radio committee for Brotherhood Week Feb. 17-24 . . . David Lowe, ex-DuMont Network, appointed supervisor of NBC-TV's educational series starting in March for the 25 noncommercial stations (Vol. 13:3) . . . James C. Richdale Jr., v.p.-gen. mgr. of KOTV, Tulsa, elected a director of KOTV Inc. . . . A. James Ebel, gen. mgr. of KOLN-TV, Lincoln, elected v.p. & director of parent Cornhusker TV Corp. . . . George Henderson, ex-Crosley stations gen. sales mgr., named gen. sales & promotion mgr. of upcoming WSOC-TV, Charlotte, N. C. (Ch. 9), due in spring . . . Howard Duncan, ex-WTVN, Columbus, O., joins WEHT, Henderson, Ky.-Evansville, Ind., as sales mgr. . . . Mark Smith promoted to operations mgr. of KLRJ-TV, Henderson-Las Vegas . . . Norman W. Williams promoted to production mgr. of KMTV, Omaha, succeeding Lew Jeffrey, now program mgr. . . . Jack Poppele, ex-director of Voice of America, now consultant at his home in Orange, N. J., elected to board of Veteran Wireless Operators Assn. . . . Martin M. Heller, ex-RKO Radio Pictures, joins ABC legal dept. under Mortimer Weinbach, v.p. & gen. counsel . . . S. Jay Eby promoted to mgr. of adv. & sales promotion, GE broadcast equipment . . . John Klindworth, central district mgr., and Lewis Radford Jr., eastern district mgr., handling broadcast equipment sales in DuMont technical products div., resigned as of Jan. 21 . . . Gregg Lincoln, ex-Crosley N. Y., named sales director of Crosley's WLWC, Columbus, succeeding C. R. Dodsworth, resigned to form own ad agency in Columbus; Jackson Launer named production mgr., succeeding Sidney Barger . . . Cal Tinney, ex-syndicated newspaper columnist & radio commentator for ABC & Mutual, joins WNBF-TV & WNBF, Binghamton, N. Y. as director of news dept. . . . Bette Doolittle, ex-NARTB & Paramount Pictures, named executive director of spring convention of American Women in Radio & TV April 25-28 at Chase Park-Plaza Hotel, St. Louis . . . Harry J. Wright, mgr. of AB-PT tax dept., elected to board of Tax Institute Inc. . . . Ben Waple shifts from FCC docket section, becoming asst. to Commission Secy. Mary Jane Morris . . . Wm. Veneman resigns as gen. mgr. of KTVW, Seattle-Tacoma, his duties assumed by owner J. Elroy McCaw; James Hawkins promoted to assistant general mgr. . . . John J. Quinn, from N. Y. staff, named adv. mgr. of *TV Guide's* Philadelphia edition, succeeding James R. Wescott, now on magazine's national promotion staff . . . Nat Liebeskind, ex-Latin American mgr. of Universal, Warner Bros. & RKO Pictures, named gen. mgr. of Sterling TV.

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Gordon Gray—telecaster, publisher, educator & govt. official—has been selected by President Eisenhower to replace Arthur S. Flemming as director of Office of Defense Mobilization. Currently Asst. Secy. of Defense for International Security Affairs, he served as Secy. of Army in President Truman's cabinet. He's former pres. of U of North Carolina and publisher of *Winston-Salem* (N. C.) *Journal* and *Twin City Sentinel*. He is sole owner of Winston-Salem's WSJS-TV & WSJS, having recently bought out 33⅓% interest held by Buddy Rogers & Mary Pickford Rogers (Vol. 13:1).

Newspaper Advertising Executives Assn. elects these new officers: pres., Gilbert P. Swanson, *Spokane Daily Chronicle* and *Spokesman Review;* exec. v.p., Charles B. Lord, *Indianapolis Star* and *News;* 1st v.p., George Lemons, *Greensboro* (N.C.) *News and Record;* 2nd v.p., Russell W. Young, *Seattle Times;* secy.-treas., Robert C. Pace (reappointed).

Edison Radio Amateur Award, GE's annual presentation for outstanding service, goes this year to Mrs. Mary Burke, Morton, Pa., who sends some 3000 messages monthly to servicemen overseas. Cup and $500 will be presented in Washington at dinner Feb. 28 by Rear Adm. H. C. Bruton, chief of naval communications.

Edward M. Webster, former FCC commissioner, appointed Western Union consultant on international communications.

"Overzealous" equipment salesman have led purchasers operate transmitters without proper FCC authorization, Commission stated this week in letter to RETMA pres. Dr. W. R. G. Baker, and it asked RETMA to look into the matter and see what can be done about it. Commission cited no cases, and RETMA has asked for specific details before canvassing members. Commission's letter stated that salesmen had given out "inaccurate, improper, misleading" information, causing purchasers to violate FCC rules. Reportedly, one TV station operator in Montana bought private microwave equipment and put it to use without FCC authorization. There are said to be similar instances of infractions among mobile radio users.

BMI's TV clinics on program & operational problems will be held in N. Y. and Ft. Worth March 4 & 5, Atlanta and Chicago March 7 & 8, San Francisco March 11 & 12.

H-R Representatives Inc. opens Miami office Feb. 1 at Pan American Bank Bldg., with Alex Campbell Jr., ex-General Teleradio, in charge (Franklin 3-7753).

WMUR-TV, Manchester, N. H. (Ch. 9) opens regional sales office in Sherry Biltmore Hotel, Boston.

Community antenna operators are having their troubles with state legislatures. Latest: (1) Bill introduced in Utah legislature to permit political subdivisions to levy tax for purpose of financing TV transmission equipment, presumably including translators and CATV systems. National Community TV Assn. counsel E. Stratford Smith says NCTA will fight measure, which he says is of dubious constitutionality. (2) W. Va. legislature has bill before it to regulate CATV systems, introduced by Clarksburg delegate. Similar bill was rejected by the legislature last year.

Pulse Inc. is expanding into Mexico to report on radio audiences in Matamoras and Reynosa opposite Brownsville, Tex. International div. of rating service, already surveying Montreal TV viewers, also is extending Canadian TelePulse operations to Toronto market area, including U. S. stations. In England TelePulse will cover Manchester, where new ITA station has started, in addition to London and Birmingham.

First Texas TV studio equipped for live audience participation is claimed by WFAA-TV, Dallas. Radio WFAA's 250-seat Studio "A", converted to TV, will open Feb. 16.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
January 26, 1957

TV's OVER-COUNTER VALUE—$2.8 BILLION: The 7,100,000 TV sets estimated to have been sold to the public last year represented consumer investment of about $1.6 billion, according to authoritative marketing sources. An additional investment of some $1.2 billion was made by consumers for TV servicing, including parts and installation, service calls, etc. An over-the-counter valuation of $2.8 billion was thus made on TV in 1956 -- approximately same level as in 1955, when 7,421,084 sets were sold.

That level isn't expected to rise much, if any, in 1957. Despite exhortations of some industry leaders to place greater emphasis on higher-priced units as means of increasing profits, all the evidence indicates that portables will account for at least 35% of TV production this year, perhaps higher.

Color seems to be only hope for increasing TV's dollar volume, assuming that portables continue sharp upswing. If color sales in 1957 approach the 300,000 level foreseen by some, the over-all dollar volume would rise substantially.

Note: Rarely mentioned in connection with portables is fact that few are made for all-channel reception. Considering that only about 10% of all sets currently made are equipped at factory for uhf, net effect is to reduce further the growth of uhf audience. As portables increase in importance, this becomes bigger problem.

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TV inventories at year's end were reduced to 2,500,000, thanks to surprisingly good Dec. retail movement. It's estimated that more than 900,000 units were sold in Dec. 1956, perhaps equalling the 936,467 sold in Dec. 1955. A late spurt developed shortly before Christmas, helping to make up for earlier sluggishness.

Plant layoffs were also an important factor in cutting inventories. Nearly all set makers operated with reduced manpower in last half of Dec. Philco closed its TV plant entirely over holidays, as did many smaller manufacturers.

Inventory correction is still continuing. GE this week shut down TV receiver and cathode-ray tube plants in Syracuse, plans to resume operations Jan. 28. But it also gave indefinite layoff notices Jan. 18 to 1200 workers. Most are expected to be recalled in spring. GE's inventory of portables is known to be high.

Price "specials" abound at all levels of trade, but the oft-predicted "dumps" in TV have apparently failed to materialize thus far -- at least not on a wide scale, certainly not on anything approaching a national level. Undoubtedly the business pickup in Dec. and consequent improvement in inventories have had a lot to do with it. Whatever the cause, an encouraging stability settled over market in Jan.

Economic Outlook: There's no cause for alarm in the over-all economic picture, says authoritative National Assn. of Purchasing Agents. Its monthly business survey, released Jan. 27, reports that new orders have shown a moderate upturn, production remaining high (28% of agents said it was higher than Dec.), and inventories "about right." Employment remains high, at approximately Dec. levels. Biggest worries, said report, are renewal of price increases and prospect of further inflation. It also declared that, as for the last 2 months, purchases of production materials are limited to short term, some 66% of members reporting that forward commitments are being confined to 60 days or less. Shortages were found in nickel, steel, some items of electrical equipment -- though none were regarded as serious.

Production: TV output hit 144,597 week ended Jan. 18, compared with 118,471 preceding week and 164,570 in corresponding week of 1956. For first 3 weeks of year, TV output came to about 340,000, as against 441,264 in first 3 weeks of 1956. Radio production totaled 304,540 (139,673 auto) week ended Jan. 18, compared with 268,052 (136,836 auto) preceding week and 281,657 (135,422 auto) in corresponding 1956 week. Radio production for 3 weeks amounted to about 767,000 (379,000 auto), compared with 808,971 (389,736 auto) in corresponding period year ago.

Topics & Trends of TV Trade: Westinghouse's major appliance sales in 1956 exceeded 1955 totals in 28 out of 32 products, despite fact that its production was halted in first 3 months of 1956 by strike at 30 plants. John W. Craig, v.p.-gen. mgr. of appliance div., said that 1956 sales were below 1955 levels only in freezers, down 26%; electric fans, 19%; refrigerators, 10%; garbage disposers, 1%. He also noted that industry as a whole reported lower sales of refrigerators and freezers in 1956.

Westinghouse sales of automatic washers last year increased 5.6% over 1955, while industry's increase was 10.8%; Westinghouse sales of clothes dryers were up 31.1%, as against 15.8% for industry, dishwashers, up 43.8% compared with industry's 35.6% increase. Craig commented:

"We were practically out of business from Jan. through March. Our factory inventories in appliances ranged from zero to but 50% of normal. And those months normally account for from 25% to more than 40% of annual appliance volume . . . We believe our comeback was noteworthy."

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Attack on GE's "Better Living Program" came this week from IUE pres. James B. Carey, who wrote in digest published by AFL-CIO industrial union dept.: "Probably no major corporation in the United States spends as much as does GE to persuade its employes that unions in GE do not exist, or that if they do, they don't win anything." He criticized GE for joining in court action to prevent Labor Dept. from enforcing a $1.25 per hour Walsh-Healey Act wage minimum. "In technical matters, GE's slogan 'Progress Is Our Most Important Product' is probably true. GE has an excellent technical staff and one of the largest expenditures of any corporation for research. But in matters that affect social welfare, labor and human relations, there is a drag backward to the dark ages. And all this is done under the slogan of the 'Better Living Program.'"

Sylvania closes TV cabinet plant in High Point, N. C. "because of a continued decline in consumer demand for fine wood cabinets." Marion E. Pettegrew, operations v.p. in charge of TV-radio div., stated: "The trend away from fine wood TV cabinets started in late 1955 with the advent of portable models in metal cabinets. In 1956 about 20% of all TV sets sold were portables in metal cabinets and in the final quarter of 1956 the figure rose to 31%. In addition, numerous table model cabinets had non-wood finishes." Sylvania will henceforth contract with independent suppliers for its wood cabinets.

TV shipments to dealers totaled 6,051,266 in first 11 months of 1956, when production was 6,760,045, reports RETMA in state-by-state and county-by-county tabulations available to members on request to RETMA. They compare with shipments of 6,621,786, production of 7,151,895, in first 11 months of 1955. Nov. shipments totaled 617,516, compared with 843,508 in Oct. and 634,742 in Nov. 1955.

Davega Stores plans to sell or liquidate Triangle Industries Corp., its Chicago wholesale and mail order subsidiary, pres. H. M. Stein stating: "We plan to limit our business to retailing. The Chicago wholesale operation just wasn't profitable." Davega operates 30 retail appliance and sporting goods outlets in N. Y. City.

Olympic Radio plans heaviest spring promotion in its 22-year history, using newspapers and magazines primarily (Robert S. Burros, adv. & sales promotion mgr.).

Sylvania offers 110-degree 17-in. tube (17BVP4) for renewal market. It has 1⅛-in. neck, is first of kind offered for renewal.

Trade Personals: Arthur L. Chapman resigns as Sylvania manufacturing v.p. to become pres. of CBS-Hytron, replacing Charles F. Stromeyer, who resigned this week; Chapman also serves as chairman of RETMA set div., a title he will be required to relinquish . . . **Herbert Kabat**, ex-sales v.p. of Olympic Radio, named gen. mgr. of Emerson's newly-formed consumer products div. of subsidiary Jefferson-Travis Inc., soon to market new line of TV-radio-phonos for dept. stores and specialty shops (Vol. 13:2) . . . **Leonard E. Stevens** promoted to asst. to Maurice L. Levy, commercial engineering director of Emerson Radio . . . **Kenneth R. Johnson**, sales v.p. of Packard-Bell home products div., promoted to v.p. in charge of div. . . . **Donovan H. Tyson**, DuMont v.p., also elected treas., replacing Rear Adm. Stanley F. Patten, who retired last week; **Robert W. Norcross** elected asst. treas., George C. McConeghy appointed controller . . . **John J. McGrath** resigns as New England district mgr. of DuMont receiver div. . . . **Lawrence Mattingly** named asst. chief TV engineer of Motorola . . . **Robert E. Lewis**, pres. of Argus Cameras div., elected a v.p. of parent Sylvania . . . **Joseph P. Roveto** promoted to mgr. of Raytheon semiconductor diode sales, Waltham, Mass. . . . **Cyrus Wood** elected asst. treas. of Raytheon, in charge of financial accounting dept. . . . **Edward Bishop** named Hallicrafters controller, **John R. Halligan** asst. treas. . . . **Paul Leopold**, ex-Crescent Industries, named asst. sales mgr. of Pentron Corp. . . . **Thomas Marshall** promoted to production mgr., Canadian Marconi broadcast & TV receiver div. . . . **Richard H. Kelly**, ex-Crosley-Bendix Pacific regional mgr., named western field sales mgr. for Easy laundry appliances . . . **Walter Goodman**, mgr. of Jerrold-New York Inc., appointed sales mgr. of Jerrold products line div. . . . **George R. Jones**, ex-Langlois Filmusic Inc., named custom service dept. mgr. of Capitol Records, replacing Tom Mack, resigned . . . **G. A. Hincker** promoted to adv. mgr. of Webcor Inc. . . . **Michael Melack** resigns as chief designer of Westinghouse TV-radio div.

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DISTRIBUTOR NOTES: Motorola appoints Black & Ryan Co., 630 W. Washington St., Phoenix (Leon S. Black, pres.), replacing Arizona Distributors; Motorola also names General Distributors Inc., 124 E. Trent Ave., Spokane (E. W. Johnson, gen. mgr.), replacing Taylor Distributing Co. . . . **Sylvania** appoints Yonts Radio & Appliance Co. Inc., 535 E. 3rd St., Dayton (James W. Yonts, pres.) and Fraker Heating & Equipment Co. Inc., 1313 Grand Ave., Knoxville (J. T. Fraker, pres.) . . . **Emerson** appoints Thoben Elrod Co., Atlanta, ex-Crosley-Bendix outlet . . . **Charles S. Martin Distributing Co.**, Atlanta (Admiral) appoints Ed Taylor as sales mgr. of Admiral div., succeeding Frank Head, who moves up to asst. to pres. in charge of merchandising . . . **GE Supply Co.**, Memphis, appoints A. P. Boulton as operating mgr.

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Dr. Lee DeForest, electronics pioneer, and Robert S. Bell, pres. of Packard-Bell, awarded honorary degrees of doctor of science by Heald College of Engineering, San Francisco.

Don G. Mitchell, Sylvania chairman-pres., and Lawrence A. Appley, a Sylvania director, elected to board of Sheraton Corp. of America.

Obituary

Thomas P. Ryan, 49, appointed mgr. of Sylvania's new Chicago factory branch only 2 weeks ago, died Jan. 23 at his home in La Grange Park, Ill. Formerly sales mgr. of Admiral's Chicago factory branch, he joined Sylvania in 1952 as Chicago district sales mgr., was appointed national TV-radio field sales mgr. in 1955, and was named Chicago regional sales mgr. in Oct. 1956. Surviving are his widow and 2 children.

Financial & Trade Notes: Avco earned $3,111,682 in final quarter of its fiscal year ended Nov. 30, enabling company to reduce its consolidated net loss for the fiscal year to $387,447, compared with earnings of $758,311 (5¢ per share) in preceding fiscal year. The 1956 loss excludes reserve of $16,000,000 set aside for discontinuance of its Crosley & Bendix home appliance divs. Bendix was purchased by Philco in Nov. (Vol. 12:46) and Crosley TV-radio operations are being liquidated.

Avco's consolidated net sales for fiscal year, excluding Crosley-Bendix sales in quarter ended Nov. 30, came to $320,556,285, compared with $299,332,434 in preceding fiscal year. Backlog of defense orders totaled $340,000,000 as of Nov. 30, compared with $200,000,000 year earlier.

Chairman Victor Emanuel told stockholders that a substantial part of 1956 losses were recoverable as deductions against future taxes. Now that unprofitable Crosley-Bendix appliance business has been discontinued, it's anticipated that earnings for current fiscal quarter ending Feb. 28 will approximate those of preceding quarter and will continue at "satisfactory levels" full year, he said.

* * * *

Loew's Inc. (MGM) reports that decrease in profit in fiscal year ended Aug. 31, 1956 was followed by sharp rise in first quarter of current fiscal year. Net income for fiscal year totaled $4,837,729 (91¢ a share) on operating revenues of $172,355,933, compared with net income of $5,311,733 ($1.03) on $170,952,059 preceding fiscal year. For 12 weeks ended Nov. 22, Loew's reported net profit of $1,745,325 (33¢) vs. $248,161 (5¢) for similar period preceding year. Of the profit for fiscal year, report notes that $1,800,000 came from sale of films to TV and from *MGM Parade*, the company's now-defunct ABC-TV show. Statement said both radio station WMGM, New York, and MGM records are in the profit colum.

Report on Time Inc., by Merrill Lynch, Pierce, Fenner & Beane, calls it "one of the better quality issues in the publishing field backed by a steady uptrend in revenues and a 25-year record of continuous dividend payments." Time Inc. last week reported that 1956 was its most profitable year, with earnings of approximately $6.75 per share, compared with $4.72 in 1955 (Vol. 13:3).

Packard-Bell earned $259,950 (38¢ per share) in quarter ended Dec. 31, compared with $258,986 (37¢) in corresponding period of 1955.

Network Color Schedules
(Jan. 27 - Feb. 9, 1957)

Jan. 27—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Goodyear TV Playhouse*, 9-10 p.m.

Jan. 28—NBC: *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Jan. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.; *Red Skelton Show*, 9:30-10 p.m.

Jan. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.

Jan. 31—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

Feb. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Feb. 2—NBC: *Perry Como Show*, 8-9 p.m.

Feb. 3—NBC: *Ruggles of Red Gap*, 7:30-9 p.m.; *Alcoa Hour*, 9-10 p.m.

Feb. 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "Mayerling," 8-9:30 p.m.

Feb. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

Feb. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m.

Feb. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

Feb. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Feb. 9—NBC: *Perry Como Show*, 8-9 p.m.

Veteran NBC color team will be featured during Dept. of Agriculture's "Visuals Workshop" in Washington Jan. 28-Feb. 1 for benefit of university TV-radio dept. chiefs, educational broadcasters, govt. agency representatives. Special events director Barry Wood will give principal talk opening day. He heads group including George Heinemann, director of program planning & development for NBC-owned stations; Reid Davis, mgr. of TV technical operations; Stan Parlan, supervisor of broadcast film; Ed Bennett, supervisor of scenic design & graphic arts.

First closed-circuit color system by an ad agency has been installed by J. Walter Thompson, N. Y., for pretesting of commercials. Agency has added color cameras and other gear to its "Channel 3" black-&-white closed-circuit hookup (Vol. 11:4).

Color sales: Kansas City Electric Assn. reports 251 sets sold in Dec., bringing total to 1457; Rocky Mountain Electric League reports Colorado sales of 751 in all of 1956 vs. 252 in 1955.

RCA shipped 2 live color cameras Jan. 25 to upcoming WFGA-TV, Jacksonville, Fla. (Ch. 12), due in spring.

ELECTRONICS PERSONALS: Dr. Rolf W. Peter promoted to physical & chemical research director of RCA Labs, succeeding Humboldt W. Leverenz now asst. research director; Allen A. Barco to systems research director, succeeding Dr. George H. Brown, now chief engineer, RCA commercial electronic products . . . Robert W. Deichert promoted to mgr. of new data & display dept. in Du Mont Labs' circuit research div. . . . Vice Adm. Richard H. Cruzen (ret.) elected a v.p. of Federal Electric Corp. (IT&T) . . . Raymond A. Ballweg Jr., from Air Force research & development headquarters, named special asst. to Trevor Gardner, chairman-pres. of Hycon Mfg. Co., himself a former Asst. Secy. of Air Force for research & development . . . Herman R. Stuart elected engineering v.p. of Kearfott Inc., General Precision Equipment Corp. subsidiary for development & manufacture of airborne navigation & control instruments; Robert N. Brown named engineering director; Joseph B. Heimann, chief engineer . . . Paul W. Schulz promoted to production control mgr. of Corning Glass electrical products div., succeeding Thomas W. Kewley, now mgr. of planning & control in consumer products div. . . . Robert T. Hood elected Gabriel Co. controller, succeeding A. P. McDiarmid, resigned as v.p. & treas. . . . Dr. John K. Hilliard, chief engineer of Altec Lansing, promoted to director of advanced engineering . . . Melvin H. Murphy promoted to chief electronic engineer, Packard-Bell technical products div. . . . Dr. Ernst Weber promoted to research v.p., Brooklyn Polytechnic Institute.

RCA Service Co. reorganized its govt. services dept. this week, under v.p. P. B. Reed, with these new positions: Fred D. Chiei, mgr. defense electronic product services; H. P. McTeigue, mgr. Army & non-military services; Paul P. Melroy, mgr. Navy Services; T. G. Whitney, mgr. Air Force services; Lloyd R. Yoh, mgr. administrative control & services.

Page Communications Engineers Inc. has been awarded $15,000,000 Signal Corps contract for design and installation of communications system in Western Pacific. Manufacture of major electronic equipment will be subcontracted to RCA.

"Kintel" is new trade name for products manufactured by Kay Lab, San Diego makers of TV camera systems and instruments. New name, company explained, adopts the "K" from Kay Lab, "in" from instruments, "tel" from television.

Walter J. Barrett, N. J. Telephone Co. engineer, has been nominated for AIEE pres.; he's been treas. since 1953.

Network Television Billings

November 1956 and January-November 1956

(For October report see *Television Digest*, Vol. 12:51)

TOTAL TV network billings dipped in Nov. 1956 to $44,163,884 from record-high $45,475,458 in Oct., but surpassed previous high of $42,596,589 reached in Aug. and were 13.7% above Nov. 1955, according to Publishers Information Bureau. CBS slid in Nov. to $19,866,463 from $20,446,775, NBC to $17,678,312 from $18,150,520, ABC to $6,619,109 from $6,878,183. Over 11 months ABC showed biggest relative gain—55.3% above similar 1955 period, from which CBS was up 18.1%, NBC 15.6%. The complete PIB report:

NETWORK TELEVISION

	Nov. 1956	Nov. 1955	% Change	Jan.-Nov. 1956	Jan.-Nov. 1955	% Change
CBS	$19,866,463	$16,866,314	+17.8	$203,124,982	$171,931,960	+18.1
NBC	17,678,312	15,489,279	+14.1	170,305,798	147,373,918	+15.6
ABC	6,619,109	6,496,236	+ 1.9	70,026,679	45,091,856	+55.3
DuMont*	----	----		----	3,102,708	----
Total	$44,163,884	$38,851,829	+13.7	$443,457,459	$367,500,442	+20.7

1956 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
Jan.	$ 6,382,046	$ 17,820,455	$ 14,695,116	$ 38,897,617
Feb.	6,418,210	16,928,361	13,845,000	37,191,571
March	6,747,928	17,884,976	15,955,688	40,588,592
April	6,173,922	17,668,950	15,136,596	38,979,468
May	6,639,132	18,260,894	15,710,403	40,610,429
June	6,119,917	17,935,789	14,186,929	38,242,635
July	5,532,030	18,481,719	13,733,765	37,747,514
Aug.	6,842,292	19,430,748	16,323,549	42,596,589
Sept.	5,673,910†	18,399,872	14,889,920	38,963,702†
Oct.	6,878,183†	20,446,755†	18,150,520†	45,475,458†
Nov.	6,619,109	19,866,463	17,678,312	44,163,884
Total	$70,026,679	$203,124,982	$170,305,798	$443,457,459

* Effective Sept. 15, 1955, DuMont changed from a national network to a local operation.

† Revised as of Jan. 24, 1957.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

■

Pickup in TV applications this week brought 3 for stations, 5 for translators, producing total of 132 pending for stations (27 uhf), 35 pending for translators. The station applications: (1) For Hays, Kan., Ch. 7, by KAYS; (2) for Butte, Mont., Ch. 5, by KBOW; (3) for Ogden, Utah, by KVOG. The translators: for Romeo, Colo., Ch. 82, by San Luis Valley TV Inc., to rebroadcast KGGM-TV, Albuquerque; for Claremont, N. H., Ch. 79, by WWLP, Springfield, Mass., to rebroadcast upcoming WWLP satellite WRLP, Greenfield, Mass. (see p. 6); for Alpine, Tex., Ch. 77, by The Honor System TV Assn., to rebroadcast KOSA-TV, Odessa; for Roosevelt, Utah, Ch. 70 & 75, by Uintah Basin TV Co., to rebroadcast KSL-TV, one translator serving as relay.

Technological demands for skilled manpower in next 10 years, coupled with anticipated 10,000,000 increase in labor force to 79,000,000 in 1965, require employers to change "present personnel policies which today keep many workers over 45 from making full use of their abilities," Secy. of Labor James P. Mitchell says in new Labor Dept. brochure, *Our Manpower Future—1955-65*. Publication, released Jan. 27, includes charts of population and labor force trends and is available for 30¢ from Supt. of Documents, Washington, or regional Labor Dept. offices.

Local public service awards—parchment certificates recognizing community performances by organizations & individuals—will be presented monthly by NBC-owned stations, v.p. Thomas B. McFadden announced Jan. 24. First local citation goes from WRCA-TV & WRCA, N. Y., to *N. Y. Journal-American* for "exceptional service" in helping police find "Mad Bomber" George Metesky.

Radio Free Europe "is more important than ever" because of Hungarian revolt, Polish ferment and unrest in other Soviet satellites, Under Secy. of Commerce Walter Williams said Jan. 23 at kick-off luncheon in Crusade for Freedom fund campaign at Palmer House, Chicago. Pointing to 29 RFE transmitters now ringing Iron Curtain, he urged continued public support of privately-financed programs which bring "one thing the Iron Curtain cannot keep out—truth." Meanwhile W. German Govt. reported that official inquiry into RFE broadcasts to Hungary disclosed no evidence that arms were promised Freedom Fighters, encouraging them to hopeless resistance to Russian military might.

Floating VOA radio transmitter off Rhodes in Aegean may be replaced by new land station on island or in Turkey for more effective broadcasts in stepped-up USIA projects in Middle East (Vol. 12:51, 13:3). USIA director Arthur Larson, now on inspection tour of overseas installations, is reported dissatisfied with operation of transmitter on anchored ship and with Arabic-language VOA programs generally. As part of President Eisenhower's Middle Eastern policy, Larson seeks heightened U. S. propaganda effort in area to counter Radio Moscow & Radio Cairo.

West must take initiative now to exploit "strains in the Soviet orbit as vigorously as Moscow exploits every dislocation in our world," Brig. Gen. David Sarnoff, RCA chairman, said Jan. 24 in address to Minneapolis Junior Chamber of Commerce. Warning U. S. against "excessive fear of war" or "soothing rhetoric of peaceful coexistence," he urged free world offensive "with all the political & psychological forces at its command and others that must be created without delay."

Census Bureau released additional details this week on its census of TV households as of last Aug.—amounting basically to review of Advertising Research Foundation's disclosures last week of regional locations of TV households and presence of multiple-set households (Vol. 13:3). Census Bureau report is Series H-121, No. 3, titled *Households with Television Sets in the United States*, available from Census Bureau for 10¢.

Armed forces rules for TV-radio appearances by personnel were issued Jan. 25 by Defense Dept., reiterating "policy of non-competition with civilian employment," confirming "current practice of requiring Pentagon approval for appearance on national programs." Main exception: Personnel need no prior clearance to take part in audience participation programs so long as they "reflect credit on themselves and the military profession."

Educational TV needs can be filled by popular commercial station programming, pres. Lawrence H. Rogers of WSAZ-TV, Huntington-Charleston, W. Va., says in 32-page brochure on its *Camera Goes to School* series. In Jan. 22 *Congressional Record*, Rep. Roosevelt (D-Cal.) commends brochure, which has been distributed to House & Senate, state legislatures in W. Va., Ohio & Ky., FCC, NARTB, network executives, other TV stations.

From Flatbush to Piccadilly—by cab & TV: Many Britishers have been hearing "new sounds" over BBC's Channel 1, courtesy of tropospheric disturbances; listeners are complaining that Queens & Nassau County (N. Y.) taxicab radio calls have been drowning out the sound on some BBC telecasts.

WILK-TV, Wilkes-Barre, Pa. (Ch. 34) this week applied to FCC for authorization to increase power to 5-megawatts. Only station holding permit to go to full-power uhf is WJMR-TV, New Orleans (Ch. 21), which has STA to operate at 5-megewatts on experimental basis.

Electronic alms: Street beggar in Tucson, Ariz. has replaced his harmonica with music from tiny transistor radio hung from neck on string.

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SUMMARY-INDEX OF THE WEEK'S NEWS — February 2, 1957

TV-RADIO POLITICAL SPENDING totaled nearly $10,000,000 in 1956 campaign, Senate subcommittee reports on basis of complete network-station poll (p. 1).

STODDARD REPORT on educational TV recommends that all public schools be TV-equipped, opening new markets for equipment makers (p. 2).

CATV SYSTEMS lose tax case on connection fees. Industry growth continues steadily, Factbook showing 572 systems, including 51 new ones in Canada (p. 3).

PATENT LAW CHANGES recommended in "expert" reports to Senate subcommittee; electronics companies listed in ranking of patent ownership (p. 5).

NTA FILM NETWORK goes commercial, signing Warner-Lambert as first sponsor in $2,500,000 deal for 39-week 128-station weekly movie (p. 6).

ALLOCATIONS on FCC agenda again Feb. 5. First votes on Peoria, Springfield, Hartford & New Orleans likely to stick. Speculation on others (p. 7).

NARTB's PUBLIC RELATIONS expansion program, to be submitted to board Feb. 6-8, emphasizes activities in press, special projects, magazines, speeches (p. 8).

RCA HIKES COLOR PRICES on 3 models, says further increases can be expected. Westinghouse applies production controls. Consumer spending analysis (p. 11).

DISTRIBUTION INVESTIGATION by Senate Small Business Committee due to be launched by public hearings starting in March. Humphrey heads subcommittee (p. 12).

MAGNAVOX PROFIT in last 6 months of 1956 up 28% from same 1955 period, sales increase 36%. TV unit sales were up 30%, hi-fi phonos more than doubled (p. 14).

TV HIGHLIGHTS AT IRE Convention: Tape recording, color systems, panel on TV test signals, transistorized receivers, light amplifier (p. 15).

ROUGH ACCUSATIONS order of the day as final decisions near in big vhf cases Boston Globe blasts Herald-Traveler, charging it with threats (p. 9).

TUPELO, MISS. starter brings station operating box score to 496 (96 uhf). Semi-satellites make progress building in Bryan, Tex. & Ensign, Kan. (p. 9).

POLITICAL CONTRIBUTIONS by officers & directors of biggest TV-radio station chains listed by Senate group, showing $37,000 to GOP, $1000 to Democrats (p. 16).

$9,818,000 FOR POLITICS ON TV-RADIO: Total bill for political TV-radio broadcasts came to nearly $10,000,000 from Sept. 1 to Nov. 6, 1956 for all election contests, according to figures released at week's end, based on first complete survey.

Data is contained in 925-page report of Senate privileges & elections subcommittee investigation of political spending, conducted in last Congress under Sen. Gore (D-Tenn.). TV-radio survey is based on questionnaires sent to all networks & stations. Returns were surprisingly complete -- 97% of TV stations, 90% of radio stations and all networks replying. Breakdown of TV-radio political data:

Republicans paid $5,381,000 for TV-radio time and production (including preemption costs) for Presidential, Senatorial, Congressional and all other election contests; Democrats paid $4,121,000, other parties and candidates $316,000. Of the total $9,818,000, TV represented $6,636,000, radio $3,182,000. Expenditures for network TV -- almost entirely for Presidential campaign -- came to $1,733,073 for GOP, $1,197,441 for Democrats. Network radio cost GOP $144,645, Democrats $176,295.

Non-network TV expenditures were $2,004,000 for Republicans, $1,549,000 for Democrats. Non-network radio figures came to $1,500,000 for Republicans, $1,196,000 for Democrats. Non-network buys were mainly for Senate, Congress and local races.

California and Pennsylvania were leading states for non-network TV-radio political spending, state-by-state table shows -- total being $457,000 in each.

Comparing figures with parties' estimates early in campaign, subcommittee concluded that "both major parties increased considerably their anticipated TV expenditures in the late stages of the campaign."

Total TV-radio spending for 1956 Presidential, Senatorial and Congressional campaigns ($7,056,000) "was not significantly in excess of the 1952 expenditures for the corresponding campaigns" ($6,062,000), report notes, adding that main difference was "significant increase" in TV expenditures and "significant decrease" in radio

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expenditures. Rise in TV costs would have been much greater, report says, were it not for heavy use of announcement format, pre-election coordination between the networks and politicos to cut down preemptions, and price concessions by networks.

Free political time given by networks and stations was tallied thus: TV networks, 32 hours; individual TV stations, total of 185 hours; radio networks, 34 hours; individual radio stations, total of 575 hours.

Network-by-network breakdown of political purchases and free time: ABC-TV, Democrats $288,461, Republicans $170,682; ABC Radio, Democrats $38,874, Republicans $19,070. TV free time, Democrats & GOP 15 min. each, other candidates & parties 225 min.; radio free time, major parties 15 min. each, others 230 min.

CBS-TV, Democrats $495,455, GOP $916,148; CBS Radio, Democrats $93,818, GOP $66,110. TV free time, Democrats 180 min., Republicans 228 min., others 220 min.; radio free time, Democrats 247 min., Republicans 260 min., others 265 min.

NBC-TV, Democrats $413,525, GOP $646,243; NBC Radio, Democrats $26,647, GOP $49,694. TV free time, Democrats 400 min., Republicans 471 min., others 202 min.; radio free time, Democrats 323 min., Republicans 439 min., others 195 min.

Mutual Radio, Democrats $16,956, Republicans $9771. Free time, Democrats 15 min., Repubilcans none, others 15 min.

* * * *

Noting that TV-radio was largest single item of expenditure -- out of total $33,000,000 spent in campaign -- subcommittee concluded that current $3,000,000 limitation on expenditures by national committees is "unrealistically low" and virtually meaningless, because of the numerous other political committees created merely for the purpose of getting around the spending limit.

While making no specific recommendation, report went into some detail on the testimony of TV-radio witnesses who argued that equal-time law "places serious handicaps upon political candidates and parties as well as upon the broadcaster or telecaster desiring to perform the public service of bringing to the listening and viewing audience adequate coverage of the election campaign."

TV FORESEEN AS EDUCATION'S NEW DIMENSION: Important to all segments of industry -- broadcasters and manufacturers alike -- is the report-with-a-wallop submitted this week by Dr. Alexander Stoddard, retired Supt. of Los Angeles Schools, recommending that every public school in America be TV-equipped. In brief, he said that use of TV in classrooms could save 100,000 teaching positions and more than $500,000,000 in salaries, as well as improve quality of instruction.

Titled "Schools for Tomorow: An Educator's Blueprint," the 62-page report was prepared by Dr. Stoddard for Ford Foundation's Fund for Advancement of Education, 655 Madison Ave., New York, where copies are available. It was based on studies by Dr. Stoddard and on more than 1000 interviews in 72 communities during 1956.

Special significance may be attached to report by virtue of Dr. Stoddard's authorship. He is a professional educator, not one in the hire of educational TV organizations and, inasmuch as his report has backing of Ford Foundation, its chances of being translated into concrete action cannot be dismissed lightly.

Potential bonanza for equipment manufacturers is visualized in his recommendations for future school facilities. He urged that no school be built without provision for 2 or 3 large rooms equipped with TV receivers and closed-circuit system.

Building requirements for maximum TV use in new buildings, he said, should include built-in coaxial cables and antenna lines, built-in 24-in. sets (one or more in each room), central sound system with talk-back arrangement. For school buildings now in use, he recommended portable TV sets with large speakers in each room, mounted on stands; installation of antenna, coaxial and wire leads; adaptation of radio workshop or auditorium stage for closed-circuit studio; installation of closed-circuit equipment; improvement of acoustics, lighting and ventilation when necessary. For these recommendations he drew on information from Dr. Thomas A. Weir, former coordinator of School Program and Station Relations, St. Louis Board of Education.

Report cites these advantages in greater use of TV in classrooms: (1) Music and art, and many phases of other subjects, could be taught by specialists. (2) By

reducing number of subjects usually required of elementary school teachers, confusion can be avoided and more attention given to individual needs. (3) Enough money might be saved to raise teacher's salaries to professional levels.

Report had high praise for educational TV stations already in operation, and pointed to current closed-circuit educational experiment in Hagerstown, Md. (Vol. 12: 5-26, 13:3) as "what may prove to be one of the most significant...studies in the educational TV field." At same time, it lauded cooperation of commercial stations n helping educational stations and their programs, but warned:

"The schools and colleges must have their own stations, just as they have their own shops, classrooms, libraries and laboratories. Moreover, anyone with experience in this area knows that commercial stations cannot give away the more valuable program hours regularly as a permanent policy...All the time that can or will be given by commercial stations for educational programs is but a drop in the bucket of what will soon be needed."

CATV LOSES TAX CASE; GROWTH REPORT: Community antenna operators lost a tough one this week, when U.S. Tax Court ruled that initial connection charges are taxable as income, can't be treated as "contributions to capital." Ruling doesn't hit as hard as it would have several years ago, when most CATV systems were just starting, making their major outlays. Nonetheless, it's a jolt, for operators have been charging up to $100-$150 for initial connections, though average has dropped steadily.

Decision was 2-1 on case initiated 2 years ago by National Community TV Assn. on behalf of system operator in Wilkes-Barre, Pa. Judge Norman O. Tietjens wrote majority opinion, which concluded that there's nothing in system-subscriber contracts binding company to use contributions for any particular purpose. Judge John W. Kern dissented. NCTA hasn't yet decided whether to appeal.

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Our semi-annual statistical stock-taking of systems, based on analysis of directory in our forthcoming Spring-Summer TV Factbook, due off presses in couple weeks, continues to disclose a steadily expanding industry.

We constantly hear of many systems hitherto unknown to us, and we keep trying to verify their existence by direct response from operators or manufacturers. But, even erring on the conservative side, we count 572 operating systems in U.S. & Canada, compared with 480 only 6 months ago (Vol. 12:28).

Biggest increase was batch of 51 reported to us by a new "power" in Canada, manufacturer Benco TV Assoc. Ltd., 278 Bridgeland Ave., Toronto -- and gen. mgr. S.W. Wellum promises large additional batch for next Factbook. Here are salient statistics derived from the Directory:

(1) Systems in operation -- 572 vs. 480 six months ago.

(2) Average number of subscribers -- 866 vs. 912. Excluding the Benco group, most of which just started last year, current average would be 945.

(3) Average potential subscribers, estimated by operators -- 1820. Again excluding Benco group, average potential is 1968.

(4) Total homes reached by those supplying figures -- 364,915.

(5) Total potential, according to operators' estimates -- 750,134.

Very interesting thing to watch, in coming months, will be development in Pacific Northwest after Court of Appeals rules on the legality of unauthorized vhf boosters. If they're declared illegal, as most lawyers expect them to be, will set owners turn to CATV systems or to uhf translators -- or both? If they're declared legal, will days of some CATV operators be numbered?

Rosy picture of daytime TV was presented by new CBS-TV pres. Merle S. Jones in Jan. 30 address to Minneapolis Advertising Club pitching for more sponsorships. He said: "Last fall the TV sets in 7,000,000 homes were tuned in during the average minute between 10 a.m. and 5 p.m., to account for a nationwide total of 49,000,000 hours of viewing each day. Furthermore, this figure apparently doesn't represent the best that we can expect. Last fall's average minute audience of 7,000,000 homes is 25% larger than during the autumn of 1955—and the figure is still rising." He also estimated that number of TV homes will increase to 41,800,000 in 1957, with average daily viewing per family remaining at 5 hours. "Thus by the end of 1957 American families will be devoting 209,000,000 hours per day to watching TV, 15,500,000 more hours per day than in 1956," he said.

Personal Notes: Merle S. Jones, new pres. of CBS-TV, left Jan. 31 for "get-acquainted" visit with west coast officials of network and affiliates; he was accompanied by CBS pres. Frank Stanton, programming exec. v.p. Hubbell Robinson Jr. and information services director Charles Oppenheim . . . Wm. Paley, chairman of CBS, currently vacationing with wife in Montego Bay, West Indies . . . Richard L. Freund, ex-NBC legal dept., joins ABC as director of labor relations, assuming duties of Mortimer Weinbach, now v.p. & gen. counsel . . . Gene Accas resigns as v.p. & operations director of TvB to rejoin ABC-TV as administrative officer, with special assignments in adv., promotion, research & sales; Jason Rabinovitz promoted to administrative officer in charge of financial & business matters . . . John R. Sheehan, ex-Cunningham & Walsh v.p. & TV-radio director, joins TvB in sales capacity . . . Dr. Thomas E. Coffin promoted to research director of NBC's research & planning section; Allen R. Cooper promoted to director of corporate planning, James H. Cornell to staff asst. for program planning . . . Edward J. Montagne promoted to new post of exec. producer for all CBS-TV film operations, reporting to Harry Ommerle, v.p. in charge of TV network programs, N. Y. . . . Robert B. Hanna Jr. resigns as mgr. of GE's broadcasting stations dept. (WRGB and radios WGY & WGFM, Schenectady, N. Y.) to become gen. mgr. of GE's industrial heating dept., Shelbyville, Ind. . . . E. Wm. Farneti promoted to asst. to George R. Dunham, gen. mgr. of WNBF-TV & WNBF, Binghamton; Ronald Maines promoted to operations supervisor . . . Bennet H. Korn, sales v.p. of WABD, N. Y., appointed v.p. & station mgr., succeeding Ted Cott, who continues as vp. & gen. mgr. of WABD & WTTG, Washington . . . George Ing promoted to engineering director of KONO-TV & KONO, San Antonio . . . Keith B. Collins, mgr. of radio KFBK, Sacramento, promoted to sales director of all McClatchy stations, replacing Leo Ricketts, resigned . . . Herb Jaffe resigns as v.p. of Official Films; Leonard O. Fischer, gen. partner in N. Y. brokerage firm of John H. Kaplan & Co., succeeds him as a director . . . S. L. (Stretch) Adler, ex-Screen Gems, Crosley stations & Ziv, named national sales mgr. of Guild Films . . . Virgil (Buzz) Ellsworth, ex-Mercury International, named mgr. of MGM's TV commercials dept. . . . Florence Reif promoted to supervisor of religious programs & educational features, NBC Radio, succeeding Mrs. Dorothy Culbertson, now a producer on NBC's educational TV programming project . . . Arthur Perles resigns from CBS publicity dept. after 18 years to become director of press & publicity of NBC subsidiary California National Productions . . . Stephen Strassberg, publicity director of WABC-TV & WABC, N. Y.. promoted to asst. press information director of ABC; Heyward Ehrlich, ex-CBS Radio, DuMont & MCA, succeeds him . . . Lawrence Turet named promotion director of WITI-TV, Milwaukee . . . Bruce Johns resigns as promotion director of WTVN-TV, Columbus, O., to take similar position with WCHS-TV & WCHS, Charleston, W. Va. . . . Jay J. Merkle, ex-Dumont Network & Armed Forces Network, named director of operations & sales service of newly formed Closedcircuit Telecasting System . . . Larry Wynn, ex-sales mgr. of WABC-TV, N. Y., joins sales dept. of WATV, Newark . . . Charles S. Wright named a partner in A. D. Ring & Assoc., Washington consulting engineers . . . A. Harry Becker, Washington TV-radio attorney, moved Feb. 1 to Wyatt Bldg. (Executive 3-3003) . . . Gus Trevilian promoted to local sales mgr. of WSLS-TV, Roanoke . . . Robert A. Huelster promoted to local sales mgr. of WCCO-TV, Minneapolis . . . Miss Rae Hargrave promoted to SMPTE publicity director, replacing Sue Grotta, resigned.

Obituary

Jim Shott, 61, publisher of *Bluefield* (W. Va.) *Telegraph* and *Sunset News* (WHIS-TV & WHIS), died Jan. 26 of heart attack. He was first W. Va. newspaper publisher to enter radio, buying WHIS in early 1920s. In 1937, he managed successful campaign of his father, Hugh Ike Shott, for Republican nomination for U. S. Senate. Jim Shott was also a former Republican State Chairman and a member of National Republican Finance Committee. He is survived by his widow, 5 sons, a sister & brother.

Herbert Mayer, who gave TV one of its most phenomenal success stories, on Jan. 22 gratified long-cherished ambition by opening new World House art gallery at Hotel Carlyle, 987 Madison Ave., N. Y. Applying for TV stations when many veteran broadcasters declined to take the risk, he built and operated WXEL, Cleveland (Ch. 3) and KPTV, Portland, Ore. (Ch. 27), later sold them with his TV coil manufacturing operation in New Rochelle, N. Y. to Storer Broadcasting Co. for some $10,000,000 (Vol. 10:2, 44). Mayer's wife is an artist and he has been seriously interested in art since early 1930's. World House specializes in contemporary works from all over the world, displayed in uniquely designed settings. Gallery was subject of article in Jan. 22 *N. Y. Times*, is being featured in *Time* and *Newsweek* magazines, among others.

Maj. Robert Cranston, ex-chief of First Army's radio-TV div., N. Y., named chief, Army Radio-TV Branch, Washington, succeeding Maj. Thomas C. Clagett, reassigned to NATO duty in Norway. Maj. Cranston is son of George Cranston, gen. mgr. of WBAP-TV & WBAP, Ft. Worth.

Walter Cronkite, CBS newsman, received "Silver Medal Award" of Philadelphia's Poor Richard Club Jan. 29 "for his consummate skill in editing the news on the air and for his poise in performing this exacting task in full view of the audience."

Sir Richard Boyer, chairman of Australian Broadcasting Corp., arrived in N. Y. Jan. 30 for indefinite visit in U. S.

Sylvester L. (Pat) Weaver Jr., ex-NBC chairman, is expected to open offices at 430 Park Ave. in mid-Feb. for his new enterprise, which will include program packaging, consultation and other services to broadcasting. Neither the exact scope of his activities nor identity of his associates could be determined, but persistent (though unconfirmed) rumors were that he would be joined by Broadway producer Mike Todd and ex-NBC v.p. Frederic W. Wile Jr.

Edward R. Murrow received Navy's Distinguished Public Service Award—highest recognition of civilian not employed by Navy—from Secy. Charles F. Thomas in Pentagon ceremony Jan. 30. He was cited for originating "many network TV programs dealing with Navy subjects," resulting in "highly favorable atmosphere for Navy & Marine Corps public relations & recruiting." Programs include "Revolution in the Navy" show on *See It Now* last Nov. 18.

Hunt Stromberg Jr., who resigned from ABC-TV in Los Angeles 8 months ago, serving with CBS program development dept. in Hollywood since then, reportedly will rejoin ABC-TV as top-level programming executive, under James T. Aubrey, new v.p. in charge of programming.

E. R. (Curly) Vadeboncoeur, pres. & gen. mgr. of WSYR-TV & WSYR, Syracuse, received Distinguished Service Award of American Cancer Society, N. Y. State div., Jan. 28 in Syracuse.

OVERHAUL of patent system gained impetus this week with issuance of 3 reports by Senate Judiciary Committee's patents, trademarks & copyrights subcommittee headed by Sen. O'Mahoney (D-Wyo.). Final report on subcommittee's study is expected in next 2 weeks.

This week's reports included 2 expert appraisals of patent situation by Dr. Vannevar Bush and Chicago patent attorney George E. Frost. Though no mention was made of current patent litigation in electronics industry, both reports devoted sections to patent pooling practices.

Dr. Bush's report, *Proposal for Improving the Patent System* (Study No. 1), urges "thorough and objective study" of patent pooling "by a fully representative group, including men with experience in patent litigation, [but] including also those who understand the trends of science and its applications, and those who have struggled with the vicissitudes of infant industrial units." Rather than place reliance on anti-trust laws to deal with patent pooling, he recommends it be "covered by its own body of legislation."

Frost's report, *The Patent System and the Modern Economy* (Study No. 2), devotes 2 pages to color TV as "vivid example of current competition in development." Recounting rivalry among RCA, Chromatic, Hazeltine, Philco, et al, for color TV developments, Frost says: "It is difficult to see how this activity could go on in the absence of a patent system. With respect to Hazeltine, its only source of income is patent royalty and service fees to licensees. RCA—though it does manufacture—could hardly undertake the staggering investment it has made in color TV in the absence of a patent system . . . And with respect to Philco there is a multiple motive of obtaining both manufacturing and royalty income coupled with a desire to avoid paying patent royalties to others."

He called color TV development "significant" in that it presented a problem too big for individual research and development, demonstrating patent system's effectiveness "as to group research as well as to individual activity." In separate discussion of some "package" patent licensing systems, he said:

"A block or package of patents may have a competitive value as an entity apart from the merits of the respective patents. Typically, one patent in a group is comparatively basic, and the other patents are directed to improvements of relatively small value. The owner of the patents may consider it advantageous to insist upon the taking of a license to the entire package as a condition to grant of a license to the basic patent. [The] frequency with which this situation occurs has been exaggerated, but it has happened. Whatever the actual importance of the problem, however, all hands can agree that when there is coercion to take a multiple patent license it is likely to work against the objectives of the patent system in promoting technological competition . . ."

Third report, *Distribution of Patents Issued to Corporations (1939-55)* (Study No. 3), analyzes patent grants over the 17-year period. One section reports on patents issued each year to the 15 corporations receiving largest numbers of patents. It notes that in the 20-year period 1936 through 1955, nine corporations were among the 15 companies which received the most patents each year. In order of their total number of patents, these were: (1) GE, (2) AT&T, (3) RCA, (4) Westinghouse, (5) du Pont, (6) Esso Standard Oil, (7) GM, (8) Eastman Kodak, (9) Bendix Aviation.

The 3 reports are available from Supt. of Documents, Govt. Printing Office, Washington 25—at 15¢ each for Studies 1 & 3 and 25¢ for Study 2.

Study No. 3 includes lists of corporations and numbers of patents issued to them 1939-55. The TV-electronic and related companies with more than 100 patents, listed with their ranking on the list and the number of patents issued to each during the period, are:

1. General Electric	10,757	112. Zenith	359
2. AT&T	8,539	114. P. R. Mallory	354
3. RCA	7,894	137. Hazeltine Corp.	287
4. Westinghouse	7,567	148. Gen. Precision Equip.	274
9. Bendix Aviation	3,113	152. Motorola	264
15. Sperry Rand	2,066	155. Clevite Corp.	259
25. Hartford Natl. Bank & Trust Co. (for Philips of Holland & others)	1,419	159. Stromberg-Carlson	255
		163. Collins Radio	253
		172. DuMont Labs	244
26. IBM	1,410	209. Siemens & Halske (Germany)	199
27. International Standard Electric	1,406	227. Rudolph Wurlitzer Co.	183
35. IT&T	1,089	258. Amer. Bosch Arma	158
40. Raytheon	948	261. Weston Elec. Instrument	158
48. Philco	788	266. Sprague Electric	155
62. Sylvania	632	334. Radio Patents Co.	126
65. Telefunken (Germany)	611	335. Eitel-McCullough	124
78. EMI (Britain)	491	337. Philips of Holland (see Hartford Natl. Bank)	124
93. Avco	416		
98. Western Union	397		
104. Farnsworth Research Corp.	377	368. Lear Inc.	111

TV was used as "weapon" by *Kansas City Star* to "exclude" competition, U. S. Appeals Court Judge Charles J. Vogel observed last week in St. Louis, upholding District Court conviction of newspaper on criminal monopoly charges (Vol. 12:4). Reviewing trial testimony 2 years earlier, text of 42-page opinion contains few references to *Star*-owned WDAF-TV & WDAF, against which civil anti-trust action is pending. But judge cited 2 instances in which station facilities were operated as "appendages" to successful paper rather than "independent entities": In 1952 a furniture company was denied WDAF-TV time because it refused to advertise in *Star*. *Television Preview* "was unable to advertise in the most logical medium—TV" because Dean Fuller, then gen. mgr. of WDAF-TV, decided "I don't want to see this magazine on TV."

CBS is entering amusement park business, too. It's becoming joint owner with Los Angeles Turf Club in developing Ocean Park pier in Los Angeles-Santa Monica area into 30-acre family amusement park, to be operated as year-round enterprise starting in summer of 1958. Unlike ABC's connection with Disneyland Park near Anaheim, Cal., no plans are in works for TV tie-ins.

Seagoing TV: Esso Shipping Co. of N. J. is currently equipping its 38 coastal tankers with 21-in. sets in dining and recreation quarters.

Equal job opportunity, regardless of race, should be "matter of self-interest" to industry as well as of principle, RCA chairman Brig. Gen. David Sarnoff says in address prepared for Feb. 4 youth training-incentives conference in Washington sponsored by President's Commission on Government Contracts. Citing non-discriminatory practices by RCA since its organization in 1919, Sarnoff says he himself "would not be here as its head today" without them. Some companies have "groundless" fears of opening jobs to such minorities as Negroes, Sarnoff says; RCA's experience shows that Negroes do "splendid" work in wide range of supervisory & other employment in manufacturing, labs, personnel, service.

Attack on NBC & CBS is launched by Zenith counsel Burton K. Wheeler, former chairman of Senate Commerce Committee, in release distributed by Committee for Constitutional Govt., 205 E. 42nd St., N.Y. Wheeler asserts that approval of subscription TV is answer to NBC & CBS "domination" which gives 2 men "absolute power over what is seen and heard on TV." He suggests that NARTB may be networks' "cat's paw" in asking for repeal of Sec. 315 of Communications Act. He said that repeal would give networks power to "censor" political speeches and give free time to their political friends while refusing time to others.

Telecasting Notes: Ratings are going to be "de-emphasized"—at least for public consumption—reports TV editor Sam Chase in Feb. 2 *Billboard*. He writes the TV networks have decided to stop issuing press releases on ratings achieved by programs. Intent, he adds, "is to quiet the public hubbub over who's on top, which has given rise to an atmosphere in which the webs believe that ratings have become virtually the master rather than a tool of the industry" . . . But ratings still make news—both trade news and general news. For example, Nielsen reports *Ed Sullivan Show* and *I Love Lucy* won 1956 rating sweepstakes—*Sullivan* with biggest single-broadcast "total audience" figure of 21,753,000 on Nov. 18, *Lucy* with biggest single-broadcast "average audience" of 18,963,000 Dec. 10 . . . Newspapers, seemingly enjoying the rating rivalries, gave big play to *Steve Allen's* Jan. 27 upset of *Ed Sullivan*, 28.3-to-25 on the Trendex scoreboard . . . Speaking of ratings, NBC feels it is closer than ever before to dethroning CBS's *Lucy* with its newly scheduled (and highly publicized) *Twenty-One* quizzer in same time slot; press gave big play to Charles Van Doren's $122,000-so-far winnings on the show . . . Despite big sendoff, NBC's new-format *Tonight!* apparently is due for some revisions, judging by reception from the professional TV critics . . . Is jackpot quiz fad dying? Jan 30 *Variety* reports 5 have bit the dust without running more than 26 weeks, and enumerates them: *You're on Your Own, Break the $250,000 Bank, Can Do, High Finance, Giant Step.* It also notes the skidding ratings of *$64,000 Question* and *Challenge* . . . Public doesn't think it's such a bad TV season, according to special Pulse survey reported in Jan. 28 *Television Age:* More than 90% of the 1000 viewers queried thought this season's network shows better than, or as good as, previous years; 8.2% said they weren't as good; 60% said they were better; 30% said they were about the same . . . Another Broadway play to TV: *Robert Montgomery Presents* (NBC) has bought TV rights to "Reclining Figure," legitimate play of the 1954-55 season; it will be performed on TV Feb. 25, perhaps using some of original cast . . . Kansas City Philharmonic Orchestra's regular Sunday afternoon pop concert Jan. 27 was performed at WDAF-TV's studios and carried by all 3 local TV stations to help save-the-orchestra fund drive . . . Old movies on TV are driving public "to see new and exciting motion pictures at theatres," 20th Century-Fox pres. Spyros P. Skouras declared hopefully this week.

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Jobless TV actors and others in entertainment fields need liberalized unemployment insurance to relieve chronic hardship, union delegation told N. Y. state legislative leaders Jan. 30 at Albany dinner conference. Led by Helen Hayes, Ralph Bellamy & Robert Montgomery of Actors Equity, representatives of TV, radio & movie performers, musicians, stagehands, press agents urged that qualifications for jobless pay claims by part-time workers be cut. They said employment eligibility requirements should be reduced from 20 weeks in previous year (Vol. 12:50) to about 15—or that $1000 constitute minimum earnings—because of difficulty of young actors, in particular, in finding regular employment. Cost of revision was estimated at $13,000,000 a year from $1.5 billion reserves.

TV film of murder trial has won special citation for WBAY-TV, Green Bay, from Wis. Press Potographers. Films of Michael McCormick murder trial were made with court's permission by Ken Conant & Don Love, WBAY-TV newsman.

Benefit hockey game promoted by WRCV-TV & WRCV, Philadelphia, netted $8744 for Women's Medical College of Pennsylvania in new "Impact Public Service" program for NBC-owned stations (Vol. 13:2).

FIRST FILM NETWORK got its first sponsor this week—in a $2,500,000 deal which really puts NTA Film Network "in business," although it has been programming one feature film a week (sold locally by affiliates) since Oct. 15, 1956. Sponsor is Warner-Lambert Pharmaceutical Co., which will begin weekly two-thirds sponsorship of major TV-first-run 20th Century-Fox Films on full 128-station NTA lineup April 1 for firm 39 weeks, with options running through 1959. Exercise of all options would bring Warner-Lambert's total time and program costs to more than $10,000,000.

NTA Flm Network, jointly owned by National Telefilm Assoc. and 20th Century-Fox, will supply group of pre-1949 features, including such top-notch pictures as "Razor's Edge," "Gentlemen's Agreement," "Alexander's Ragtime Band," "Stanley & Livingston," "Lloyds of London," "Blood & Sand," "Grapes of Wrath," "Forever Amber" and "Mother Wore Tights."

Warner-Lambert, which is listed as having spent $1,181,562 on network TV in first 6 months of 1956 (Vol. 12:39), is maker of Listerine, Richard Hudnut, Sportsman, Bromo Seltzer, Anahist & Prophylactic lines of cosmetics, toiletries, pharmaceuticals and toothbrushes. Deal is expected to be followed shortly by announcement of sale of other one-third of weekly feature film show, for total of $4,000,000 for 39-week period.

Twentieth Century-Fox will film additional footage, using its feature players as hosts for the films, with commercials filmed and inserted in the series. Stations will play the features at different times, though some 70% of station clearances are said to be on Fri., Sat. or Sun. evenings—mostly in late-evening "feature film time." Warner-Lambert contract was negotiated through Lambert & Feasley ad agency.

NTA Network's next planned programming expansion is slated for this spring, in form of weekly 90-min. "kiddie spectacular." Next fall, it hopes to add five 30-min film series, some for local sale by stations (with network sharing in revenues), others to be aimed at national sponsorship.

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RCA's TV tape recorder plans will be made clearer at NARTB convention in Chicago next April. Company isn't saying much about its tape progress, but a spokesman told us: "We'll have something to say at the convention—and we'll be competitive, with something the telecaster will want. We're aiming for both black-&-white and color." Meanwhile, ABC announced it has ordered 3 pre-production prototype Ampex videotape recorders for installation in Chicago in Feb. & March, to be put into large-scale use for Daylight Time zone repeats in April. Acceptance of TV tape recording by CBS & NBC is indicated by fact that they already are televising about 20 hours a week from magnetic tape. NBC is recording *Truth or Consequences* daily for whole network, half of first hour of *Today*, full 60 min. of *Home*, 60 min. of *Tonight!* and the 15-min. *News Caravan* for west coast repeat. CBS is taping daily 15-min. *Doug Edwards and the News* and the 30-min. weekly *Arthur Godfrey Talent Scouts.* Note: Ampex Corp.'s backlog of orders for production model videotape recorders totals $4,000,000. Typographical error was responsible for incorrect figure reported last week (Vol. 13:4).

Unlimited TV coverage of Ohio State U football games, now restricted by Big Ten rules, is provided in bill introduced Jan. 30 in state legislature. Measure forbidding state-supported institutions to belong to intercollegiate associations which impose TV sports restrictions is similar to proposals previously killed.

ALLOCATIONS speculation got hot again this week, as FCC prepared for Feb. 5 session on deintermixture cases. In preliminary voting, Commission had indicated intentions of moving vhf channels out of Peoria & Springfield, Ill., keeping one in Hartford, adding one to New Orleans (Vol. 13:3). Betting is that Commission will stick by those in final decision.

Next batch, also to be taken up Feb. 5, is said to include Fresno, Madison, Evansville, Elmira and Vail Mills (Albany). Most guessing on these is that operating vhs in first 3 cities won't be disturbed; that Elmira's Ch. 9 will be deleted; that Vail Mills will go either way by 4-3 vote.

In Fresno case, KJEO (Ch. 47) filed protest against grant of license to KFRE-TV (Ch. 12), stating that Commission shouldn't have given out the authorization pending consideration of deletion of Ch. 12. KFRE-TV came back with quote from Communications Act to effect that KJEO is specifically precluded from protesting the license after KFRE-TV won CP in hearing.

Presumably, Commission will have issued final decisions on these and all other deintermixture cases by time it trudges to Capitol Hill March 5 to inform Senate Commerce Committee of its progress.

TV Allocations Study Organization, meanwhile, moved another step by appointing chairman and vice chairman of its 5 panels. Names read almost like old times—many of them veterans of allocations and color standards wars (first name chairman, second vice chairman): Panel 1, transmitting equipment—Wm. J. Morlock, GE, & Ralph N. Harmon, Westinghouse Bcstg. Co.; Panel 2, receiving equipment—Wm. O. Swinyard, Hazeltine Research, & K. A. Chittick, RCA; Panel 3, field tests—Knox McIlwain, Burroughs Research (formerly Hazeltine) & Frank Marx, ABC; Panel 4, propagation—Frank G. Kear, Kear & Kennedy, & Stuart L. Bailey, Jansky & Bailey; Panel 5, analysis & theory—Robert M. Bowie, Sylvania, & Wm. B. Lodge, CBS. Last panel is regarded as most important, having chore of summarizing work of others.

First meeting of the 10 will be held at REMTA's N.Y. headquarters Feb. 4, and panel chiefs expect to select panel members within couple weeks—according to TASO exec. director Dr. George Town. Incidentally, Senate Commerce Committee hasn't asked Town to testify, nor has FCC asked him to join in presentation.

One of TASO's 5 organizers, Assn. of Maximum Service Telecasters, this week stated its position regarding removal of excise tax on all-channel sets, expressing confidence that loss from the tax will be considerably offset by greater taxes from profitable uhf stations, receiver & transmitting equipment manufactures, ad agencies, parts suppliers, new employes and "a host of other collateral suppliers and services that would be indirectly affected."

Repeal of TV & radio excise taxes was recommended Jan. 31 by House Small Business Committee which also urged that FCC & other regulatory agencies be made independent of White House budget control. Committee said excise taxes on "so-called luxury goods" were holdovers from World War II & Korean War and should be replaced by "progressive rates on corporate incomes." Reorganization of FCC set-up, as recommended, would prescribe election of chairman by members and permit direct approach to Congress for appropriations.

Value of a uhf "island" is reflected in $1,925,000 sale, including $300,000 net quick assets and "very substantial fixed assets," of WKJG-TV, Ft. Wayne (Ch. 33), with WKJG, highest price yet paid for such combination. All vhf channels in general area are taken up, with nearest 93 mi. away in Kalamazoo, 97 mi. in Toledo, 102 mi. in Dayton, etc. Engineers say it would take drastic reshuffling of allocations to get vhf channel into Ft. Wayne. Purchasers are Truth Publishing Co., operators of WSJV, Elkhart (Ch. 52) & WTRC, 60%; Walter R. Beardsley, 25%; Chicago adman Geoffrey Wade, 15%. Beardsley, pres. of Miles Labs, is v.p. and owns 49.5% of Truth Publishing Co. Publisher of *Elkhart Truth*, its pres. and 35.5% owner is John F. Dille Jr. Major stockholders among sellers: Clarence L. Schust, 28.5%; H. Leslie Popp, 28.5%; Edward G. Thoms, 18.8%; Walter L. Thoms, 18.8%. Purchasers say that "extensive improvements are planned;" that mgr. Edward G. Thoms and other personnel will be retained. Sale was negotiated by management consultant Howard Frazier.

Adding second affiliate, KDUB-TV, Lubbock (Ch. 13) formally took over operation Feb. 1 of KBST-TV, Big Spring (Ch. 4), under lease arrangement, which also carries option to buy 50% of stock plus program & sales control (Vol. 13:1, 4). Texas Telecasting Inc., KDUB-TV licensee, began operation of wholly-owned KPAR-TV, Sweetwater-Abilene (Ch. 12) year ago as an affiliated outlet. Feb. 1 combination rate card for 3 stations has $630 hour, $108 min. rate. Rep is Branham.

Radio station sales approved this week by FCC: **KNOK, Ft. Worth**, by Associated Bcstrs. Inc. (65.5% held by John J. Flood estate) to John W. Kluge for $300,000 (Vol. 12:50). Kluge also controls WGAY, Silver Spring, Md.; WILY, Pittsburgh; KXLW, St. Louis; WKDA, Nashville. **KHON, Honolulu**, in bankruptcy proceeding to Shirley L. Mendelson, ex-Santa Monica Pontiac agency owner, for $75,000 (Vol. 13:2). **WTWB, Auburndale, Fla.** by R. E. Hughes to L. M. Hughey for $50,000 (Vol. 13:2).

Radio station sales reported this week: **KNEW, Spokane**, by Inland Empire Bcstg. Co. (Burl C. Hagadone, pres.) for $422,648 to co-owners Lester M. Smith and Lincoln Dellar, also owners of KJR, Seattle; KXL, Portland, Ore.; KHMO, Hannibal, Mo. Mr. Dellar and wife own KCCC-TV, Sacramento, Cal. (Ch. 40) and radio KXOA. **WKTL, Kendallville, Ind.** by Charles R. Palmquist for $55,000 to Ted Nelson, v.p.-gen. mgr. of WFIE, Evansville, Ind. (Ch. 62), also owner of WHOP, Bellefontaine, O. and WTLO, Frankfort, Ind. **WGFS, Covington, Ga.** by James Whatley and J. L. Coley for $30,000 to R. William Hoffman and wife, who own 50% of WKBL, Covington, Tenn. Blackburn-Hamilton was broker for WKTL and WGFS sales.

Sale of radio WGMS & WGMS-FM, Washington, for $400,000 to RKO Teleradio Pictures was upheld this week by Chancellor Collins J. Seitz in Wilmington, Del. court. Rejecting protests against terms by minority stockholder Lawrence M. C. Smith of Philadelphia (Vol. 12:47-48), Seitz held that there was no showing that purchase price was "less than fair value of the assets sold" and that Mr. & Mrs. M. Robert Rogers, principal owners, properly negotiated 5-year personal contract with RKO's MBS as management consultants. Still pending is Smith's protest to FCC (Vol. 13:2) that sale robs Washington of "good music" service.

Sale of KVVG, Tulare-Fresno, Cal. (Ch. 27) to independent movie producer James Stacy for $10,000 and assumption of liabilities (Vol. 12:25) was approved this week by FCC. Sellers are movie producer Joseph Justman and adman Milton B. Scott, who acquired property in 1954 from Sheldon Anderson for token $1 and assumption of about $350,000 in liabilities (Vol. 11:12).

WINT, Ft. Wayne (Ch. 15), aiming to move with radio WANE from Auburn, Ind. to new ultra-modern studio-transmitter building on W. State Blvd. by midsummer, has allocated $360,000 for construction and land.

EXPANSION of public relations activities by NARTB, designed to counteract criticism of broadcasting industry from Govt. and other sources, will be proposed to NARTB board Feb. 6-8 in Hollywood Beach, Fla. by public relations director Donald N. Martin, and will emphasize 3 basic approaches, under theme of "Broadcasting Serves America." Though details are still indefinite, expansion is expected to be in these areas:

(1) Press. Newspaper releases, bylined articles and closer liaison with wire services will be stepped up, under direction of John G. Trezevant, ex-managing editor of *Collier's Magazine* and newly appointed mgr. of news & publications.

(2) Special Projects. Heavier-than-ever promotion of such events as National TV Week, National Radio Week, plus preparation and mailing of on-air kits to stations, etc., will be headed by Joseph Sitrick, as mgr. of special projects and member participation.

(3) Magazines and Speeches. Efforts to place more articles in magazines, establishment of informal speakers' bureau to take broadcasting's story to grass roots and to sources of criticism will be under direction of a man yet to be appointed. Martin has been busy interviewing applicants for the job.

Martin said "there's nothing revolutionary about our program; it merely represents an effort to do some of the basic public relations things we haven't been able to do up to now, primarily because of lack of funds." There's still some doubt about how much NARTB board will appropriate for the expansion, but it's estimated that it will require at least additional $50,000 for year starting April 1.

One of basic problems, said Martin, is staff expansion. "To do the kind of down-to-earth job we want to do will require people trained in all phases of public relations," he said. "My door is open to anyone who can meet our requirements."

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FCC had "blunt word" for National Religious Broadcasters convention in Washington this week: "Barring a showing of unusual circumstances bearing on the public interest, it does no good for you to complain to the Commission should a station licensee deny a particular request by you for broadcast time." Advisory warning on station practices & FCC policy on religious programming was given by gen. counsel Warren E. Baker to NRB, fundamentalist affiliate of National Assn. of Evangelicals & American Council of Christian Churches. They have engaged in long TV-radio time dispute with dominant National Council of Churches (Vol. 12:10,15) over which group speaks for Protestantism. "Furthermore," Baker told NRB, "you know better than I do the wide range of religious faiths and denominations. The broadcaster must try to be fair to all of them, but there may not be enough hours in the broadcast day to meet all their requests without creating a serious programming imbalance." NARTB pres. Harold E. Fellows also addressed group, pointing out that licensees aren't required to give time to anybody for specific purposes so long as they operate stations in public interest—and that in providing over-all community service they sometimes must say no. NRB nevertheless renewed complaints that networks & stations discriminate against fundamentalist groups by recognizing National Council of Churches for free-time programs.

Rorabaugh Report on Spot TV Advertising, covering 4th quarter of 1956, listing national & regional spot advertisers on 318 stations in 209 markets, was released this week, available on subscription basis, or at $45 per copy, from N. C. Rorabaugh Co., 347 Madison Ave., N. Y. It's being used by TvB as basis for its own forthcoming quarterly report on spot expenditures.

NARTB's 1957 Keynote Award choice is a stunner—former President Herbert Hoover. First non-broadcaster to receive award, he was selected "because of the major role he played in establishing an orderly system for use of the spectrum and determining the role of Govt. in this field." NARTB announced: "As Secretary of Commerce, he called the first conference of broadcasters and manufacturers in 1922 and worked cooperatively with them over the next 5 years until 1927 when he was instrumental in obtaining passage of legislation creating the first Federal Radio Commission. Later that same year, he presided at the first international conference where 76 nations established treaties creating world order and assignment of wave lengths. Basically, these treaties are still in effect except in the Communist states." NARTB also recalled Hoover's opening statement at 1922 conference: "We are indeed today upon the threshold of a new means of widespread communication of intelligence that has the most profound importance from the point of view of public education and public welfare. The comparative cheapness . . . of receiving sets . . . bids fair to make them almost universal in the American home." It also said Hoover saw necessity for govt. licensing of frequencies but was opposed to giving Govt. any power over program content. Keynote award will be presented April 9, during NARTB's convention at Chicago's Conrad Hilton Hotel. Previous Keynote award winners were RCA chairman David Sarnoff; CBS chairman William S. Paley; Mark Ethridge, v.p. of WHAS-TV & WHAS, Louisville; Robert E. Kintner, then pres. of ABC.

FCC Chairman McConnaughey, scheduled for Feb. 28 luncheon address, heads speaker's list at 3-day Boston conference on local TV-radio public service programming under Westinghouse Bcstg. Co. auspices (Vol. 13:3-4). Other participants: Feb. 27—"Meet the Critics" panel with Lynn Poole, Johns Hopkins public relations director; John Crosby, N. Y. Herald Tribune Syndicate; Merrill Panitt, *TV Guide*. "Showmanship in Education" panel with James Macandrew, N. Y. Board of Education broadcasting director; CBS v.p. Louis G. Cowan; ABC v.p. James Aubrey; Robert Saudek, director of Ford Foundation's TV-Radio Workshop; Edward Stanley, mgr. of NBC public service programs; Dr. Bergen Evans, Northwestern U; Prof. Frank C. Baxter, U of Southern Cal. Feb. 28—Children's program panel with Helen Parkhurst, originator of Dalton Plan of Education; Judith Waller, pioneer in educational & public service broadcasting; "Big John" Arthur, creator of *No School Today*. TV news panel, moderated by John K. M. McCaffery, *11th Hour News* reporter on WRCA-TV, New York.

NARTB's board meetings Feb. 6-8 at Hollywood Beach Hotel, Hollywood Beach, Fla., will receive reports on proposal to change organization's name back to NAB, format of convention April 7-11 at Chicago's Conrad Hilton Hotel and proposed schedule for future conventions, and report on contemplated expansion of public relations campaign (see adjoining column). Political broadcasting and extension of license period will be included in legislative report. Freedom of information committee will summarize its activities in connection with American Bar Assn.'s Canon 35, which bars TV & radio equipment from court proceedings. TV board meeting Feb. 6 will receive progress reports on sets-in-use circulation study and on future plans of TV Allocations Study Organization (TASO).

Conference of State Broadcaster Assns. is scheduled Feb. 21-22 at Washington's Mayflower Hotel, under NARTB auspices. Speakers include FCC chairman McConnaughey; Dr. Sydney Head, pres. of Assn. for Professional Broadcasting Education; NARTB pres. Harold E. Fellows; Treasury Secy. Humphrey.

LAST-DITCH fighting in the big vhf cases gets fiercer, now that word is out on which applicants are tentatively favored as winners in Boston, Miami, St. Louis, Indianapolis, etc.

Lastest blast comes from Boston, where WHDH-*Herald-Traveler* holds 4-commissioner majority in last voting. *Boston Globe*, not an applicant, filed petition to intervene, asking that record be reopened, charging that *Herald-Traveler* publisher Robert Choate, seeking to force *Globe* into merger, indicated he would use TV station to drive *Globe* out of business. *Globe* also alleged Choate sought to block loans *Globe* sought for multi-million-dollar expansion. Affidavits to that effect were submitted by *Globe* pres. Davis Taylor, treas. John I. Taylor, adv. director John R. Reid and director Ralph Lowell.

In Jacksonville Ch. 12 case, won by WFGA-TV, grantee came back hard at allegations filed by WPDQ (Vol. 13:4). WDPQ had charged that WFGA-TV had sought to conceal connections of principal Harold Cohn with dubious characters. WFGA-TV stated that Cohn had been employed part time by Jacksonville Kennel Club; that FCC didn't require reporting of part time employment; that Club was legitimate business licensed by Florida; that Cohn's employment was very widely known; that WPDQ itself was "closely associated" with Club by accepting its advertising; that WPDQ's conduct was "scandalous" in seeking to align him with criminals.

In Miami Ch. 10 case, where National Airlines subsidiary is in lead for grant, FCC replied this week to sharp letter of Sen. Monroney (D-Okla.), which frowned on possibility of such grant. Commission essentially reiterated previous stand by stating: "We do not think it would be appropriate for the Commission, prior to the issuance of a decision in the case to indicate its view as to whether such questions have been properly raised on the record or, to the exent they may have been, their scope, relevance or ultimate disposition."

Meanwhile, litigation on some cases has become so wearisome to contestants that there's more and more talk of mergers, with everyone getting a bite of the pie.

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Two CPs were granted this week: Ch. 6, Casper, Wyo., to KSPR; Ch. 41, Florence, Ala., to WOWL. Henry Kaiser's CP for KHVH-TV, Honolulu (Ch. 13) was stayed, meanwhile, FCC granting protest of KULA-TV (Ch. 4) and scheduling oral argument Feb. 12 on allegations that city can't support 4 stations. In unique AM protest case, Commission ordered hearing on charges by John Poole that Q Bestg. Co., (Frank Barc) failed to honor merger agreement after obtaining CP for 740-kc, 1-kw (Vol. 13:1).

WTWV, TUPELO, MISS. (Ch. 9), oft-delayed, beginning regular test pattern schedule Feb. 2, plans Feb. 25 start with NBC-TV, reports gen. mgr. & 35% owner Frank K. Spain, ex-engineering director of WHEN-TV, Syracuse, N. Y. Its inauguration brings on-air box score to 496 (96 uhf).

WTWV has 5-kw transmitter built in own New York City shop, with GE antenna on 500-ft. Stainless tower at converted Beech Spring School, 2½ mi. N of city limits. Stockholders in addition to Spain: Joseph G. Petit, ex-NBC N. Y. development engineer, chief engineer, 25%; Walter D. Spain, sales mgr., 15%; Perrin Purvis, 15%; Margaret H. Spain, 10%. Robert Gordon, ex-WHEN, is program director; Miriam Petit, production director. Base hour is $150. Rep is Young Representatives Inc.

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In our continuing survey of upcoming stations, these are latest reports from principals:

KBTX-TV, Bryan, Tex. (Ch. 3) plans May 1 start as semi-satellite of KWTX-TV, Waco (Ch. 10), using own microwave, reports M. N. (Buddy) Bostick, v.p. & gen. mgr. of KWTX-TV, which holds 50% of KBTX-TV. Bostick owns 10% of KBTX-TV, with remainder of stock being held by local businessmen. KBTX will pick up CBS-TV & ABC-TV plus some local shows of KWTX-TV, also will have own live camera facilities. It will use RCA transmitter, 482-ft. tower. Harry Lee Gillam will be station mgr.; Woody Cox, chief engineer. Base hour will be $150. Rep will be Raymer.

KTVC, Ensign, Kan. (Ch. 6), expecting to start in spring, has begun construction of studio-transmitter building 20 mi. SW of Dodge City, Kan., reports v.p.-gen. mgr. & 5.65% owner Wendell Elliott, also mgr. of Dodge City radio KGNO. It will operate as semi-satellite, having signed agreement to pick up programs of ABC-TV affiliate KAKE-TV, Wichita (Ch. 10). It's building microwave relay to Stafford, Kan., using Raytheon equipment. GE 5-kw transmitter is on hand and 6-bay antenna has been ordered for 600-ft. Lehigh tower, now being fabricated. Base hour will be $100.

Blonder-Tongue Labs, Newark, has announced new series of deluxe video monitors for industrial and broadcast applications, in 14, 17 & 21-in. sizes.

Long litigation by Theodore Granik & Wm. H. Cook to force sale of WESH-TV & radio WMFJ, Daytona Beach, to them (Vol. 12:36) met another reverse this week when FCC dismissed their protests against transfer of WESH-TV to John H. Perry newspaper interests and WMFJ to Harold Kaye & Emil J. Arnold. Granik & Cook had contended owner W. Wright Esch gave them options in 1954 to buy stations, but FCC concurred in court rulings that contract isn't enforceable. Comrs. Hyde, Bartley & Lee did not participate in decision.

Kay Lab shipped studio-transmitter package (including 2 vidicon cameras, film system & 500-watt RCA transmitter) Jan. 25 to upcoming KTWO-TV, Casper, Wyo. (Ch. 2), due on air in Feb. It also has shipped studio camera chain to KTRE-TV, Lufkin, Tex. (Ch. 9), and studio package has been ordered by upcoming CFJC-TV, Kamloops, B. C. (Ch. 4). RCA shipped 25-kw transmitter & 6-kw driver Feb. 1 to WMFD-TV, Wilmington, N. C. (Ch. 6).

Complete handbook in TV engineering field is McGraw-Hill's new *Television Engineering Handbook* (1600 pp., $18), prepared by 33 TV industry specialists under the editorship of Philco research director Donald G. Fink. Handbook covers all phases of TV, including fundamentals and design data for transmitters, receivers and networks, with considerable detail on color and on systems and standards of British, French and European TV.

Operating translators now number 14, latest reporting starts being K70AK, Saratoga, Wyo. and K74AC & K77AA, Bayfield, Colo. K70AK began tests Jan. 26, repeating KFBC-TV, Cheyenne, reports John Glode, secy.-treas. of Saratoga TV Co. K74AC & K77AA began Jan. 20, repeating KOB-TV & KOAT-TV, Albuquerque, reports Lloyd B. Mason, pres. of grantee La Plata Electric Assn. Inc.

WOR-TV's old TV tower at North Bergen, N. J.—top section dismantled after plane crash which killed 4 persons (Vol. 12:45)—is still on the market. Army has dropped negotiations to purchase structure for re-erection at Aberdeen, Md. It's owned by Macy's Employes Pension Plan, leased by the station, which had used it for standby since its transmitter was moved to Empire State Bldg.

Ban on courtroom broadcasts will be debated Feb. 13 by ex-NARTB pres. Judge Justin Miller and Morris L. Ernst, vice chairman of American Civil Liberties Union, at RTES luncheon in Hotel Roosevelt, N. Y.

Network Color Schedules
(February 3-16, 1957)

Feb. 3—NBC: *Ruggles of Red Gap*, 7:30-9 p.m.; *Alcoa Hour*, 9-10 p.m.

Feb. 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "Mayerling," 8-9:30 p.m.

Feb. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

Feb. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m.

Feb. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

Feb. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Feb. 9—NBC: *Perry Como Show*, 8-9 p.m.

Feb. 10—NBC: *NBC Opera Theatre*, "*La Grande Breteche*," 3-4 p.m.; *Hallmark Hall of Fame*, "The Lark," 9-10:30 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.

Feb. 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.

Feb. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

Feb. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m.

Feb. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

Feb. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Feb. 16—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Color Carnival*, "TV 'Emmy' Nominations All-Star Show," 9-10:30 p.m.

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RCA shipped live color camera Feb. 1 to NBC Brooklyn studios; 2 vidicon cameras Feb. 1 to KFDX-TV, Wichita Falls, Tex.

Private color TV station in Japan is reportedly sought by Nippon Color TV Bestg. Corp., headed by industrialist Gisuke Aykawa.

Added 90-min. of color daily on NBC's 7 owned stations—1-1:30 p.m. Tex & Jinx show from N. Y. and 1:30-2:30 p.m. variety program from WNBQ, Chicago—is due to start Feb. 18. According to v.p. Thomas B. McFadden, purpose is to use color facilities of WNBQ and to hike program quality on owned stations. Direct supervision of Chicago originations will be exercised by WNBQ v.p.-gen. mgr. Jules Herbuveaux. The 7 stations: WRCA-TV, N. Y.; WRCV-TV, Philadelphia; WRC-TV, Washington; WNBC, Hartford-New Britain; WBUF, Buffalo; WNBQ, Chicago; KRCA, Los Angeles.

Starting use of Dage color chain for experiments with commercials (Vol. 13:4), Norman Strouse, pres. of J. Walter Thompson, this week told press he feels that true emergence of color as significant commercial medium is "just over the horizon"; that this may be when circulation hits 1,500,000 sets, perhaps at end of 1958 or early 1959; that the agency intends to keep ahead of developments by having own color systems, as it does black-&-white.

Mere fact a program is in color increases viewing, NBC special events director Barry Wood told Dept. of Agriculture "Visual Workshop" in Washington Jan. 28. "Comparing the viewing of color programs in color homes and the same programs in black-&-white homes," he said, "two effects were noted: One, more color homes watched the show and, two, there were more viewers per home in color homes . . . Also, color seems to induce increased viewing with a group who ordinarily view less than average."

New RCA stabilizing amplifier for color and black-&-white is designed to eliminate "hum, bounce, surges and tilt."

Network Accounts: Trend to short-term commitments by sponsors is becoming increasingly evident, says Jan. 28 *Advertising Age*, commenting that "clients are yelling to get out of long-term commitments on shows that didn't turn out as well as they hoped, and there are few or no buyers for the mistakes." As result, it says, it will become increasingly difficult next year to persuade even some of biggest advertisers to buy time and talent on long-term contracts . . . Chevrolet to sponsor new 30-min. *Pat Boone Show* on ABC-TV starting in fall, time undetermined, thru Campbell-Ewald . . . Chesterfields and Max Factor to be alt. sponsors of *Panic!*, series of suspense dramas concerning crises in individuals' lives, on NBC-TV starting March 5, Tue. 8:30-9 p.m., thru McCann-Erickson and Doyle Dane Bernbach . . . General Foods (Perkins Products div.) buys alt. Thu. 5:45-6 p.m. segment of *Mickey Mouse Club* on ABC-TV starting in May, Mon.-thru-Fri. 5:30-6 p.m., thru Foote, Cone & Belding, Chicago . . . Quiz exchange: *You're on Your Own* is dropped by Hazel Bishop on CBS-TV Sat. 10:30-11 p.m.; *Two for the Money*, starring Sam Levenson, replaces it as sustainer starting March 23 . . . Ford on behalf of its upcoming Edsel line of autos, to sponsor "Annie Get Your Gun" color spectacular starring Mary Martin on NBC-TV in Nov., thru Foote, Cone & Belding.

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Spot TV sells spot TV: WBNS-TV, Columbus, buys 10-sec. spots on New York's WCBS-TV Feb. 8 & 11 to launch campaign consisting of prestige magazine ads, direct mail and trade magazine ads. Said a station spokesman: "Since an attractively high percentage of TV time buyers live and watch TV in New York, why not use TV time to sell TV time?"

Rate increases: WKRC-TV, Cincinnati, Feb. 1 raised base hour from $1000 to $1200, min. $250 to $300. WCHS-TV, Charleston, W. Va. March 1 raises hour from $550 to $650. min. $140 to $175. WFRV-TV, Green Bay, Wis. Feb. 1 raised hour from $300 to $400, min. $60 to $80.

ADVERTISING AGENCIES: Reg W. Twiggs promoted to v.p. & mgr. of McCann-Erickson's Los Angeles office, succeeding Burt Cochran, remaining as member of agency's advisory committee and devoting full time to client service . . . David Cloud, ex-Fitzgerald Adv., New Orleans, joins Earle Ludgin & Co., Chicago, as TV production director . . . Robert G. Orth, ex-KOIN-TV, Portland, Ore., named TV production coordinator of Gerber Adv., Portland . . . Channing M. Hadlock advanced to TV-radio v.p., Rose-Martin Inc., N. Y. . . . Wm. J. Adler, ex-sales mgr. of WABD, N. Y., joins Grey Adv. . . . Winslow H. Case resigns as head of Geyer TV dept. to join Campbell-Mithun, Minneapolis.

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Station "bonus" audience reports, part of Nielsen Coverage Service No. 2, now available to Nielsen station subscribers, provide certification of weekly audiences for "the total of all areas which the coverage minimum of 10% automatically excludes from the basic NCS No. 2 county-by-county reports." John K. Churchill, Nielsen v.p., explained: "With these supplementary data, the NCS station subscriber will be able to refine his total audience counts to include these outside homes not otherwise reported geographically . . . It should be emphasized that these 'bonus' audiences will not affect any counties already reported for a station, since the NCS No. 2 data for those counties have already been reported in full."

New reps: KWTX-TV, Waco, Tex. to Raymer March 1 (from Pearson); Raymer also to be rep for upcoming KBTX-TV, Bryan, Tex. (Ch. 3), to operate as semi-satellite of KWTX-TV.

Ben Duffy, pres. of BBDO, recovering satisfactorily at Columbia-Presbyterian Medical Center, N. Y., from recent heart attack.

Emerson Foote resigns as exec. v.p., McCann-Erickson, N. Y.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
February 2, 1957

RCA INCREASES PRICES ON 3 COLOR SETS: Stimulating greater industry participation in color was RCA's biggest objective in raising prices on three 21-in. color consoles this week and telling consumers to be prepared for new round of color price hikes in July. Price increases announced this week boosted consoles from $595 to $645, $650 to $695 and $695 to $745. Left unchanged were other 7 sets, including $495 table.

Action seems directed at reluctant manufacturers who haven't pushed color because of low profit margins, and at distributors and dealers who have held back in expectation of lower prices. Statement by Charles P. Baxter, v.p.-gen. mgr. of RCA TV div., clearly dispelled any prospect of lower prices.

"We know there is no possibility of reducing our prices on current RCA color sets," he said. "Furthermore, present indications are that it may become necessary to make further increases on all models by next summer...We are more firmly convinced than ever before that the future of TV is in color. Furthermore, we are confident that the increasing sales of color TV sets during 1957 will return a fair profit for ourselves, our distributors and our dealers."

Profit margins are expected to be increased at all levels as result of higher price tags -- though RCA announcement did not spell them out. It's understood that distributors have been paying about $375 for the $595 set, about $400 for $650 model and approximately $475 for $695 receiver.

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RCA's manufacturing competitors generally applauded increases, though hedging their comments with questions about distributor and dealer markups. We made spot checks of the very bigs among TV manufacturing fraternity, got these reactions:

Philco pres. James M. Skinner Jr.: "RCA's action is economically sound and is encouraging. We will not go into color any faster as a result -- but we will go into it feeling better." Skinner, it's remembered, recently stated that he doubted color would be much of a factor before 1958 or 1959 (Vol.12:46).

Admiral pres. Ross D. Siragusa: "It's a step in the right direction, one that is totally justified by production costs. Color sets have been virtually given away, and perhaps now we shall start to recover some of the millions of dollars we have invested in color research over the last 10 years."

Motorola pres. Robert W. Galvin: "It's a somewhat more realistic reflection of what the actual costs of color sets are. I do not believe, however, that RCA's action will change the momentum of of color significantly. It will certainly have no effect on our plans. Remember, too, that our color sets are priced higher than RCA."

GE's TV gen. mgr. Herbert Riegelman declined to comment pending further study of announcement. He said he would issue statement next week.

Westinghouse Tightens Up: Rigid production control system has been instituted by all consumer products divisions of Westinghouse to make certain that the company produces only in keeping with market demands. Chris J. Witting, exec. v.p. for consumer products, told news conference this week that the core of new system is a reporting technique which keeps closer tabs on dealers' floor stock. Greatest ills facing TV-radio-appliance industry, he said, are "excessive productive capacity and overproduction," noting that industry's total manufacturing floor space has risen from about 58,000,000-sq. ft. in 1948 to some 101,000,000-sq. ft. currently. A large part of Westinghouse's productive capacity is unused in effort to halt overproduction, he said. TV-radio div. at Metuchen, N.J. is currently working at 55% of its productive capacity. Other points made by Witting: Consumer products accounted for 27% of Westinghouse's total sales of $1,525,375,000 in 1956, compared with 30% in 1955, 25% in 1954, 26% in 1953 (for details of Westinghouse financial statement, see p. 13); no important dealers were lost during costly 156-day strike which ended in mid-March;

Westinghouse's marketing of a color receiver must await further reduction of black-&-white inventories, though research is continuing on 22-in. rectangular color tube; sales outlook for 1957 is good because of less competition in appliances, increasing importance of full-line franchise to dealer, progress in lowering manufacturing cost.

Consumer Spending: Interesting statistical evaluation of how much and where consumers spent their money in 1956 came this week from Federal Reserve Board. It reported that over-all consumer spending in 1956 rose 4.5% over 1955, as contrasted to a gain of 7.5% from 1955 over 1954. One of biggest factors causing decline in rate of spending, it said, was fall-off in auto purchases. If auto purchases were excluded from calculations, consumer spending would have risen 6% in 1955 and 1956. Biggest splurge in consumer spending came in last quarter of 1956 -- largest advance since mid-1955 and 5% higher than last quarter of 1955. Higher prices accounted for about 50% of over-all consumer spending increase last year. As reflection of declines in auto purchases, consumer credit last year rose by $2.5 billion, compared with increase of $5.5 billion in preceding year. Summing up, FRB said that the net acquisition of financial assets by consumers was larger than the increase in their debts last year. Another report on consumer spending came this week from a noted economist -- George Katona, director of economic program, U of Michigan Survey Research Center, which conducts consumer buying surveys for Federal Reserve Board. He told Congressional Joint Economic Committee that consumer durable goods outlook has some soft spots and that many consumers' intentions to buy new homes in 1956 may have been expressed without knowledge of tighter money market. He said, however, that consumers have not yet become so concerned by higher prices and fear of inflation that they would reduce spending substantially for consumer goods.

Production: TV output dropped to 111,921 week ended Jan. 25, as consequence of GE's complete TV shutdown and layoffs elsewhere. It compared with 144,597 in preceding week and 134,863 in corresponding week of 1956, and brought Jan. production to about 450,000, as against 588,347 in Jan. 1956. Radio output continues to keep pace with 1956 levels, totaling 302,863 (147,948 auto) week ended Jan. 25, as against 304,540 in preceding week and 312,075 (167,265 auto) in same 1956 week. Radio production in Jan. was 1,070,000 (527,000 auto) vs. 1,078,624 (519,648) in Jan. 1956.

Topics & Trends of TV Trade: Senate Small Business Committee plans tentatively to start public hearings in March on its broad investigation of TV-radio-appliance distribution (Vol. 12:42, 46). That's word we got from committee sources following informal organizational meeting this week. Distribution subcommittee headed by Sen. Humphrey (D-Minn.) is considered almost certain to conduct hearings, though there's possibility that monopoly subcommittee headed by Sen. Long (D-La.) will be in charge.

Besides Humphrey, Sen. Morse (Ore.) is other Democratic member of distribution subcommittee, with another Democrat yet to be named. Republican members are Schoeppel (Kans.) and Goldwater (Ariz.). There's near-unanimous sentiment among committee members to proceed with the investigation, which will encompass not only distribution franchise agreements, but also some of the reasons why many TV-radio-appliance manufacturers have been forced out of the business.

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Emerson's Jefferson-Travis line of TV sets, designed primarily for dept. stores, furniture stores & credit chains (Vol. 13:2), comprises 14-in. portable at $138; 17-in. portable, $154; 21-in. table models, $178; 21-in. consolette, $198; 21-in. consoles, $204, $228 & $248. Sets are identical with Emerson-label units.

Hallicrafters sales in 1957 will increase 65% over 1956, predicts chairman W. J. Halligan Sr., adding that about 50% of 1957 sales will come from govt. contracts, 30% from private label TV, 20% shortwave equipment. Hallicrafters has virtually halted own-label TV-radio production (Vol. 13:3).

RETMA industrial relations conference Feb. 27-March 4 at Edgewater Gulf Hotel, Edgewater Park, Miss., will feature address by Rep. Davis (D-Ga.), whose House Post Office subcommittee is currently investigating salaries paid to scientists and engineers by govt. contractors. Registration is limited to first 100 applicants, who should file notice of intent to attend with RETMA asst. gen. counsel Wm. L. Reynolds.

TV is in 65% of wired homes in Canada, with 96% owning radios, 74% telephones, reports RETMA of Canada. About 700,000 Canadians within signal range of TV are still without TV receivers. it said. RETMA of Canada estimated 615,000 TV sets were sold by manufacturers in 1956, compared with 776,536 in 1955, and 523,066 radios vs. 575,000 in 1955. Inventories of manufacturers and distributors declined in 1956, auguring well for 1957 sales.

Investigation of TV servicing in N. Y. State is high on agenda of Gov. Harriman's upcoming requests to State Legislature, Dr. Persia Campbell, consumer counsel to Governor, said Jan. 29 in address to regional meeting of American Assn. of University Women in Binghamton. She also said that consumer credit purchases of appliances would be subject of request for new legislation.

Dun & Bradstreet reports 51 business failures among TV-radio-appliance distributors in 1956, higher than in any previous year and comparing with 37 in 1955 and 30 in 1954. The 1956 failures represented liabilities of $3,509,000, also a record.

Red Channels: Combined TV and radio set production in Soviet Union during 1956 was 4,300,000 units, according to statistical release by USSR Council of Ministers.

Trade Personals: Ross D. Siragusa, Admiral pres., left Feb. 2 for around-the-world air trip, planning to visit Admiral plants in Milan and Sydney, due to return Feb. 19 . . . Charles F. Stromeyer, succeeded last week as pres. of CBS-Hytron by Arthur L. Chapman, ex-Sylvania, leaves Feb. 16 with family for 5-week skiing vacation in Europe . . . Herbert T. Brunn, asst. gen. attorney, manufacturing & services divs., RCA staff, named v.p. administration, RCA International, N. Y.; Richard T. Scott elected pres. of RCA Victor of Brazil, succeeding Perry F. Hadlock, retired . . . Merle W. Kremer, special asst. to Marion E. Pettegrew, Sylvania v.p. in charge of TV-radio, parts, and tungsten & chemical divs., promoted to gen. mgr. of parts div., Warren, Pa.; Howard F. Messick promoted to midwest district sales mgr. of parts div., Chicago . . . John K. McDonough promoted to v.p. & gen. sales mgr. of General Instrument; he was gen. sales mgr. of Sylvania TV-radio div. before joining General Instrument in 1955 . . . Kenneth C. Meinken Jr. resigns as western and Canadian sales v.p. of General Instrument to become exec. v.p. of Electronic Tube Corp., Philadelphia, headed by his father . . . Robert P. Lewis promoted to director of consumer relations for RCA Whirlpool and Estate home appliances, replacing Austin Rising, appointed marketing v.p. of York div., Borg-Warner Corp. . . . Terry D. Kennedy, ex-merchandise mgr. of Crosley-Bendix, named Frigidaire laundry products sales mgr. . . . Wm. H. Moore, gen. counsel of Packard-Bell, elected a v.p.; David W. Knox named adv. & public relations director of technical products div. . . . Robert A. Kubicek, ex-*Chicago Tribune*, named Zenith field sales mgr. . . . Guy Bell promoted to asst. gen. sales mgr. of Canadian Admiral . . . Edward G. Marten, mgr. of Westinghouse consumer products, Los Angeles, elected pres. of Electric League of Los Angeles . . . Harry R. Ferris elected v.p.-treas. of Webcor . . . Joseph M. Smyth resigns as Philco adv. & sales promotion mgr., Los Angeles, to join Kenyon & Eckhardt, Los Angeles . . . Julius Dorfman promoted to Raytheon special tubes sales mgr. . . . Donald M. Guiler named asst. mgr. of order service dept. of Raytheon equipment marketing div. . . . Wm. F. O'Boyle, ex-Columbia Records, named mgr. of Capitol Records' expanded phono equipment div. . . . Edwin P. Berlin, ex-Nuclear Corp. of America, appointed adv. & sales promotion mgr. of General Transistor Corp.

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John M. McKibbin, retired Westinghouse v.p. for consumer products, was nominated to be Asst. Postmaster General.

Obituary

Robert E. Burrows, 48, gen. sales & adv. mgr. of Thomas Electronics, died Jan. 28 at his home in Livingston, N. J. Before joining Thomas in 1951, he was sales promotion mgr. of GE's TV-radio receiver dept., radio sales mgr. of Westinghouse Electric Supply Co., radio dept. mgr. of Westinghouse International. He is survived by his widow, 2 sons, 4 daughters.

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Radio shipments to dealers in first 11 months of 1956, excluding auto sets, totaled 6,877,836, reports RETMA in state-by-state and county-by-county tabulations available to members on request to RETMA. They compare with shipments of 5,803,541 in first 11 months of 1955. Nov. shipments were 797,011, compared with 751,795 in Oct. and 849,264 in Nov. 1955.

Potential new market for TV sets opened this week when 2 F. W. Woolworth 5-&-10-cent stores in Chicago started merchandising Admiral portable TVs. N. Y. spokesman for Woolworth said Chicago stores were selected as "test" outlets in TV-selling experiment.

DISTRIBUTOR NOTES: Motorola appoints Elliott-Lewis Corp., 16th & Hamilton, Philadelphia (Archie Morton, pres.), replacing own factory branch; Elliott-Lewis formerly handled DuMont, which plans to establish factory branch there . . . Admiral appoints Dorrance Supply Co., 225 N. Champion St., Youngstown (John W. Dorrance, pres.) . . . Canadian Admiral Sales Ltd. appoints Lloyd Converse as mgr. of Montreal branch; Gilles Hurtubise succeeds Converse as mgr. of Quebec branch . . . Graybar appoints J. E. Fontaine as mgr. of southern district, Atlanta, succeeding A. D. Hammond, retired.

Capitol Distributing Co., Providence, Emerson distributor in R. I., has purchased Emerson Radio of New England Inc., Boston, and will operate it as a subsidiary. Ray E. Friedman, pres. of Capitol, will become pres. of Emerson of New England, with Richard D. Rosenfeld becoming asst. gen. mgr. of Boston operation. M. W. Rosenfeld. pres of Emerson of New England, joins parent company as special merchandising consultant.

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Quoteworthy quote: "Not too long ago, cost reduction programs were industry's equivalent of spring housecleaning. In their worst form, they were economy drives and a typical directive would be, 'cut everything 20%.' It took everybody 6 months to recover if they ever did fully recover. But more and more companies have seen the folly of their ways and cost reduction programs, conducted on a shotgun basis to achieve some short-term objective, are out of date these days. In the end, most of them cost far more than they ever save. Theoretically, the purpose of an economy drive is to promote greater efficiency, but that purpose quickly gets lost in the confusion because everything within striking distance gets 'economized.' It misses the entire point because it beclouds the main issue with a thousand trivial ones. It ignores the basic fact that you make money by spending money—spending it intelligently."—Sylvania chairman-pres. Don G. Mitchell, in address to general conference of American Management Assn. in Los Angeles Jan. 30.

Receiver radiation rules for uhf sets have been postponed by FCC for 6 months at request of RETMA. Requirements that sets meet specific radiation limits, as well as certification rules (Vol. 11:52), will now be effective for all new models of uhf receiver chassis placed in production after June 30, 1957 and for all uhf sets manufactured after Dec. 31, 1957.

Report on portable TV market, based on survey of west coast TV-radio-parts manufacturers, has been released by Union Factors Co., 315 W. 9th St., Los Angeles; it's titled *Impulse Buying of Portable TV Sets.*

Sylvania's Feb.-only promotion offers $24.95 swivel base to consumers for $4.88 with purchase of any 17-in. 110-degree portable (retailing at $140, $160 & $170).

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Westinghouse's comeback from crippling 156-day strike which ended in mid-March is reflected in pres. Gwilym Price's statement this week that 1956 earnings amounted to $3,492,000 (10¢ per share) on sales of $1,525,375,000. They compare with 1955 earnings of $42,802,747 ($2.46) on sales of $1,440,976,985. Price predicted 1957 earnings of about $4 per share on sales of about $2 billion and in 1958 "Westinghouse will establish a plateau of earnings higher than any in the postwar period." Price said that 4th quarter operations put company into black for 1956, estimating earnings in that quarter of $4,891,000 (26¢) on sales of $509,561,000. By contrast, he recalled that in first quarter of year, covered by strike at 30 consumer products plants, there was net loss of $18,500,000. (For comments of Chris J. Witting, exec. v.p. for consumer products, on outlook for TV-radio, see p. 11).

Financial & Trade Notes: Magnavox's growth pattern is reflected anew in report this week showing net earnings in 6 months ended Dec. 31 up 28% from same period of 1955, sales up 36%. Net profit for the period was $2,275,539 ($2.52 per share) on sales of $46,395,187, compared with $1,774,960 ($2.10) on $34,025,437 in corresponding 1955 period. For quarter ended Dec. 31, earnings were $1,486,206 ($1.67) on sales of $29,358,000, compared with $1,210,153 ($1.43) on $20,702,000.

Frank Freimann, pres. of Magnavox, told stockholders that unit sales of TV sets in last 6 months of 1956 were 30% higher than same period of 1955, and hi-fi phono sales more than doubled over that period. He added that new orders for TV and hi-fi indicate continuation of this trend. Company's net profits, he said, were not as high as first anticipated because of non-recurring costs involved in starting production at new Jefferson City, Tenn. plant, and costs in introducing new Sentinel and Spartan lines acquired in 1956.

* * * *

CBS Inc. had most profitable year in its history in 1956, with earnings exceeding $2 per share as against $1.83 in 1955, pres. Frank Stanton told *Wall Street Journal.* Sales, he said, exceeded $350,000,000, compared with $316,600,000 in 1955. He gave no profit figures for 1956; CBS earned $13,400,000 in 1955. His 1956 per-share estimate took into consideration losses resulting from discontinuance of CBS-Columbia in midyear. He said all divisions showed profit in 1956 except CBS-Hytron, whose loss was about equal to 1955.

Zenith Radio had estimated net earnings of $12.25 per share in 1956, down sharply from 1955's record profit of $16.31 but withal the second highest profit year in company's history. Pres. E. F. McDonald Jr. told stockholders in special report that 1956 sales also declined from record 1955, but gave no figures. Zenith earned $8,034,491 on sales of $152,905,005 in 1955. He said that Zenith's TV sales in 1956 did not come up to 1955 in either units or dollars, but that radio, phono & hi-fi sales increased substantially. He also said that Dec. 1956 TV-radio sales were highest for any Dec. in company history.

National Theatres Inc., which owns or leases more than 250 theatres but is not identified with TV, reports net income of $572,913 (21¢ per share on 2,699,486 common shares outstanding) in 13 weeks ended Dec. 25, compared with $203,053 (7¢ on 2,746,486 shares in corresponding 1955 period. Included was net profit of $140,000 (5¢) derived from sales of theatres and real estate in the 1956 quarter compared with net loss of $69,000 from those operations in same 1955 period. (For National Theatres report covering fiscal year ended Sept. 25, see Vol. 12:52, page 12.)

Universal Pictures had consolidated net income of $3,993,146 ($4.06 per share on 927,254 common shares outstanding) in fiscal year ended Nov. 3, compared with $4,018,625 ($3.71 on 1,020,089 shares) in preceding fiscal year. Film rentals and sales totaled $77,609,798, compared with $77,520,857 preceding year.

Allied Artists Pictures Corp. reports net loss of $452,000 after Federal income tax credit of $346,000 on gross income of $8,662,686 for 26 weeks ended Dec. 29, 1956, compared with net profit of $183,708 after $202,000 taxes on $8,160,763 in like period year earlier.

Packard-Bell sales in quarter ended Dec. 31 totaled $8,897,593, compared with $7,870,961 in corresponding 1955 quarter. Earnings, previously announced, were $259,950 (38¢), as against $258,986 (37¢) in same 1955 period.

Republic Pictures reports net income of $758,401 (17¢ a share) for year ended Oct. 27, 1956, compared with $919,034 (26¢) preceding year.

More officers-&-directors stock transactions reported for Dec.: **Admiral**—Irene O. Siragusa made gifts of 10,100, holds 421,520; Ross D. Siragusa made gifts of 8200, holds 253,167; John B. Huarisa made gifts of 3600, holds 98,131. **Belock Instrument**—Harry D. Belock donated 1250, holds 226,320. **DuMont Labs**—Allen B. DuMont made gifts of 4000, holds 33,601. **Guild Films**—Reuben R. Kaufman made gifts of 1554, holds 61,500 beneficially; bought 4300, holds 7506 directly. **International Resistance**—Edward A. Stevens bought 700, holds 9540. **Litton Industries**—Roy L. Ash exercised option to buy 2500, holds 47,415 personally, 20,222 in partnership; H. W. Jamieson exercised option to buy 2500, holds 48,490 personally, 20,223 in partnership; Charles B. Thornton exercised option to buy 5500, holds 115,098 personally, 44,490 in partnership; Richard Loewe exercised option to buy 1050, holds 2500. **National Union Electric**—C. Russell Feldman bought 2000, holds 4500 personally, 393,020 indirectly; W. J. Olsen bought 1000, holds 1000. **General Dynamics**—Earl D. Johnson exercised option to buy 15,000, holds 30,000.

Dividends: **WJR, the Goodwill Station,** Detroit, 10¢ payable March 6 to stockholders of record Feb. 15; **Paramount Pictures,** 50¢ March 15 to holders Feb. 27; **Oak Mfg. Co.,** 35¢ March 15 to holders March 1; **Cornell-Dubilier,** 30¢ March 22 to holders March 8; **P. R. Mallory,** 35¢ March 11 to holders Feb. 25; **Sprague Engineering,** 9¢ Feb. 15 to holders Feb. 4; **Canadian Marconi,** 6% stock on $1 shares March 1 to holders Jan. 31; **Zenith Radio,** 75¢ March 29 to holders March 8; **Westinghouse,** 50¢ March 1 to holders Feb. 11; **International Resistance,** 5¢ March 1 to holders Feb. 15; **Magnavox,** 37½¢ March 15 to holders Feb. 25; **Storer Broadcasting** common, 45¢ and 'B' 6¢, March 14 to holders March 1; **Television-Electronics Fund,** 8¢ Feb. 28 to holders Feb. 7; **Walt Disney Productions,** 10¢ April 1 to holders March 8.

Dividend payments by U. S. corporations in 1956 totaled record $11.250 billion, up 8% (or $821,500,000) from 1955 levels, reports Commerce Dept., with no breakdown for TV-radio-electronics. Dec. dividend payments unexpectedly declined 8% from Dec. 1955, which Govt. attributed to lower volume of year-end "extra" dividends.

Philco stockholders will be asked, at annual meeting April 5 at 123 So. Broad St., Philadelphia, to authorize company to raise debt limit for capital purposes from $25,000,000 to $50,000,000. Letter from pres. James M. Skinner Jr. said management had no plans to borrow additional money, but wanted the authority in light of "changes in general business conditions and Philco's own growth."

IT&T's consolidated net earnings in 1956 were equivalent to about $3.75 per share, compared with $3.21 in 1955, pres. Edmond H. Leavey told N. Y. Society of Security Analysts Jan. 28. He also said that, based on preliminary figures, 1956 net for the parent company alone came to about $2.50 per share, as against $2.06 in 1955. Backlog of orders, he said, exceeded the $431,000,000 on hand at start of 1956.

American Electronics Inc. earned $365,000 (71¢ per share) on sales of $10,300,000 in 1956 compared with $265,013 (51¢) on $5,935,104 in 1955. For quarter ended Dec. 31, earnings were $123,000 on sales of $4,350,000, compared with $87,636 on $1,616,000 in corresponding 1955 quarter. Backlog of orders as of Jan. 1, 1957 totaled $10,000,000, as against $6,500,000 year earlier, reported chairman Phillip W. Zonne.

Daystrom Inc. earned $1,838,000 ($2.07 per share) on sales of $53,765,000 in 9 months ended Dec. 31, compared with $1,295,000 ($1.45) on $47,742,000 in corresponding 1955 period. For quarter ended Dec. 31, earnings were $721,000 (81¢) on sales of $20,113,000, as against $316,000 (35¢) on $14,886,000 in same quarter of 1955.

Electronics Reports: TV test signals, video tape recording and color TV will be highlighted in panel discussions and papers at 1957 IRE National Convention March 18-21 at N. Y. Coliseum and Waldorf Astoria Hotel.

Panel discussion on "New Operational Techniques Concerning Video Test Signals" will be chaired by Westinghouse Broadcasting's Ralph N. Harmon, with participation by J. R. Popkin-Clurman & F. Davidoff, Telechrome Labs; J. W. Wentworth, RCA; R. M. Morris, ABC; W. B. Whalley, CBS; H. C. Gronberg, NBC; Vern Hatch, AT&T, and E W. Chapin, FCC.

Among papers devoted to TV & broadcasting: Analysis of packing density of information in high-velocity transverse video magnetic recording, W. Selsted, Ampex Corp.; high-light aperture equalizer, M. V. Sullivan, CBS Labs; single-sideband broadcast developments, L. Kahn, Kahn Labs; uhf high-power transmitting developments, J. E. Young, L. L. Koros & I. Martin, RCA; dynamic standard signal for color TV systems, R. C. Kennedy, NBC.

Color TV session will hear these papers: Developments in color TV in Europe, C. J. Hirsch, Hazeltine; brightness enhancement techniques for single-gun Chromatron, R. Dressler, P. Neuwirth & J. Rosenberg, Chromatic TV Labs; 3 papers on Philco "Apple" color TV system & tube by J. B. Chatten, R. K. Gardner, H. R. Colgate, C. P. Comeau, D. P. Kelley, P. D. Payne, S. W. Moulton, R. A. Bloomsburg, A. Hopengarten, R. C. Moore & H. H. Wilson.

Among other TV papers: Development of 110-degree TV picture tubes having ion trap electron gun, L. E. Swedlund & L. C. Wimpee, GE; new developments in the panel light amplifier, Benjamin Kazan, RCA; transistor circuit problems in TV receiver design, E. M. Creamer Jr., L. H. DeZube & J. P. McCallister, RCA.

IRE Banquet speaker March 20 will be Dr. John A. Hannah, pres. of Michigan State U, former asst. Defense Secy. for manpower and currently chairman of U. S. section, Canada-U. S. Permanent Joint Board of Defense.

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Total volume of U. S. electronics business "may be about $1 billion higher in 1957 than in 1956," RCA pres. Frank Folsom told Canadian Club in Toronto this week, crediting expanding renewal market, increased commercial & industrial sales and govt. purchases with bulk of increase. Pointing out that Canada's electronics production has already achieved $500,000,000-a-year rate, he said: "The electron may well be one of the keys that will help to unlock the door to Canada's future greatness."

Electronic patent rights are included in 2000 U. S. patents & 1200 applications acquired by North American Philips Co. from research labs of N. V. Philips' Gloeilampenfabrieken (Philips of Holland) through Hartford National Bank & Trust Co., trustee for foreign firm. North American Philips v.p. Russel G. Pelton said last week that patents, which cover pharmaceuticals and magnetic materials as well as transistors & radio products, will be available to U. S. industry.

Electronic equipment sales in 1957 up 6% from 1956's $11.5 billion are predicted in Jan. 15 *Forbes Magazine* by editor & publisher Malcolm S. Forbes, who states: "Well situated companies (emphasizing microwave equipment & computers) should fare extremely well over the longer term."

National Electronics Laboratories Inc., Washington, has been acquired by Thiokol Chemical Corp. Inc., Trenton, will continue under its name & management as wholly-owned subsidiary.

Sylvania has organized new semiconductor div. with Charles H. Hosterman as gen. mgr. and special tube operations section with Norman L. Harvey as mgr., both headquartered at Woburn, Mass.

ELECTRONICS PERSONALS: **Harry E. Pinkerton**, mgr. of Airborne Instruments Lab applications div., named pres. of Intercontinental Electronics Corp. (Intec), jointly owned by Airborne, Compagnie Generale de TSF, American Research & Development Corp., Banque de Paris & J. P. Morgan Co. (Vol. 12:15) . . . **Carl W. Zemke**, director of RCA Labs administrative services since 1954, named finance & services mgr. of special systems & development dept., RCA defense electronic products; **James A. McFadden Jr.**, RCA Labs controller, appointed to administrative services post . . . **Franklyn E. Dailey Jr.** promoted to mgr. of applied science section of Stromberg-Carlson research & advanced development dept. . . . **Kent J. Worthen** promoted to market development mgr. of GE communication products dept., headquartering at Syracuse, to promote 2-way radio sales . . . **Edward L. Nung**, gen. mgr. of P. R. Mallory electronic div., and **G. A. Godwin**, gen. mgr. of metallurgic div., elected v.p.'s . . . **Gustave Shapiro**, acting engineering electronics section chief of National Bureau of Standards' electricity & electronics div. and component parts editor of IRE *Transactions*, promoted to chief . . . **Alfred H. Grebe** named chief research & development engineer, Filtors Inc., Port Washington, N. Y.

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Office duplicating machine, based on closed-circuit TV system and capable of reproducing 17,000 elite-type printed characters per second, is being developed for A. B. Dick Co. at Stanford Research Institute's TV & electron devices labs, Menlo Park, Cal. Using special TV camera and coaxial cable or broadcast signal, process copies line drawings as well as typescript, also may reproduce photographs.

Tiny atomic battery which can deliver current for 5 years was announced this week by Elgin National Watch Co. Developed in conjunction with Walter Kidde Nuclear Labs, Garden City, N. J., cell is size of thumbtack head. Elgin spokesman said it soon will be used in such products as hearing aids, transistor radios and civil defense warning receivers for the home.

West Coast Electronic Manufacturers Assn.'s new pres. is Calvin K. Townsend, Jennings Radio Mfg. Corp., San Jose, Cal.; v.p., Hugh P. Moore, Lerco Electronics; secy., S. H. Bellue, Hughes Aircraft Co.; treas., George Koth, Lenkurt Electric Co. Moore was also elected to WESCON board, replacing Gramer Yarbrough, Yarbrough Sales Co.

Low-light image orthicon tube for industrial and scientific-research TV (RCA-6849) was announced this week by RCA tube div. Used with standard TV system and proper low-noise amplifiers, RCA says it can produce signal information with illumination on the photocathode as low as 0.00001 foot-candle.

Pocket-size TV camera for closed-circuit use in airborne & field military operations has been developed by RCA. Camera weighs less than pound, measures 1⅞x2⅜x 4½-in., combines transistors, specially-developed circuitry, new RCA ½-in. vidicon tube.

"Supermendur," new magnetic alloy developed by Bell Labs, is claimed to have higher permeability and lower hysteresis losses at higher flux densities than any previously available material. Alloy is 49% iron, 49% cobalt, 2% vanadium.

Motorola has moved west coast headquarters from San Mateo to new building at 1616 Rollins Rd., Burlingame, Cal. and eastern communications & electronics headquarters from Ft. Lee to new building at 540 Bergen Blvd., Ridgefield, N. J.

Belock Instrument Corp. earned $457,403 (58¢ per share) on sales of $13,801,336 in fiscal year ended Oct. 30, compared with $679,443 (86¢) on $14,896,878 in preceding fiscal year.

POLITICAL contributions by officers and directors of biggest TV-radio licensees, as tallied by Senate subcommittee on privileges & elections in political spending report (see p. 1), leaned heavily on Republican side. Listing all personal 1956 campaign contributions over $500 by officials of 10 biggest TV-radio chains, subcommittee's total showed $37,000 to GOP, $1000 to Democrats. Biggest single contributor in subcommittee's compilation was CBS chairman Wm. S. Paley, listed as having given $12,600 to Republicans. Others listed (mostly board members), arranged by name of licensee, and amounts contributed (all donations to GOP, except where stated):

CBS—Joseph A.W. Inglehart, $1000. NBC—Harry C. Hagerty, $500; Wm. E. Robinson, $3000. ABC—Earl E. Anderson, $500; Robert H. Hinckley, $500 (Democratic). Storer Broadcasting Co.—George B. Storer, $8200; J. Harold Ryan, $600; Charles V. McAdam, $500. Westinghouse Bcstg. Co.—Gwilym A. Price, $1500; George Main, $1400; Charles E. Headlee, $500. RKO Teleradio—"none found."

Crosley Bcstg. Corp.—George Allen, $500; James Bruce, $500 (Democratic); C. Coburn Darling, $1000; Dr. Robert L. Johnson, $1000; Herman H. Kahn, $500; Leroy A. Lincoln, $500; Thomas A. O'Hara, $1000. Meredith Publishing Co.—Fred Bohen, $1000; E. T. Meredith Jr., $1500. Scripps-Howard Radio—"none found." Consolidated TV & Radio Bcstrs.—Ralph S. Euler, $500.

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Admen die younger as time goes on, Jan. 28 *Advertising Age* reports. Obituaries published by magazine show that admen's average age at death in 1956 was 57.9—a year younger than in 1955 and 3.6 years younger than in 1954, when they averaged 61.5. Men in businesses related to advertising averaged 65, those in other businesses 69.5. Mortality breakdown indicates 41% of admen die before 55 and 75% before 66, only 4.7% living to 81 or older. In allied businesses, 10.8% reached 81 or over, publishing leading in longevity with nearly 20% living past 80 to ages ranging to 93. *Advertising Age* comments hopefully that "paucity of similar figures for other professions & industries makes the significance of the results difficult to assess."

"Live Better Electrically" campaign, sponsored by 52 electrical utilities, was launched Jan. 30 with second annual closed-circuit telecast to 53 cities, featuring Gisele MacKenzie and John Daly with cast of 50. Audiences of the telecast, produced and directed by Theatre Network TV in cooperation with BBDO, consisted of some 40,000 members of electrical and allied industries. Last year's telecast was viewed by some 35,000 businessmen "live" and an additional 250,000 who saw film version via 200 kinescope prints.

TV newsman was target of 2 shots Jan. 27 in month-long violence erupting after Federal court ordered end of Negro segregation in Montgomery, Ala. buses. WCOV-TV news editor Bob Underwood, who told police he had received anonymous telephone calls protesting he favored whites in reports of racial incidents, was cut on face by glass from bullet-shattered windshield as he entered his car near station.

"Sneak preview" of TV film—claimed as first such showing in a neighborhood movie house—was held Feb. 1 in Lake Theatre, Oak Park, Ill. for TPA's new *Tugboat Annie* series.

Equal time must be given other Los Angeles mayoralty candidates, FCC told KTTV, after pondering case of candidate Bob Yeakel, auto dealer who is master of ceremonies on own amateur show on station.

N. Y. State budget, submitted this week by Gov. Harriman, again includes request for funds to build educational TV station in Albany.

New RCA teacher-training scholarships in science & mathematics, totaling $22,000 annually, will be awarded at 20 universities & colleges, chairman Brig. Gen. David Sarnoff announced Jan. 30. Described by Sarnoff as "unique among corporate educational aid programs," plan supplements long-established RCA scholarships & fellowships for science & engineering students. Teacher-training $800 grants go to U of Delaware, Newark; U of Wyo., Laramie; U of R. I., Kingston. Same grants, accompanied by $500 unrestricted contributions to colleges themselves, go to Berea, Berea, Ky.; Adelphi, Garden City, N. Y.; Clark, Atlanta, Ga.; Goucher, Baltimore; W. Virginia Wesleyan, Buckhannon; Trinity, Hartford, Conn.; St. Louis U. In addition, $800 junior-senior and $250 freshman-sophomore scholarships go to N. J. State Teachers Colleges, Trenton & Montclair; Eastern Ky. State College, Richmond; N. Y. State College for Teachers, Albany; Ga. State College for Women, Milledgeville; Henderson State Teachers College, Arkadelphia, Ark.; Western State Teachers College, Macomb, Ill.; N. M. Highlands U, Las Vegas; Ariz. State College, Flagstaff; Western Wash. College of Education, Bellingham.

TV page of newspaper is read by 70% of population, while only 30% reads movie page, pres. Albert E. Sindlinger of amusement research analysts Sindlinger & Co. told Allied Drive-In Theatre Owners' convention in Chicago this week. Before advent of TV, however, he said, 65% of population read amusement (movie) page. He said his company's studies show that "every week since last October, more than 100,000,000 different people watch movies at least once a week—either at theatres and/or on TV." Some 45,000,000 people see movies every day, he added—5,000,000 at theatres and 40,000,000 on TV. "Watching the new-old features on TV is whetting the public's appetite to see the newer pictures playing at theatres," he said, "and people are becoming more selective in their TV viewing."

Three applications for stations and one for translator were filed this week with FCC, bringing total to 128 for stations (24 uhf) and 36 for translators. Week's station applications were: San Francisco, Ch. 38, by real estate man Marvin Kratter, who is also applicant for Ch. 11 in Fargo, N.D.; for Amarillo, Tex., by Kenyon Brown, who has ownership in TV-radio stations in St. Joseph, Mo., Oklahoma City, and Wichita Falls, Tex., as well as Amarillo's radio KLYN; for Ogden, Utah, by owners of KNAK, Salt Lake City & KBLI, Blackfoot, Ida. Translator application was for Show Low, Ariz., Ch. 80, by non-profit Show Low TV Inc., to rebroadcast KDWI-TV, Tucson. [For details, see *TV Addenda 24-D herewith.*]

Farm services of broadcasters were saluted this week by President Eisenhower in connection with observance of Farm Broadcasting Day Feb. 2. President's letter to Jack Timmons, pres. of National Assn. of TV-Radio Farm Directors, said: "The broadcasters of agricultural information provide an essential service to our national community. By means of modern communications they are able to keep our farmers and ranchers up-to-date on matters which daily, even hourly, affect their crops and livestock, their personal health and prosperity."

"Radically new" long-distance TV microwave systems may be made possible by extremely low-noise "spin oscillator" solid-state amplifier now in early research stage at Bell Labs. Device has already been operated successfully.

Canadian section headquartered in Toronto will be established for 180 members of SMPTE, whose board also has approved new student chapters at CCNY & Rochester Institute of Technology.

Long-pending U. S.-Mexican AM treaty was signed in Mexico City this week.

THE AUTHORITATIVE
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ELECTRONICS ARTS AND INDUSTRIES

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SUMMARY-INDEX OF THE WEEK'S NEWS — February 9, 1957

NATIONAL AIRLINES wins Miami's Ch. 10 over objections of Sen. Monroney & Rep. Celler. Congressional probes and protracted litigation presaged (p. 1).

DEINTERMIXTURE for Fresno & Evansville voted tentatively by FCC, Madison to remain unchanged. Show of hands on Elmira & Albany due next week (p. 2).

FCC "LEAKS" bring new procedure—announcement of majority's "instructions to staff" in major docket cases, indicating decisions contemplated (p. 3).

TV REPRESENTED 12.6% of all advertising expenditures in 1956, increase of 22.4% in year, according to media-by-media report. Radio gains 4.8% (p. 3).

NO ANTI-TRUST IMMUNITY in FCC grants, House staff study concludes. Magnuson renews plea for all-channel receiver tax exemption (p. 4).

AT&T LOWERS CHARGES for off-air TV pickup service in new tariff schedule inaugurating "regular service"; reduction to present customers is 17% (p. 6).

WILLISTON, N. D. due to be served by KUMV-TV starting Feb. 9, though 162-mi. microwave to Bismarck won't be completed until April (p. 6).

WESTINGHOUSE PONDERS deeper plunge into contract and private-label TV production. 1956 TV output placed at 7,387,029, retail sales 6,804,783 (p. 9).

ADMIRAL'S EXPANSION moves include construction of 150,000-sq.-ft. addition to TV-radio-phono plant at Harvard, Ill., establishment of credit subsidiary (p. 11).

EMERSON MEETING marked by squabbles as stockholders and pres. Abrams debate company's poor showing in last fiscal year. Improved earnings cited (p. 12).

AIRCRAFT & ELECTRONICS firms overwhelmingly dominate list of companies with biggest research & development contracts, as published by House committee (p. 13).

DECISION ON SALE OF WMUR-TV, Manchester, to Storer delayed by engineering question. Step-up in translator activity sees 14 new applications (pp. 8 & 14).

NEW ANTENNA SITE sought by WSM-TV following unexplained crash of new 1262-ft. tower, killing 4 construction workers; engineers examining wreckage (p. 8).

NARTB BOARD approves public relations expansion, recommends change of name back to NAB. TV code board to step up monitoring in 1957 (p. 14).

MIAMI CH. 10 DECISION A CAUSE CELEBRE: Climax came this week in one of hottest TV fights on record -- for Miami's Ch. 10 -- when FCC issued final decision giving CP to National Airlines' Public Service TV Inc. Vote was a decisive 4-1-1 -- Comrs. McConnaughey, Doerfer, Lee & Mack forming majority, Hyde favoring L.B. Wilson Inc., Bartley WKAT, Craven abstaining. Fourth applicant was North Dade Video Inc.

Contest produced most vigorous & overt attempt of Congressional intervention to date -- without effect. Sen. Monroney (D-Okla.), chairman of Commerce Committee's aviation subcommittee, had sought strenuously to forestall grant to airline; so had Rep. Celler (D-N.Y.), chairman of Judiciary Committee.

Last-minute petitions by airline's opponents were also brushed aside by FCC. Early this week, WKAT challenged airline's financial qualifications, calling attention to pres. G.T. Baker's testimony before CAB that if Northeast Airlines were permitted to compete on N.Y.-Miami run it would "ruin National Airlines." WKAT went on to say airlines, entitled to govt. subsidies when in financial straits, shouldn't be permitted to operate TV station -- rates and profits of which are unregulated.

Commission ruled that WKAT's petition was much too late. Furthermore, it said: "It is clear that nothing in our Act expresses or suggests a prohibition against an airline or a corporation owned by a regulated airline holding a license from the Commission. The corporation is state chartered. No argument is made that its legal power is defective under local law. We are not cited to any provision of the Civil Aeronautics Act which would preclude a grant or to any administrative or court decision which would support a disqualification of Public Service TV Inc."

Eastern Air Lines made last-act try. It said reason CAB gave Northeast N.Y.-Miami run was that National was unable to meet its responsibilities; that plan of National pres. Baker to spend 75% of his time on TV station was "shocking"; that

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station would give National "tremendous competitive weapon," enabling it to promote air service, forcing Eastern into big ad expenditures.

Commission ruled that Eastern's petition was also too late; that it hadn't shown "good cause" for waiting so long to seek intervention.

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Commission's reasons for picking National Airlines over other 3 were given as its superiority in ownership-management integration and its equality, at least, with others in terms of its principals' civic participation, program plans, diversification of business interests and lack of communications media ownership.

Death of L.B. Wilson (WCKY, Cincinnati), FCC said, "leaves the applicant competitively weak in several significant elements of comparison." WKAT rates well in several factors, it stated, but its record of radio performance "gives the Commission concern." North Dade, it concluded, wasn't superior in any factor and "moreover, a principal of this applicant failed to evidence the degree of candor desired by the Commission."

* * * *

There will be plenty of repercussions in Congress, perhaps introduction of restrictive legislation. "It is deplorable," Rep. Celler stated to us this week, "that the application of a certificated air carrier has been awarded a franchise to operate a TV station. I don't think any organization that operates under one commission should be permitted a franchise concerning operation under another...

"I am sure Congress never intended that these types of franchises should overlap. I would be opposed to operation of TV stations by railroads just as much as I would be opposed to operation of TV stations by power companies. The TV spectrum is very limited and should be divided among members of the public who are not already favored by franchises which immunize them from competition.

"Is National Airlines going to ask for subsidies on airline operation if it loses money on its TV operation? How will it keep records of its TV & airlines operations separate when it has the same officials operating both? The temptation to subterfuge is very potent; the whole business bodes ill."

Sen. Monroney wouldn't say anything except that he'd be going into subject when Commission appears before Commerce Committee March 5.

Case is far from over, therefore, and -- as Treasury Secy. Humphrey might put it -- the litigation to come will make your hair curl.

DEINTERMIXTURE CHANCES STRENGTHENED? Surprise action of FCC this week, as it took up deintermixture cases involving Fresno, Evansville & Madison, was to instruct the staff to draft decisions to "demix" Fresno & Evansville. Madison would be left as is. This week's show of hands by commissioners is still tentative, of course, subject to final decision -- but in the Fresno and Evansville cases it certainly ran contrary to expectations -- namely, that the Commission wouldn't move to shift any operating vhf station to uhf.

Thus, so far, Commission is leaning toward creation of "uhf islands" in 4 areas -- Peoria & Springfield (Vol. 13:3), Fresno & Evansville. On agenda next week are 2 more cases -- FCC's original proposals to delete Ch. 9 from Elmira, Ch. 10 from Albany (Vail Mills). It's also possible that another go-around will be conducted on one or more of first group -- Peoria, Springfield, Hartford, New Orleans, in all of which there are vhf grants frozen by the proceeding (Vol. 13:3).

If Commission goes through with current intentions regarding Fresno & Evansville, and it's aiming for final session Feb. 25 on all deintermixture cases, it would be first time any operating vhf station was ordered to move to uhf. KFRE-TV operates on Fresno's Ch. 12, which Commission proposes to move to Santa Barbara. WTVW occupies Evansville's Ch. 7, which is slated to go to Louisville, while Ch. 9 in nearby Hatfield, Ind. would be turned over to educators.

Voting was 4-2 in Fresno, 5-2 in Evansville, 4-3 in Madison. Comrs. Hyde, Bartley & Lee are for deintermixture all the way. Comrs. Doerfer & Mack are consistently against it. Chairman McConnaughey joined demix group in Fresno & Evansville, switched over in Madison. Comr. Craven abstained from Fresno, because Lohnes & Cul-

ver engineering firm, of which he was a partner before rejoining FCC, is consultant to KFRE-TV. He plumped for deintermixture in Evansville, against it in Madison.

Commission started consideration of Elmira & Albany this week, couldn't get a majority for instructions to staff. Reportedly, 4-3 votes are expected. Among plans being considered is addition of Ch. 2 to Albany area, giving it 3 vhfs.

The end to all the foregoing is still far over the horizon. On March 5, FCC appears before Senate Commerce Committee, will be asked to explain its actions. The losers in each case, particularly those with operating vhfs or vhf CPs, will exhaust every possible remedy. This will take years.

For whatever it may betoken, meanwhile, President Eisenhower gave his views on reservation of educational channels -- favorable. In news conference this week, he was asked this question by Sarah McClendon, correspondent for several Texas newspapers: "Quite a controversy has developed over this matter of educational TV channels which were assigned to schools and colleges, which some commercial enterprises want to take away and have reassigned to them. I wonder if you think we should leave these educational channels with the schools and colleges, for their development." According to official transcript, President replied:

"Well, I have not had a recent study presented to me on this question, but speaking only from what I believe to be the eventual good of the United States, and not knowing as of now anything of many more channels being available through improvement of techniques and equipment, I would say we must preserve channels for educational purposes."

FCC TO MAKE TENTATIVE ACTIONS PUBLIC: "Leaks" at FCC, as perennial and inevitable as human nature -- but a bit more obvious in recent years -- prompted Commission to adopt a new procedure this week. Henceforth, FCC said, whenever majority instructs staff to draft a decision "in important docket cases," prompt announcement will be made -- with cautionary word that "instructions" don't constitute a final decision.

Most important of such cases are competitive TV hearings, of which there are few left. Heretofore, when commissioners met in "executive session," with only one or 2 staff members present, to order decision favoring particular applicant, only those with good pipelines were able to learn what happened -- prior to issuance of final decision, which sometimes came many months later. Other kinds of docket cases affected would be significant allocations proceedings such as deintermixture. This week's instructions on Fresno, Evansville & Madison (see p. 2), were adopted early in week, before new procedure was initiated -- thus our information had to be obtained unofficially. New system doesn't affect final decisions, which are announced publicly as fast as mimeographed.

Announcements will be made at next regular press release time following the action -- at 11 a.m. or 3 p.m. Actions taken after 3 p.m. Fri. will be announced Mon. There's a fair chance, however, that those who are usually well-informed will continue to seek to be well-informed before Mon.

Comr. Hyde was sole dissenter in adoption of new system. He says: "The FCC should be able to make a decision and announce it promptly. If it can't make up its mind, it shouldn't release anything. Furthermore, I have grave doubts about the legality of the procedure." It has never been tested in courts.

TV TAKES ONE OUT OF 8 ADVERTISING DOLLARS: McCann-Erickson's preliminary estimates of 1956 advertising, prepared for Printers' Ink and released this week, give statistical documentation of TV's continuing climb on national advertising ladder. Out of an estimated national advertising expenditure of $9.982 billion in 1956, TV's share was $1.255 billion, or 12.6% of total. Stated another way, one out of every 8 ad dollars spent in 1956 went for TV, compared with one out of 9 in 1955.

[McCann-Erickson figures include all expenses to advertisers -- time, talent, production, etc. The full 1956 McCann-Erickson table, comparing advertising expenditures by media, for each year from 1947 on, will be published in our upcoming Television Factbook, due off presses week of Feb. 18.]

TV's 1956 total was broken down into $660,000,000 for network, $325,000,000

spot, $270,000,000 local. Over-all total increased 22.4% over 1955, when estimated $1,025,300,000 was spent on TV. It was largest percentage gain by any medium. Spot TV gained 24.8%, network 22.2%, local 20.2%.

TV thus retained third place among all media. Newspapers held on to lead, with 1956 billings of $3.305 billion, up 7% from 1955's $3,087,800,000. Newspapers took 33.1% of ad budgets, as against 33.6% in 1955. Direct mail kept second place, with $1.4 billion, up 7.8% from 1955. Magazines gained 7.2%, farm publications were up 3.6%, business papers 7.6%, outdoor 3%.

It's interesting that radio take went to $465,000,000, increase of 4.8% from 1955, though network declined 15.6% ($70,000,000 vs. $82,000,000). This was more than offset, however, by spot radio's gain of 11.8%, local radio's 7.1% increase.

Printers' Ink predicted that 1957 ad revenues will rise to more than $10.5 billion. It gave no breakdown for TV and other media in its forecast -- but we figure TV will go to about $1.5 billion (Vol. 12:52).

TvB pres. Norman E. (Pete) Cash gave us this comment on Printers' Ink predictions for 1957: "Our belief is that advertising will go to about $10.8 billion in 1957, with TV accounting for at least $1.4 billion. We're in a competitive year, money is tight, and the way for a businessman to turn over a product more rapidly is to advertise. And, I might add, he can reach more people by TV than any other way." As if to support his contention, TvB this week released report showing that average network TV advertiser in 1956 reached 17% more homes in evening than in 1955, some 18% more homes in daytime, 24% more in daytime weekend programming.

NO INSULATION from anti-trust laws is intended or implied in FCC regulation of broadcast licensees, a House anti-trust subcommittee staff study concluded this week. Study was prepared in connection with Chairman Celler's "primacy of free enterprise" bill, which states that Justice Dept. anti-trust prosecution in regulated industries cannot be barred on ground that another govt. agency has jurisdiction (Vol. 13:2).

While largely devoted to other regulated industries, report contains brief section on FCC which states: "Not only does the Commission lack power to condone anti-trust violations [by] networks but it apparently had no intention to sanction such acts."

Anti-trust subcommittee's report on its TV network investigation is due in late Feb. or early March. On Senate side, meanwhile, Commerce Committee staff has virtually completed its work on reports on network practices and subscription TV, now awaits action and comments of Senators. Printed record of its voluminous network hearings is due to be published next week.

There were these other developments on Capitol Hill affecting TV this week:

(1) House anti-trust subcommittee voted to comply with ABC's request not to make public its list of discounts to TV advertisers. It has already made public the CBS & NBC lists.

(2) Chairman Magnuson of Senate Commerce Committee sent another letter to House Ways & Means Committee Chairman Jere Cooper (D-Tenn.) reiterating his Committee's plea for elimination of 10% excise tax on all-channel receivers to encourage growth of uhf. Ways & Means Committee indicated its reluctance to cut any taxes by quickly approving a bill to extend certain corporate and excise tax rates (not including TV-appliances) which were due for automatic decrease April 1.

(3) Rep. Celler apparently has no current plans to push for action on his bill to ban subscription TV. Whether he does so, he told us, will depend primarily upon whether the public evidences any interest in the issue. Currently, he said, there is "not enough" interest in subject.

Educational TV appropriation of $950,000 was sought this week of N. Y. State Legislature by Gov. Harriman, asking $248,000 for continuation of present program; $202,000 for extension of program to new areas; $200,000 for building and operating state-operated educational TV station in Albany; $300,000 for state aid to public schools for TV instruction. State is currently operating with $200,000 for educational TV purposes. N. Y. this week offered its first college-credit course via TV as Mohawk-Hudson Council on TV Education, in cooperation with New York U and State College for Teachers in Albany, began offering "Introductory Geography" on WRGB, Schenectady. Feb. 3 *New York Herald Tribune* noted that inmates of Dannemora, Great Meadow and Walkill prisons would be permitted to take the courses—but no TV sets are available.

College football TV plan for 1957 was approved by NCAA TV committee after 3-day meeting in Chicago, but was not disclosed by week's end. It will be submitted to mail vote of NCAA member colleges not later than Feb. 18. Earlier, NCAA exec. director Walter Byers had described 3 plans under consideration as: (1) National "game-of-the-week" series; (2) combination national-regional plan as in 1956 season, and (3) TV autonomy for member schools, except for certain "basic rules"—latter plan having endorsement of Big Ten. Committee's plan is believed to be modification of No. 2.

NCTA "broadcasters committee" headed by Paul B. McAdam, Livingston Community Antenna Assn., Livingston, Mont., was appointed this week by pres. Bill Daniels for liaison with NARTB's community antenna committee. Daniels also named nominating committee headed by Lloyd A. Calhoun, Hobbs TV Co., Hobbs, N. M., to pick slate of candidates for NCTA election at annual convention at William Penn Hotel, Pittsburgh, June 4-6.

Appeal from ruling by U. S. Tax Court that community antenna systems initial connection charges are taxable as income (Vol. 13:5) will be taken by NCTA. Its directors agreed unanimously this week at Chicago meeting to continue court fight to establish charges as "contributions to capital."

Personal Notes: **Robert E. Kintner**, ex-ABC pres. who joined NBC Jan. 1 as exec. v.p. in charge of coordinating color activities, reassigned as exec. v.p. of TV network programs & sales, succeeding **Thomas A. McAvity**, who becomes exec. v.p. in charge of staff, concentrating on new TV programs & talent and strengthening existing programs; McAvity also becomes chairman of NBC talent & properties committee and member of program board and executive council . . . **Alvin Ferleger** promoted to mgr. of administration & sales development, NBC International Operations; **Richard L. Berman** promoted to mgr. of facilities . . . **Dr. George Crothers** gets new position of CBS director of public service broadcasts, succeeded by **Miss Pamela Ilott** as director of religious broadcasts . . . **Edgar G. Shelton Jr.** resigns as director of U. S. National Security Training Commission to become asst. to **Robert H. Hinckley**, v.p. & director of ABC's Washington office . . . **George Huntington**, director of TvB sales development, assumes additional duties as asst. to pres. **Norman E. Cash** . . . **Wm. Sackheim** promoted to director of program development for Screen Gems, concentrating on new programs . . . **Joseph D. Lamneck**, ex-Kenyon & Eckhardt, named eastern regional mgr. of Warner Bros. TV commercial & industrial film dept., N. Y.; **Burton A. Neuberger**, ex-Roland Reed TV, named midwest mgr., Chicago . . . **Raymond Junkin**, asst. to Official Films pres. **Harold L. Hackett**, elected a v.p. . . . **Donald O'Brien** promoted to mgr. of accounting & budgets of NBC subsidiary California National Productions . . . **Howard Van Der Muelen**, ex-*Buffalo Courier-Express*, named publicity director of NBC's WBUF there . . . **Howard Wormser** resigns as publicity director of KTLA, Los Angeles, to become pres. of *Hollywood Talent Scouts*, a trade publication; **James Rue**, director of promotion & adv., assumes Wormser's duties . . . **Ralph Lopatin** resigns as director of motion picture unit, WRCV-TV, Philadelphia, to form own independent commercial studio, Ralph Lopatin Productions, Philadelphia . . . **Carlos Rivera Gonzales**, ex-Publicidad Badillo Inc., named sales mgr. of WAPA-TV, San Juan, replacing **Andrew N. Vladimir**, now v.p.-gen. mgr. of Gotham-Vladimir Adv. . . . **Terry R. Rice** promoted to TV-radio adv. mgr. of Borden Co., succeeding **Wm. B. Campbell**, now mgr. of gen. adv. dept.; **Edward J. Peguillan** named asst. TV-radio adv. mgr. . . . **Dr. Alan Willard Brown**, provost of Union College, Schenectady, named pres. of Metropolitan Educational TV Assn., N. Y. . . . **Paul Owen** resigns as mgr. of educational KUHT, Houston, to become program director of educational KTCA, Minneapolis-St. Paul, headed by **Dr. John Schwarzwalder**, whom he succeeded at Houston . . . **Frank Crane**, pres. of So. Cal. Broadcasters Assn., appointed sales & merchandising director of radio KPOP, Hollywood . . . **Wm. E. Dixon**, chief engineer of radio WCHS, Charleston, W. Va., promoted to technical director of WCHS-TV & WCHS; **Gene Brick** succeeds him as chief radio engineer . . . **Bob Lundquist** promoted to commercial mgr. of WICU, Erie; **Joseph Laconi** promoted to succeed him as program director . . . **Frank Schudde** promoted to production mgr. of Terrytoons Inc., div. of CBS-TV Film Sales . . . **Richard Barnhill** promoted to operations coordinator of WRCA-TV, N. Y. . . . **Arthur Poppenberg**, ex-WBNS-TV, Columbus, O., named asst. sales director of WTVJ, Miami . . . **Jerry Danford**, ex-RAB, N. Y. named eastern sales mgr. of KWK-TV & KWK, St. Louis, and radio WGTO, Haines City, Fla. . . . **Barton C. Isbell Jr.**, ex-Lennen & Newell, named radio mgr. in Atlanta office of Peters, Griffin, Woodward Inc. . . . **Morton Grossman**, ex-adv. promotion mgr. of *TV Guide*, named promotion director of *Journal of Commerce* . . . **Martin F. Rohde** named gen. sales mgr. of KONA, Honolulu.

Obituary

Carl Byoir, 68, founder of Carl Byoir & Assoc. and a noted pioneer in public relations field, died Feb. 3 in N. Y. Hospital after long illness. Chairman of firm's exec. committee at death, he helped make headlines in recent years in campaigns for such clients as A&P and railroads in anti-trust cases. Other Byoir accounts include RCA, Bendix Aviation Corp., Minneapolis-Honeywell. Distinguished for public service activities, he directed "War Against Depression" employment campaign in 1932 and staged anti-polio FDR Birthday Balls.

Edgar T. Wolfe Sr., 63, co-publisher & director of Dispatch Printing Co., Columbus, O., owner of WBNS-TV & WBNS, *Columbus Dispatch* and *Ohio State Journal*, died Feb. 2 of cancer in Mt. Carmel Hospital, Columbus. He also headed banking and shoe firms.

Cecil B. Highland, 80, disputatious publisher of Clarksburg, W. Va. *Exponent* and *Telegram* whose many community fights included blocking of operation of WBLK-TV (Ch. 12) there by Wheeling News Co. (Vol. 11:24, 25, 32), died Feb. 6. Surviving are his widow, son and daughter.

ADVERTISING AGENCIES: **James E. Weber** and **Wm. T. Young Jr.** elected exec. v.p.'s of Leo Burnett Co., Chicago . . . **John Heiney**, who organized Ford's TV-radio public relations office, joins J. Walter Thompson, Detroit, specializing in TV-radio accounts . . . **Wm. H. Lewis Jr.**, ex-Benton & Bowles, named v.p. of McCann-Erickson's Marschalk-Pratt div., serving also as member of plans board . . . **Walter Compton**, ex-mgr. of WTTG, Washington, recently 10% stockholder of Miami Ch. 10 applicant North Dade Video Inc., joins J. Gordon Manchester Adv., Washington . . . **T. B. Cullimore**, ex-TV director of McCann-Erickson Ltd., Canada, elected v.p. of Cousen Productions Inc. . . . **Joseph C. Meehan**, ex-Geyer Adv., joins Gartley & Assoc. as director of press relations for TV-radio & magazines.

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AP counts on TV-radio members for more & more news wire coverage, according to radio editor John Aspinwall. Examples: Mich. radio members supplied 2737 stories in 1956, up 736 from 1955, amounting to 41.8% of news on state wires exclusive of stories by AP staff. Member stations in Tex. set record last year with 3492 stories, 1413 more than in 1955. Radio WTMJ, Milwaukee, topped member-participation list with 398 stories.

TV audience "splinterization"—term used at Newspaper Advertising Executives Assn. convention by Wm. I. Nichols of *This Week Magazine* to deprecate effectiveness of TV ads (Vol. 13:4)—isn't being bought by agency admen generally as argument for newspapers as preferred medium, according to Feb. 1 *Advertising Agency Magazine*. Most media directors questioned by magazine agreed division of TV audience among programs & channels exists, but only one agency had picked newspapers above TV because of it. Typical comment was from Rod MacDonald of Guild, Bascom & Bonfigli, who opposes "introduction of any more such catch phrases or cliches" to "stifle or narrow our media thinking."

TV is top leisure-time activity of 80% of married men & 78.7% of married women, according to Politz survey for North American Newspaper Alliance. Reading is next, with 68.3% among men, 74.1% among women. Moviegoing ranked 6th—behind household repairing, gardening, socializing.

Bill to give FCC authority over amount of TV-radio time devoted to commercials (HR-4571) was introduced this week by Rep. Heselton (R-Mass.), member of House Commerce Committee. It's identical to his HR-5741, introduced in April 1955.

NEW LOWER RATES for off-air TV pickup service for stations and community antenna systems were filed with FCC at week's end by AT&T. Uniform tariff replaces previous practice of charging on case-to-case basis, telephone company said—adding that "it appears that an offering of off-the-air channels on a regular basis is justified." AT&T told FCC that the new rates, "when applied to existing customers for off-the-air service, will reduce present charges by approximately 17% or about $42,000 a year." In no case will there be increase in charges to any existing customer.

Basic charges are listed for 3 types of service—3 or fewer intermediate locations, more than 3 intermediate locations and no intermediate locations. In addition to regular monthly charge, AT&T lists "termination charge" which applies if use of facility is discontinued within 3 years after installation. This amount is reduced by 1/36 for each month of use. Highlights of new tariff schedule:

Three or fewer intermediate locations—Pickup equipment for primary channel, $550 monthly & $8500 termination charge; $60 monthly & $800 termination charge for pickup of additional broadcast station; $250 monthly & $4000 termination for additional channel on same route. Intermediate location primary channel equipment, $475 monthly & $8000 termination; additional channel, $275 & $4500. Receiving terminal primary channel equipment, $250 & $6000; additional channel, $175 & $3500.

More than 3 intermediate locations—Primary channel pickup equipment, $725 & $11,500; additional channels on same route, $350 & $6000. Intermediate location primary channel equipment, $525 & $8500; additional channel, $250 & $4000. Receiving terminal primary channel equipment, $325 & $7500; additional channel, $250 & $5500.

No intermediate locations—Primary channel pickup equipment, $950 & $13,500. Receiving terminal equipment, $450 & $9500.

For color signals, monthly charges for primary channel are $40 at pickup location, $20 at intermediate locations, $25 at terminal location. Land, buildings and towers may be provided by customer or by AT&T.

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KSTP Inc. earned $625,677 net profit after Federal income taxes for fiscal year ending June 30, 1956, $404,048 in 1955, according to application filed this week in connection with purchase of KOB-TV, Albuquerque, N. M. (Ch. 4) with radio KOB (Vol. 13:2). Operator of KSTP-TV, St. Paul (Ch. 5) and KSTP, purchaser's balance sheet lists $1,504,377 current assets, $1,095,223 fixed, out of $2,982,579 total assets. Dec. 31 combined balance sheet for KOB-TV & KOB lists $351,205 for property & equipment, $223,518 current assets, out of $637,376 total assets.

Steinman brothers' purchase of radio WRAK and CP for WRAK-TV, Williamsport, Pa. (Ch. 36) was approved this week by FCC. Steinman's WGAL Inc., licensee of WGAL-TV, Lancaster, Pa. (Ch. 8) & WGAL, is paying George E. Joy-Margaretta T. Steele group $125,000 for the stations (Vol. 12:39). New owners plan to build TV, according to Clair R. McCullough, pres.-gen. mgr. of WGAL Inc. & Steinman's WLEV-TV, Bethlehem, Pa. (Ch. 51).

KMMT, Austin, Minn. (Ch. 6) and radio KAUS are being acquired by Black Hawk Bcstg. Co., licensee of KWWL-TV, Waterloo, Ia. (Ch. 7) & radio KWWL, latter exercising option it has held since 1954 (Vol. 10:42). Black Hawk, headed by Ralph J. McElroy, is paying $41,000 for stock held by 5 co-equal owners (Chester A. Weseman, pres.), also paying $146,948 in notes due sellers.

Radio WACR, Columbus, Miss. has been sold by J. W. Furr, also owner of WMBC, Macon, Miss. for $60,000 to J. W. Eatherton, ex-sales mgr. of WCBI, Columbus.

DEMAND FOR TV in isolated Williston, N. D. proved too great for KUMV-TV (Ch. 8) to resist, so it scheduled tests Feb. 9, regular operation Feb. 11, even though 7-hop Raytheon microwave to Bismarck, 162 mi., isn't expected to be completed until April. Start of this semi-satellite of KFYR-TV, Bismarck (Ch. 5) brings on-air box score to 497 (96 uhf).

Area residents had formed Missouri Valley TV Corp., advancing grantee $300,000 for construction of the microwave. Owner Meyer Bcstg. Co. (Wm. Ekberg, pres.), which also holds CP for KMOT, Minot (Ch. 10), has option to assume ownership of microwave at end of 5 years by paying off loan—or it may turn facilities over to Missouri Valley TV Corp. Station has 10-kw GE transmitter, is using 14-ft. pole pending completion of 878-ft. Stainless tower which will carry 12-bay GE antenna. Les Kleven, ex-radio KNDC, Hettinger, N. D. is gen. & sales mgr. Station is sold only in combination with KFYR-TV, which has $275 hourly rate. Rep is Blair.

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In our continuing survey of upcoming stations, these are latest reports from principals:

KHVH-TV, Honolulu (Ch. 13), stayed last week by protest from KULA-TV (Ch. 4), had hoped to begin next April, having ordered RCA equipment for mid-March delivery, reports Hal Lewis, exec. v.p. & 25% owner. It expects to use 165-ft. tower. Rep will be Raymer.

KRSD-TV, Rapid City, S. D. (Ch. 7) plans to order transmitter in March, expects to start next summer, reports partner Harry Daniels, who with John & Eli Daniels also holds CP for KDSJ-TV, Deadwood, S. D. (Ch. 5). KRSD-TV will use 370-ft. self-supporting Ideco tower now on hand. Construction of buildings has been delayed by weather. Rep not yet chosen.

WOWL-TV, Florence, Ala. (Ch. 41) which received grant Jan. 30, plans to order transmitter equipment in 1-2 months, hopes to be on air about Sept. 1, reports Richard B. Biddle, pres.-gen. mgr., also chairman of radio WGAD, Gadsden, Ala. It will add wing for TV studio to present radio building, completed last summer; remainder of TV operation will be in radio building. It will have 300-ft tower. Jack Worley, from WOWL, will be sales & program mgr.; Larry Rohling, WOWL, chief engineer. Rep will be Rambeau.

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Radio station sales and transfers approved this week: KVOR, Colorado Springs, by John Riggs & Robert Greene (owners of WHAM, Rochester, N. Y.) to Charles A. Dunbar and associates for $142,000 (Vol. 12:51). WPET, Greensboro, N. C. by Wayne M. Nelson (owner of WHIP, Mooresville, N. C. and WAYN, Rockingham, N. C.) to Guilford Adv. (Hugh E. Holder, ex-CBS announcer, N. Y., pres.) for $125,000 (Vol. 13:1). WLOF, Orlando, 37% by John W. Kluge to Harris H. Thomson, who increases holdings to 52%, for $130,662 (Vol. 13:3). WKBR, Manchester, N. H., 35.3% by Wm. J. Barkley to other principals (W. F. Rust Jr., major owner), for $111,700. Also approved was Barkley's sale of stock in following N. H. stations: 35.3% of WTSL, Hanover; 31% of WTSV, Claremont, for $28,000; 33% of WTSN, Dover, for $3300 (Vol. 13:3).

Clinton D. McKinnon's purchase of KOAT-TV, Albuquerque (Ch. 7) for $800,000 from A. M. Caldwell-Walter Stiles group (Vol. 12:51, 13:2) was approved this week by FCC. McKinnon, ex-Democratic Congressman and 25% owner of KVOA-TV, Tucson (Ch. 4) & radio KVOA, is paying $12,500 for stock (after former owners have been issued $156,000 in 5-year 2½% debentures) plus approximately $600,000 in obligations.

RCA shipped 6-section superturnstile antenna Feb. 4 to WMFD-TV, Wilmington, N. C. (Ch. 6).

Network Accounts: ABC-TV, preparing presentation to press Feb. 13 on fall expansion plans, has agreed on "realignment" of daytime rates to roughly one-third of evening charges. It's now about one-half. Network regards new ratio as more in keeping with viewing audience and providing selling pattern for expansion of daytime programming. "This reflects the realities of TV, not the history of radio, and puts ABC-TV on a sound economic basis so that it can, when justified, raise the network rates of its affiliates," commented Oliver Treyz, v.p. in charge of ABC-TV. He also revealed that video tape recorder will be used to put its programs on clock-time basis starting April 28 . . . **Sears Roebuck** enters network TV with 3-month partic. schedule on NBC-TV's *Today, Home, Tonight* starting Feb. 22, thru Cunningham & Walsh (Mayers div.) . . . **American Tobacco,** for new Hit Parade cigarettes, to sponsor *Marge and Gower Champion Show* as alternate with *Jaek Benny Show* on CBS-TV starting March 31, Sun. 7:30-8 p.m., thru BBDO . . . **Lever Bros.** to be alt. sponsor (with **Sheaffer Pen**) of *The Brothers* on NBC-TV starting Feb. 19, Tue. 8:30-9 p.m., thru J. Walter Thompson . . . **Greyhound Bus** to replace **Viceroys** as one-third sponsor of *Steve Allen Show* on NBC-TV starting April 7, Sun. 8-9 p.m., thru Grey Adv. . . . **Standard Brands** buys alt. Tue. 4-4:15 p.m. segment of *Queen for a Day* on NBC-TV starting Feb. 12, thru J. Walter Thompson . . . **Bird & Son Inc.,** E. Walpole, Mass. (floor coverings, roofing shingles) to sponsor alt. Mon. 15 min. of *Garry Moore Show* on CBS-TV starting Feb. 11, Mon.-thru-Thu. 10-10:30 a.m. and Fri. 10-11:30 a.m., thru Humphrey, Alley & Richards . . . **Viceroys** to sponsor Mon., Wed. & alt. Fri. segments of *Douglas Edwards and the News* on CBS-TV starting April 1, Mon.-thru-Fri. 6:45-7 p.m., thru Ted Bates; **Hazel Bishop** buys alt. Fri. segment starting March 28, thru Raymond Spector; **American Home Products** continues as sponsor of Tue. & Thu. segments, giving show sold-out status . . . **Quaker Oats** to sponsor Tue. segment of *NBC News* for 11 weeks starting Feb. 12, Mon.-thru-Fri. 7:45-8 p.m., thru Needham, Louis & Brorby.

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Television Audience Measurement Ltd. (TAM) has been awarded exclusive 5-year contract for audience research by Britain's Independent TV Authority, beating competing A. C. Nielsen Co. Last year TAM won 1-year contract over Nielsen. Nielsen's TV service director for Britain, Graham Dowson, claimed TAM's bid for the service was 57% higher than Nielsen's.

Ziv may start west German TV production this spring, according to international div. chief Ed Stern, who left for Europe this week. He said he will confer with film executives & broadcasters in Munich & Frankfurt on plans for German dubbing of existing Ziv telefilms and possible production of shows there.

TV-radio election notices would have same legal standing as newspaper announcements under measure introduced Feb. 4 in Md. legislature. Present law requires publication of names of nominees in 2 newspapers in each county.

Rate increases: WALB-TV, Albany, Ga. Feb. 15 raises base hour from $200 to $250, min. $40 to $50. CJIC-TV Sault Ste. Marie, Ont. March 1 raises hour from $170 to $200, min. $37.50 to $45.

TvB has renewed contract with Nielsen, new agreement calling for special services on relationship between consumer product markets and TV viewing in addition to regular measurement services.

Just published: Collection of columns from *Sponsor* magazine by BBDO TV-radio v.p. Bob Foreman, under the title *An Ad Man Ad-Libs on TV* (Hastings House, $4.50).

Telecasting Notes: "TV's brightest new face," says 4-page cover story in Feb. 11 *Time* magazine, "wears an agony that in only 10 weeks has grown as familiar to millions as Ed Murrow's cigarette or Arthur Godfrey's tea bag." Fascinating story on NBC's *Twenty-One* $122,000 contestant Charles Van Doren features this thought-provoking comment on the personality that has helped put NBC in the Mon. 9-9:30 p.m. competition with CBS's *Luey* for the first time: "Just by being himself, he has enabled a giveaway show, the crassest of lowbrow entertainments, to whip up a doting mass audience for a new kind of TV idol—of all things, an egghead" . . . "No wholesale defections" by national advertisers from networks to spot sponsorship of Hollywood backlogs are in the wind, Feb. 6 *Variety* reports on basis of "a poll of many top agency execs" . . . **Top RKO features,** including some made after 1948, reported by Feb. 9 *Billboard* to be slated for ABC-TV on Sun. 7:30-9 p.m. next season . . . **TV built up a singing idol** in one hour last week: 19-year-old Tommy Sands, who starred in "The Singing Idol" on NBC-TV's *Kraft Theatre,* has a hit record on his hands already (from the TV show), has been signed for more TV performances, and is being considered by 20th Century-Fox for lead in movie based on the TV show . . . **Next step in news shows**—as planned by CBS—reportedly is series of 90-min. topical wrap-ups, a la "Cyprus Today" and "World in Crisis," with 6 said to be planned for next season . . . **Another NBC movie venture:** Network becomes equal partner in Bob Hope Enterprises, participating in financing of 5 theatrical features and 40 hour-length TV shows over 5-year period (retroactive 1½ years and including Hope's 2 last Paramount features) . . . **National & regional advertisers** will spend more than $125,000,000 for syndicated TV films (including time) in 1957, "or one out of every 4 TV ad dollars spent for any form of non-network TV by other-than-local sponsors," Ziv TV predicts.

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Cross libel suits for $7,500,000 involving MBS commentator Fulton Lewis Jr. and Richfield Oil Corp. (Vol. 12:44) were dropped Feb. 6 in U. S. District Court, Washington. Damage claims of $7,000,000 by Richfield against Lewis, MBS & RKO Teleradio Pictures and $500,000 by Lewis against Richfield stemmed from controversy last year over proposed Cal. oil conservation law. They were dismissed with prejudice by court—meaning they can't be filed again. Lewis counsel said settlements involved no financial consideration.

Transfer of WMGT, Adams-Pittsfield, Mass. (Ch. 19) to WCDA, Albany (Ch. 41), CBS-TV affiliate owned by Lowell Thomas group, was approved by FCC this week. WCDA operates satellite WCDB, Hagaman, N. Y. (Ch. 29), also plans to operate WMGT as satellite, having acquired outlet for $379,206 from group headed by Leon Podolsky (Vol. 12:49). In approving sale, Commission waived multiple-ownership rules.

Five European countries plan to televise NBC's "Project 20" documentaries—*The Great War, The Jazz Age, The Twisted Cross,* and *Three, Two, One—Zero.* NBC says series has been sold to Austria, Denmark, Sweden, Italy & Switzerland for TV showings, with negotiations now under way with BBC, Belgium and Netherlands.

Herman Liveright, 45, former program director of WDSU-TV, New Orleans, was convicted Feb. 8 of contempt of Congress by U. S. District Court jury in Washington for refusal to answer Senate Internal Security subcommittee questions about alleged Red affiliations.

FCC members will be guests of educational WQED, Pittsburgh (Ch. 13) Feb. 19, with Commission Chairman McConnaughey, Mayor David Lawrence and WQED pres. Leland Hazard speaking at luncheon.

PURCHASE OF WMUR-TV, Manchester, N. H. (Ch. 9) by Storer Bcstg. Co., conditioned on move of transmitter to about 20 mi. from Boston, 30 from Manchester, came close to FCC decision this week—but final action was deferred until next week because of engineering matter.

FCC engineers questioned whether station would provide adequate signal to Manchester, as required by rules, from new site. Storer was asked to supply further proof that it would. Washington Airspace Panel this week approved new site with tower height of 927 ft.

Another site-move application was granted—Sarkes Tarzian's move of WTTG, Bloomington (Ch. 4) to spot 27 mi. northeast of Bloomington, over objections of Indianapolis' 4 Ch. 13 applicants. Third site-move application was set for hearing March 4—shift of KOVR, Stockton, Cal. (Ch. 13) to location about 80 mi. east of San Francisco, protested by KCCC-TV, Sacramento (Ch. 40).

Uhf translators figured prominently at FCC this week. In addition to receiving record 14 new applications (see p. 14), Commission granted CPs for 2 to Palm Springs Translator Station Inc., Palm Springs, Cal., turning down objections raised by city's community antenna operator Palm Springs Community TV Corp., controlled by Paramount Pictures. On the other hand, City of Butte was told it couldn't get Ch. 70 translator grant without satisfying Commission on 2 points: (1) Possibility of harming KXLF-TV (Ch. 4) and prospective Ch. 6 station. (2) Butte Mayor Sullivan's apparent involvement in unlicensed booster there.

Two channel shifts were suggested to Commission: (1) Addition of Ch. 10 to Presque Isle, Me., sought by prospective applicant Northeastern Bcstg. Co., which proposes that Ch. 11 be substituted for Ch. 7 in Matane, Ch. 7 for Ch. 6 in Riviere du Loup, Ch. 6 for Ch. 10 in Ste. Anne de la Pocatiere, all Que. Petition says Canadian Govt. has no objection. (2) Shift of Ch. 13 from Biloxi to New Orleans, proposed in comments by KPLC-TV, Lake Charles, La. (Ch. 7), which suggests shift of Ch. 9 from Hattiesburg to Biloxi, Ch. 7 from Laurel-Pachuta to Hattiesburg, addition of Ch. 11 to Houma and Ch. 12 to Beaumont-Port Arthur.

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Telecasters' filings in FCC's allocation proceeding covering frequencies above 890 mc are suprisingly light, in view of stations' need for own STLs, remotes and private inter-city links. Those filing this week: NBC, ABC—plus KTNT-TV, Tacoma-Seattle; KOVR, Stockton; McClatchy stations; WSYR-TV, Syracuse; WSB-TV, Atlanta. Among their arguments: station-owned facilities are more flexible and cheaper than common carrier; present assignments will prove too few as industry grows; some frequencies suffer interference from other services; competition will spur Bell System into providing better service; station purchases will encourage manufacturers into improving equipment. Virtually all asserted that stations' establishment of own facilities shouldn't be dependent on non-availability of phone company.

Contract for "candelabra" tower to carry antennas of Baltimore's 3 TV stations—WAAM, WBAL-TV & WMAR-TV—was awarded this week to Dresser-Ideco Co. Antennas, which will bring total height to 731 ft., will be made by RCA (Vol. 12:50). Another multiple-antenna tower was approved this week by Washington Airspace Panel—1111-ft. structure to be used jointly by Philadelphia's WFIL-TV & WRC-TV (Vol. 12:40).

Application for experimental on-channel booster to test value in filling in nulls in Johnstown area has been filed by WFBG-TV, Altoona (Ch. 10). Application specifies 150-watt Adler transmitter, cost of $60,000.

NEW ANTENNA site is being sought by Nashville's WSM-TV, following unexplained collapse of virtually completed 1262-ft. tower in which 4 construction workers were killed. Decision to move from residential section was made voluntarily by station, but a proposal was introduced simultaneously in city council to rezone area to bar such structures. No houses were struck when tower buckled Feb. 4.

Officials and engineers of Blaw-Knox equipment div., which manufactured tower, and John F. Beasley Construction Co., Muskogee, Okla. erectors whose 4 workers were killed, were still examining wreckage at week's end in attempt to determine reason for mysterious disaster. Tower was the first to be constructed of U. S. Steel's new T-1 alloy, said to be 3 times stronger than conventional bridge steel. Alloy has been used for several years in other types of construction and is in no way considered "experimental," a Blaw-Knox spokesman told us. Tower, including antenna, would have been 1374 ft. tall.

"I've never seen anything like it and I've been in the business for 34 years," said GE engineer G. A. Wallenstrom, who witnessed the crash. GE is prime contractor for the fully insured $100,000 tower-antenna job.

Collapse occurred while the 4 workers were adjusting tension on guy wires at 700-ft. level; tower buckled at 300-ft. level and "collapsed like an accordion," according to one witness. One construction engineer was quoted as saying collapse might have been caused by unequal tension on some of the 12 guy wires.

Through a freak connection, WSM-TV viewers were the first to know about the tragedy; telephone call from transmitter house was unexplainedly cut into audio of *Modern Romances*—the show being transmitted at the time. Viewers heard excited voice exclaim: "Oh, my God! Send help! The tower has just fallen down. Help, quick!"

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"Flagrant" violation by WGN-TV, Chicago, of professed public-interest policy was alleged Feb. 5 by Action Committee for Freedom of Religious Expression in requesting formal FCC hearing on station's ban on "Martin Luther" film (Vol. 13:4). It said that WGN-TV "should no longer be entrusted" with broadcast facilities, for which station seeks full-power license. Letter to FCC asserted that cancellation of movie indicates that "WGN-TV believes that its listening & viewing public is not entitled to hear all sides of each important public issue which confronts that public." Meanwhile 5,000,000-member National Lutheran Council protested "de facto censorship" by station in response to "pressure reputedly emanating from Roman Catholic sources." Action Committee's counsel Frank Ketcham also filed letter on behalf of another religious group, Broadcasting & Film Commission of National Council of the Churches of Christ. He asked that application forms be revised to require stations to supply more explicit answers regarding religious programs—i.e., what programs carried, when, sustaining, whether fund solicitation permitted, etc.

Highly simplified studio vidicon camera for broadcast and closed-circuit telecasting was announced this week by RCA. Among features of new professional quality monochrome camera (TK-15): (1) Seven-inch kinescope viewfinder, permitting direct monitoring. (2) Built-in video operating controls, which can be operated at camera or remotely. (3) One-man operation of camera chain. (4) Improved performance with "appreciable reductions" in tube complement and control adjustments. (5) New-type non-linear optical focus. (6) Four-lens turret. 7) Self-contained variable gamma circuit for gray scale rendition. Approximate prices of the new camera chain with various RCA monitors: With TM-7C, $6015; with TM-6C, $8880; as field camera, with TM-6C, $10,235.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
February 9, 1957

WESTINGHOUSE WEIGHS NEW TV CONCEPT: Deeper plunge into contract and private-label TV production is being considered by Westinghouse as way of utilizing idle productive capacity at TV-radio plant in Metuchen, N.J. Chris J. Witting, v.p.-gen. mgr. for consumer products, estimated last week that its plant is now operating at only 55% of total capacity. While he asserts that's in keeping with Westinghouse's share of TV market, he certainly doesn't believe there's any virtue in idle plant space.

Westinghouse has produced about 5000 private-label TVs for Montgomery Ward, built to latter's specifications and designs. That has been extent of its private-label production -- so far. In Westinghouse planning for future, however, is expansion of both contract and private-label production. Witting told us:

"We're discussing with other TV manufacturers the possibility of making their sets in our plant. In addition, we're talking with key department stores in metropolitan areas about the chance of expanding in private label. We have the most modern TV manufacturing facility in the country, and we intend to operate it as near to capacity as possible, though that's not likely this year.

"We also believe our product improves when we bring a new line into the plant. We will not, of course, sacrifice Westinghouse-label production if we carry out our plans, and I must emphasize that no decision on it has been reached, beyond fulfilling our one-shot order for Montgomery Ward."

Contract production is not new in TV, of course, but for Westinghouse it represents something of a departure from its traditional concept of doing business. It has always turned down requests from other manufacturers to handle production of TV-radio-appliances in past, though its productive facilities admittedly have been more than ample for its shares of markets.

Westinghouse has taken 4-5% of TV market in last few years, according to the most reliable (though necessarily unofficial) estimates. Its immediate goal is for at least 7%, and meanwhile it believes it can take on "plus" business from other set makers who want to remain in TV business to keep their brands before the public, but want to be relieved of high production costs, leaving them free to use funds for more profitable segments of their business, such as defense work.

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Admiral raised color prices by $50 across-the-board this week, effective immediately, but other manufacturers said RCA's action last week in increasing prices of 3 color sets and warning of more to come (Vol.13:5) would have no effect on their immediate plans. Admiral's increases boosted price range of its color line from $550 for consolette to $880 for low-boy console, all 21-in.

Reaction from distributors and dealers was mixed, though many field reports coming into NARDA and in trade press indicated general approval. Most dealers felt the action would put consumers on notice that price reductions should not be expected and that this in turn would cause them to stop delaying purchase of a color set.

Economic Controls: Chances are against any enactment of legislation, or even administrative action, to reimpose anti-inflation controls this year. President's news conference remark this week that Govt. would be forced to impose price and wage controls unless business and labor used voluntary restraints drew generally cool reception in Congress and precipitated controversy within his Cabinet. The day after President's comment, Commerce Secy. Weeks said Administration has no plans to put controls on wages and prices, added: "I just instinctively recoil from controls in a free economy." He said there was no disagreement between himself and President.

Sen. Fulbright (D-Ark.), chairman of Senate Banking Committee, commented that if President wanted economic controls, he would have to give details to Congress. Sen. Saltonstall (R-Mass.), ranking minority member of committee, said "I would be

slow to vote for any new controls." Rep. Spence (D-Ky.), chairman of House Banking Committee, said: "Mr. Eisenhower is putting out into heavy seas. He had better have all the decks battened down and see that the steering gear is in good order."

Reaction of business organizations was even more adverse. Even as President made his statement, U.S. Chamber of Commerce spokesman told Joint Congressional Economic Committee that no individual businessman or labor leader can exercise the type of restraint which will control inflation. Common task of both business and labor, said Chamber economist Walter D. Fackler, is to "give public support to balanced budgets and tight money policies." Another witness, Federal Reserve Board chairman Martin, urged Congress to go slow in enacting any new anti-inflation control laws, but said that money should have been tighter than it was in last 2 years, added that he wasn't sure that President was correct in saying that anti-inflationary restraints would have further curtailed economic activity in last 2 years.

Production & Sales: TV output dwindled to 101,932 week ended Feb. 1, compared with 111,921 preceding week and 135,358 in corresponding week of 1956. It was year's 5th week and brought production for year to date to about 552,000, as against 732,418 in first 5 weeks of 1956. Radio production totaled 302,356 (127,822 auto) week ended Feb. 1, compared with 302,863 (147,948 auto) in preceding week and 277,927 (130,640 auto) in corresponding week year ago. For 5 weeks, radio output totaled 1,372,000 (654,000 auto), as against 1,352,001 (629,051 auto) in same period of 1956.

Official TV-radio production & retail sales data for 1956 was released this week by RETMA, showing TV output of 7,387,029, retail sales of 6,804,783. They compare with record production and sales in 1956 of 7,756,521 and 7,421,084, respectively. Radio production in 1956 was placed at 13,981,800 (5,057,409 auto), compared with 14,528,777 (6,863,676 auto) in 1955. Retail sales totaled 13,389,486, compared with 13,785,060 in 1955. However, home radio sales of 8,332,077 in 1956 established new record for this category, comparing with 6,921,384 in 1955. Here are RETMA's 1956 recapitulations (retail sales of auto radios equivalent to production):

	1956 Production		1956 Retail Sales by Types			
	Total TV	Total Radio	Total TV	Total Radio	Home Radio	Auto Radio
January.....	558,347	1,078,624	614,213	1,050,854	531,206	519,648
February.....	576,282	1,093,506	530,554	892,478	454,867	437,611
March (5 wks)	680,003	1,360,113	544,411	1,005,921	527,649	478,272
April.....	549,632	992,982	347,630	770,446	471,193	299,253
May.....	467,913	1,060,165	392,080	848,968	566,357	282,611
June (5 wks).	553,025	1,073,775	439,362	1,136,086	839,830	296,256
July.....	336,931	566,697	405,310	775,018	576,453	198,565
August.....	612,927	990,845	566,158	879,239	681,152	198,087
Sept. (5 wks)	894,211	1,319,189	763,908	1,106,135	756,345	349,790
October.....	820,781	1,348,864	683,573	1,133,484	585,666	547,818
November.....	679,993	1,381,831	560,391	1,298,548	689,409	609,139
Dec. (5 wks).	626,984	1,715,209	957,193	2,492,309	1,651,950	840,359
TOTAL.....	7,387,029	13,981,800	6,804,783	13,389,486	8,332,077	5,057,409

DISTRIBUTOR NOTES: **Admiral** appoints Dealer Appliances Inc., 733 W. Hargett St., Raleigh (Neal F. Schilling, pres.) . . . **Sylvania** appoints Paul Davis Co., 825 NW 2nd St., Oklahoma City . . . **Olympic Radio** appoints Gruesel Distributing Corp., 808 No. Market St., Milwaukee (Frank W. Gruesel, pres.); Minsky Bros. & Co., 109 Third Ave., Pittsburgh (Louis M. Minsky, pres.); Duyck Supply Co., 1137 Ellamae St., Tampa (Leroy G. & Loyall H. Duyck, partners) . . . **Sylvania Sales Corp.**, Chicago, appoints Michael Kelly, ex-Hallicrafters, as gen. mgr., succeeding late Thomas P. Ryan . . . **DuMont National Distributors** appoints Morton Rosenthal as district mgr. for Philadelphia & So. N. J. area . . . **Krich-N. J.**, Newark (RCA) promotes James Shelly to TV-radio sales mgr., replacing Mervin Marcus, resigned; David Sternberg promoted to major appliance sales mgr., replacing Murray Balis, resigned; Herb Rappaport and Larry Bindleglass promoted to district managers . . . **Cooper Distributing Co.**, Newark (Motorola) promotes Robert Baron to exec. v.p., Nathan Hersh to sales mgr. . . . **Jos M. Zamoiski Co.**, Baltimore (Zenith) reports resignation of sales mgr. Norman L. Robinson . . . **Bruno-N. Y.** (RCA) appoints Arthur Sarnoff, just out of Army, to sales dept.; Bruno is headed by his father, exec. v.p. Irving Sarnoff . . . **GE Appliances Co.**, Detroit, to construct new headquarters on Nevada St. between Mound and Van Dyke Roads for occupancy early next year . . . **Hoffman Electronics** appoints Interstate Electric Co., New Orleans, and Momsen, Dunnegan & Ryan Co., Albuquerque & El Paso.

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Retail sales of TV sets in Britain during 1956 established record of 1,480,000 units, up 11% from 1955's 1,335,000, reports British Radio Equipment Manufacturers Assn. Radio sales totaled 982,000, a decline of 6% from 1955.

Topics & Trends of TV Trade: Admiral's fight to solidify and improve its position among major TV manufacturers is clearly reflected this week in its plans to construct a 150,000-sq. ft. addition to its electronics plant in Harvard, Ill., and in formation of Admiral Credit Corp. as a wholly owned subsidiary to handle financing of dealer purchases and, ultimately, consumer purchases.

Addition to Harvard plant, said Admiral, "will make it the world's largest single facility devoted entirely to TV, radio and phonograph production." When completed, it will have production capacity of 6000 TV receivers and 1000 hi-fi phonos daily. Ground will be broken as soon as weather permits.

All TV production will be concentrated at Harvard, meaning that portable TV receivers will be transferred from Bloomington, Ill. Conventional TV receivers and radios are already in production at Harvard. Bloomington plant will be converted to production of components. Admiral's major appliance production in last 5 years has been concentrated at Galesburg, Ill. Statement by pres. Ross D. Siragusa, currently on around-world air trip, explained expansion move:

"In this highly competitive TV-appliance industry, it is vitally necessary to control production and distribution costs. TV and appliance dealers, faced with substantial freight rate increases in recent years, have been hard-pressed to remain competitive with the giant stores capable of purchasing carloads of any one type of TV receiver or appliance.

"By building and warehousing all our electronic products under one roof, all Admiral dealers will be able to enjoy the advantages of quantity and shipping savings on a mixed freight car or a mixed truckload of black-&-white TV receivers, color TV, portable TV, radios, radio-phonos and hi-fi phonos."

Admiral released no details of its new credit corporation, other than it "follows a trend in the industry to expedite and simplify the financing of dealer and consumer purchases." New subsidiary does not affect company's existing finance plans with 200 banks and outside finance companies. It will be headed by C. R. Overholser, with title of v.p.-gen. mgr. For last 6 years he has managed Chicago office of Northern Illinois Corp.

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Picture tube sales in 1956 established new record of 10,987,021 units, valued at $196,220,240, compared with 10,874,234 at $209,007,518 in 1955, reports RETMA. Receiving tube sales in 1956 totaled 464,186,000, worth $374,-186,000, second only to 1955's 479,802,000 units at $358,-110,000. Here's RETMA monthly breakdown for 1956:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan.	892,385	$ 17,016,391	40,141,000	$ 31,314,000
Feb.	898,063	17,136,695	37,754,000	30,756,000
March (5 wk)	848,055	15,714,365	42,525,000	34,849,000
April	830,902	15,141,461	35,184,000	28,616,000
May	906,732	16,123,625	33,015,000	27,145,000
June (5 wk)	776,601	13,663,408	39,037,000	32,176,000
July	585,380	10,861,634	31,400,000	24,781,000
Aug.	1,099,605	19,628,837	43,948,000	34,507,000
Sept. (5 wk)	1,249,624	21,709,064	44,432,000	35,093,000
Oct.	1,146,428	19,786,764	42,921,000	34,362,000
Nov.	957,765	16,014,839	39,489,000	31,476,000
Dec. (5 wk)	795,476	13,423,157	34,340,000	29,111,000
TOTAL	10,987,021	$196,220,240	464,186,000	$374,186,000

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New 110-degree tubes were offered for renewal market by RCA in both 17 & 21-in. sizes. The 17-in. tube (17BZP4) has over-all length of 12 9/16-in., weighs only 10 lb., has 1⅛-in. neck diameter, 154-sq.-in. screen area. The 21-in. tube (21CEP4) weighs 23 lb., has over-all length of 14 7/16-in., gives 262-sq. in. picture. Both are available for immediate shipment.

Special section on air conditioners and fans is feature of Feb. *Electrical Merchandising Magazine.*

Trade Personals: Robert W. Galvin, 34-year-old pres. of Motorola, was honored by Philadelphia's Golden Slipper Square Club Feb. 6 as one of 13 "young men of achievement" in nation . . . **Keeton Arnett** resigns as DuMont v.p. to become exec. v.p. of Greater Philadelphia Chamber of Commerce; he's latest in series of top-level DuMont resignations (Vol. 13:3) reflecting company's deemphasis of consumer products . . . **Earl Muntz**, a stormy figure since he entered TV industry in 1948, resigns as pres. of Muntz TV, which recently was reorganized by court under Chapter X proceedings; **Walter Poransky**, pres. of Poray Inc. (metal stampings), named gen. mgr. of Muntz pending election of new officers . . . **John G. Brooks**, pres. of Siegler Corp., and **Maj. Gen. Pierpont M. Hamilton**, USAF (Reserve), Congressional Medal of Honor winner, elected to board of Unitronics Corp. . . . **C. Russell Feldmann**, chairman of National Union Electric Corp., CR tube facilities of which were purchased by Sylvania, elected a director of Electric Auto-Lite Co. . . . **Edward B. Passlow**, ex-Motorola, named engineering mgr. of Zenith special products div. . . . **Charles W. Shaw**, asst. to Sylvania marketing v.p. B. K. Wickstrum, retires after 26 years with company . . . **Douglas Beggs**, district rep of GE's TV receiver dept. in Denver area, transferred to Syracuse headquartes as sales planner . . . **O. Lee Ballengee Jr.** named CBS-Hytron midwest equipment sales mgr., Chicago; he's succeeded as eastern equipment sales mgr. by **Steve Iovin** . . . **Otto Krauss** promoted to new position of Whirlpool-Seeger director of manufacturing research; **Glenn A. Evans** promoted to succeed Krauss as gen. mgr. of St. Joseph (Mich.) div.; **Jasper F. Burt** succeeds Evans as mgr. of Marion (O.) div.; **S. J. Smith** succeeds Burt as mgr. of La Porte (Ind.) div. . . . **Howard Kovin** promoted to gen. sales mgr. for consumer products, Waters-Conley Co. . . . **Murray I. Rosenberg**, ex-CBS-Columbia, named sales promotion mgr. of Harman-Kardon Inc. (hi-fi) . . . **Frank Malley** resigns as Fisher Radio sales mgr. of industrial products . . . **Wesley E. Wood, Harold H. Hart Jr.** and **Donald K. Hitchcock** named field sales managers of DuMont CR tube div., territories undisclosed.

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CBS-Hytron plans major expansion in tubes and semiconductors during next 2 or 3 years, intends to mechanize further in all operations. So said Arthur L. Chapman, new pres. of CBS-Hytron, on taking office this week. He also made these predictions for industry in 1957: TV sales of about 7,000,000, with considerably higher percentage of 17-in. portables; 300,000 color sales, or double 1956; 8,500,-000 home radios, compared with 8,000,000 in 1956, and 6,000,000 auto radios (about same as 1956); $165,000,000 worth of records, phonos and allied entertainment devices; $900,000,000 in sales of tubes, semiconductors and other components. He also predicted that Govt. will spend about $3 billion for electronics in 1957.

Hamburg Bros., RCA distributor is Pittsburgh, was charged by Federal Trade Commission this week with unlawful price discrimination in resale of TV receivers. In complaint (No. 6721) filed Feb. 8, FTC charged distributor "has given some, but not all, of its customers lower prices ranging from approximately $2 to $32 per TV set, depending on the price of the set. The result of this discrimination may be to lessen substantially or prevent competition between favored and non-favored retailers who compete." It's granted 30 days to answer complaint, with hearing scheduled April 16 in Pittsburgh. FTC says Hamburg's annual sales are about $20,000,000.

Pre-trial depositions of Philco & Westinghouse officials will be taken by RCA attorneys beginning next week in Philadelphia, as first defense move in Philco's $150,000,-000 treble damage suit against RCA, GE and AT&T.

Financial & Trade Notes: Emerson Radio's annual meeting Feb. 6 turned into a highly publicized squabble session as small group of stockholders and pres. Benjamin Abrams exchanged heated remarks about company's earnings of fiscal year ended Oct. 31, termed by Abrams as "the worst in 30 years." Its profit, previously reported, amounted to $84,852 (4¢ per share on sales of $73,882,029, compared with profit of $2,468,063 ($1.28) on $87,382,028 in preceding fiscal year.

Abrams said that factors affecting Emerson's 1956 business were dumping of sets by manufacturers who left business; higher sales of low-cost, low-profit portables; restraining effect of color on black-&-white sales; decline in Emerson's defense business. He said that situation had improved somewhat recently, adding that Emerson's earnings for quarter ended Jan. 31 doubled profit of entire preceding fiscal year, but he declined to predict the pattern for rest of year.

Stockholders voted overwhelming to approve company stock option plan, but not until Abrams replied to a minority stockholder's suggestion that executive salary cuts might be more in order. Replied Abrams: "Max Abrams and I have taken salary cuts." Max Abrams, his brother, is secy.-treas.

Repeated references to his family's control of Emerson drew this statement from Benjamin Abrams: "The principal stockholders of the company—my family and myself—are just as interested in seeing profitable operation as any stockholder in this room."

Emerson, he said, has recently been awarded a contract by Post Office to supply electronic equipment for automatic handling of mail, designed to process 30,000 letters an hour. U. S. Post Office will spend about $40,000,000 for it, he said. It will be installed in Chicago post office shortly.

* * * *

Electronic Communications Inc. is new name of Air Associates Inc., Teterboro, N. J. maker of aviation and electronic products. Pres. Frank W. Godsey Jr., ex-Westinghouse, said new emphasis would be put on electronic research under the reorganization. Company is moving its manufacturing plant to St. Petersburg, Fla., and has established research center in Baltimore, headed by Dr. Donald D. King, ex-director of Johns Hopkins Radiation Lab. Electronic sales in fiscal year ended Sept. 30, 1956 accounted for about 40% of Air Associates' total sales volume of $14,204,675.

Aerovox had "disappointing" 1956, pres. W. Myron Owen telling stockholders that earnings and sales were below the $480,956 (55¢ per share) profit on $25,480,214 in 1955. He said industry-wide components price declines have been particularly severe in ceramic capacitors, of which Aerovox is a major producer. About 25% of company's business has been with Govt. in recent years, he added, anticipating pickup in orders for guided missile components by fall of 1957.

Warner Bros. had consolidated net profit of $1,569,834 (85¢ per share on 1,843,296 common shares) in fiscal quarter ended Dec. 1, compared with $927,495 (37¢ on 2,474,263 shares) in corresponding 1955 quarter. Film rentals and sales amounted to $20,718,988, as against $19,132,139 for same period of 1955. At annual meeting Feb. 6, pres. Jack L. Warner said profits for current fiscal quarter ending March 2 would not be as high as in preceding quarter, but that profits for 6 months ending March 1 would exceed earnings of corresponding period in preceding fiscal year.

Walt Disney Productions reports net income of $685,601 (46¢ per share on 1,492,209 common shares outstanding) in quarter ended Dec. 29, down sharply from $996,229 (76¢ on 1,305,680 shares) in corresponding period of 1955.

More officers-&-directors stock transactions reported to SEC for Dec.: AB-PT—John A. Coleman bought 500, holds 500. Avco—A. B. Newton bought 700, holds 900. CBS—Sig Mickelson bought 100, holds 137. Cornell-Dubilier—Octave Blake sold 1000, holds 33,942 personally, 7139 in estate. GE—Lemuel R. Boulware bought 2250, holds 6750; Edwin H. Howell exercised option to buy 990, sold 76, holds 1535; Clarence H. Linder sold 200, holds 6410; Chauncey Guy Suits exercised option to buy 822, sold 1900, holds 3010; Wm. C. Wichman exercised option to buy 1695, holds 4298. Hazeltine—Laurence B. Dodds bought 110, holds 510; James F. Harrigan bought 100, holds 418; Wilfred M. McFarland bought 100, holds 519. International Resistance—Edward A. Stevens bought 700, holds 9540. Motorola—Walter B. Scott bought 264, holds 1958 personally, 242 in joint account. Philco—Russell L. Heberling sold 1000, holds 24,760. RCA—Charles B. Jolliffe bought 100, holds 963. Raytheon—Paul F. Hannah sold 500, holds 124. Sylvania—Don G. Mitchell sold 100, holds 4231. Texas Instruments—W. D. Coursey sold 200, holds 6254. Webcor—Walter P. Altenburg bought 125, holds 2786; Titus Haffa bought 671, holds 61,754. Westinghouse—John M. Schiff bought 1000, holds 11,500.

Avco's profits in current fiscal year ending Nov. 30 are expected to approximate $15,000,000, with sales going up to about $300,000,000, chairman Victor Emanuel told N. Y. Society of Security Analysts Feb. 5. In fiscal year ended last Nov. 30, Avco had net loss of $387,847, though profit of $3,111,682 was reported for final quarter of 1956, following discontinuance of unprofitable Crosley-Bendix operations (Vol. 13:4). Emanuel said it's hoped to resume dividends in 1957. Raymond A. Rich, new pres. of Avco, estimated company's sales to Govt. this year at $182,000,000, or 60.6% of its total sales. He said commercial and consumer products should account for about $30,000,000 in sales, broadcasting (Crosley Bcstg. Corp.) $12,000,000, other civilian sales $76,000,000.

Beckman Instruments earned $708,011 (55¢ per share on 1,287,227 common shares outstanding) on sales of $17,644,173 in 6 months ended Dec. 31, compared with $758,889 (61¢ on 1,249,735 shares) on sales of $12,884,811 in corresponding 1955 period. Pres. Arnold O. Beckman told N. Y. Society of Security Analysts Feb. 7 that lower earnings were due to non-recurring losses on some govt. contracts, equal to about 12¢ per share, and increase in research & development expenditures, equivalent to about 35¢ per share. He predicted that sales for fiscal year ending June 30 would approximate $40,000,000, profit exceeding the $1.36 per share in preceding fiscal year.

Electronics Investment Corp., San Diego, mutual fund organized in May 1955 by ex-broadcaster Charles E. Salik, had net assets of $13,466,893 ($4.83 per share) as of Jan. 31, up 23% from Oct. 31, 1956. There were 15,416 stockholders as of Jan. 31, compared with 13,285 on Oct. 31. Salik said that 95% of fund's assets are invested in common stocks of electronics companies.

Jerrold Electronics earnings in fiscal year ending Feb. 28 probably will exceed the $169,422 (15¢ per share) profit of preceding fiscal year, company spokesman told *Wall Street Journal.* Jerrold's profit for 9 months ended Nov. 30 came to $79,259 on gross revenues of $3,638,132. Revenues for preceding fiscal year were $3,703,065.

Dividends: Tung-Sol, 35¢ payable March 2 to stockholders of record Feb. 18; **Aircraft Radio,** 20¢ Feb. 27 to holders Feb. 13; **American Electronics,** 12½¢ March 15 to holders March 1; **Capitol Records,** 25¢ March 31 to holders March 15.

Amphenol Electronics earned $1,257,987 ($2.51 per share) in 1956, as against $952,687 ($1.90) in 1955.

Electronics Reports: Who gets the big research & development contracts? A list of 300 companies and institutions receiving largest military R&D prime contracts in fiscal years 1954-56 indicates that overwhelming preponderance have gone to companies in aircraft and electronics fields. The list, published in final report of House Small Business Committee, was basis for Committee charge that R&D contracts are "concentrated in a few very large firms." Listing includes total of R&D "procurement actions" of $50,000 or more in fiscal 1954, and $10,000 or more in fiscal 1955 & 1956.

Top 10 firms in research & development prime contracts during the period were: North American Aviation $420,712,000, GE $338,102,000, Western Electric $264,195,000, Boeing Airplane $211,567,000, Hughes Aircraft $203,009,000, General Dynamics $146,978,000, Glenn L. Martin $136,225,000, Bell Aircraft $133,723,000, Aerojet General $115,074,000, Westinghouse $105,483,000.

Other electronics and related firms in top 300, with the amount of their prime research & development contracts during the period:

RCA $87,639,000, Sperry Rand $83,230,000, Raytheon $70,844,000, Radioplane Co. $57,572,000, IBM $39,761,000, Avco $37,206,000, Bendix Aviation $34,289,000, Minneapolis-Honeywell $23,906,000, IT&T $22,802,000, Sylvania $21,315,000, Philco $19,953,000, Collins Radio $14,275,000, AT&T $14,200,000, Ramo Wooldridge $14,168,000, Melpar $13,524,000, Cook Electric $12,413,000, Gilfillan Bros., $11,673,000, Motorola $11,508,000, American Bosch Arma $9,818,000, Airborne Instrument Lab $7,399,000, General Mills $7,082,000, Hallicrafters $6,298,000.

Belock Instrument $6,292,000, Kearfott Co. $6,283,000, Reeves Instrument $5,715,000, Emerson Radio $5,037,000, General Tire $4,943,000, Electronic Engineering Co. $4,466,000, Magnavox $4,249,000, Bulova Research Lab $4,048,000, DuMont Labs $4,030,000, Hazeltine $3,889,000, Sanders Assoc. $3,854,000, Clevite Corp. $3,832,000, Norden Ketay Corp. $3,711,000, Norden Labs $3,690,000, Continental Electronics $3,517,000, Varian Assoc. $3,294,000, Litton Industries $3,185,000, Librascope $3,163,000, Hycon $2,974,000, Lear $2,906,000, Kollsman Instrument $2,615,000, Remington Rand $2,260,000, Daystrom $2,042,000, Aeronautical Radio $2,022,000, A. R. F. Products $2,009,000, General Electronics Lab $1,989,000, I-T-E Circuit Breaker $1,948,000.

General Precision Equipment $1,942,000, Texas Instruments $1,930,000, General Precision Lab $1,866,000, Eitel-McCullough $1,840,000, Admiral $1,765,000, Fada Radio $1,725,000, RCA Service Co. $1,642,000, Consolidated Electrodynamics $1,547,000, Instruments for Industry $1,511,000, Electronics Corp. of America $1,507,000, Thompson Products $1,358,000, Telecomputing Corp. $1,208,000, GE Supply Co. $1,150,000, P. R. Mallory $1,071,000, International Telemeter $1,065,000, Nems Clarke $1,047,000, International Electronics $1,006,000, Electronic Corp. $988,000.

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Tiny battery built to last more than 20 years with 60 times more voltage than flashlight cell is in pilot production in GE specialty electronics dept. at Auburn, N. Y. It's 1-in. long, less than ⅛ in. in diameter, weighs less than 1/5 oz., produces 95 volts, costs $12.50 but may sell for about $1 in mass production. It's designed for remote fire & radiation warning equipment, deep well surveys, electronic instruments.

Consulting engineers' seminar will be held Feb. 26 by RCA broadcast & TV equipment dept. at Hotel Statler, Washington.

List of TV transmitters, translators & monitors approved by FCC, revised to Feb. 1, may be inspected at Commission's Washington and field offices.

Network Color Schedules
(February 10-23, 1957)

Feb. 10—NBC: *NBC Opera Company,* "La Grande Breteche," 3-4 p.m.; *Hallmark Hall of Fame,* "The Lark," 9-10:30 p.m. CBS: *The Boing-Boing Show,* 5:30-6 p.m.

Feb. 11—NBC: *Matinee Theatre,* 3-4 p.m.; *Robert Montgomery Presents,* 9:30-10:30 p.m.

Feb. 12—NBC: *Matinee Theatre,* 3-4 p.m.; *Noah's Ark,* 8:30-9 p.m.; *Hold That Note,* 10:30-11 p.m. CBS: *Red Skelton Show,* 9:30-10 p.m.

Feb. 13—NBC: *Matinee Theatre,* 3-4 p.m.; *Kraft TV Theatre,* 9-10 p.m.

Feb. 14—NBC: *Matinee Theatre,* 3-4 p.m.; *Lux Video Theatre,* 10-11 p.m.

Feb. 15—NBC: *Matinee Theatre,* 3-4 p.m.; *Red Barber's Corner,* 10:45-11 p.m. CBS: *Bob Crosby Show,* 3:30-4 p.m.

Feb. 16—NBC: *Perry Como Show,* 8-9 p.m.; *Saturday Color Carnival,* "TV 'Emmy' Nominations All-Star Show," 9-10:30 p.m.

Feb. 17—CBS: *The Boing-Boing Show,* 5:30-6 p.m. NBC: *Alcoa Hour,* 9-10 p.m.

Feb. 18—NBC: *Adventures of Sir Lancelot,* 8-8:30 p.m.; *Robert Montgomery Presents,* 9:30-10:30 p.m.

Feb. 19—NBC: *Matinee Theatre,* 3-4 p.m.; *Noah's Ark,* 8:30-9 p.m.; *Hold That Note,* 10:30-11 p.m. CBS: *Red Skelton Show,* 9:30-10 p.m.

Feb. 20—NBC: *Matinee Theatre,* 3-4 p.m.; *Kraft TV Theatre,* 9-10 p.m. CBS: *Arthur Godfrey Show,* 8-9 p.m.

Feb. 21—NBC: *Matinee Theatre,* 3-4 p.m.; *Lux Video Theatre,* 10-11 p.m.

Feb. 22—NBC: *Matinee Theatre,* 3-4 p.m.; *Red Barber's Corner,* 10:45-11 p.m. CBS: *Bob Crosby Show,* 3:30-4 p.m.

Feb. 23—NBC: *Perry Como Show,* 8-9 p.m.

ELECTRONICS PERSONALS: **Dr. Lee L. Davenport,** exec. v.p. of Perkin-Elmer Corp. since 1950, appointed to executive post with Sylvania preparatory to being named pres. of new Sylvania-Corning Nuclear Corp. (Vol. 12:46) . . . **Richard A. Maher,** ex-Philco, Avco & RCA, appointed chief engineer of Hoffman Labs . . . **Carl W. Zemke** promoted to new post of mgr. of finance & services of special systems and development dept., RCA defense electronic products div.; **James A. McFadden Jr.** promoted to succeed Zemke as director of administrative services, RCA Labs . . . **W. J. Delaney Jr.** named to head new X-ray & industrial electronics div. of Westinghouse Electric Corp., headquartering in Baltimore . . . **Kent J. Worthen** promoted to mgr. of market development, GE communication products dept., Syracuse . . . **Charles E. Arnold** promoted to mgr. of Sylvania's Avionics Lab . . . **F. Roy Chilton** elected pres. & gen. mgr. of Magna Electronics Co. . . . **Wayne M. Pierce Jr.** elected v.p. of Norden-Ketay for engineering & manufacturing . . . **Paul D. Rockwell** named asst. engineering director for design engineering, Page Communications Engineers Inc., Washington . . . **Tom C. Clark** promoted to new post of director of military sales, Hoffman Labs.

Electronics acquisitions and mergers announced this week: (1) Directors of Airborne Instruments Lab, Mineola, N. Y. and Aircraft Radio Corp., Boonton, N. J., have reached "substantial agreement" on merger; one share of new corporation's common stock would be exchanged for each share of Airborne Instruments and for each 1½ shares of Aircraft Radio. (2) Belock Instrument Corp., College Point, N. Y., enters motion picture camera field through acquisition of Andre Debrie Mfg. Co., distributors of equipment made by Establissments Andre Debrie, Paris; under new 10-year franchise, new Belock subsidiary will have exclusive rights to make and sell all products of French firm in U. S. & territories, Cuba, Philippines, Canada & Formosa. (3) Ling Industries Inc., Dallas, has purchased Electronic Wire & Cable Co., Los Angeles, making it wholly owned subsidiary of Ling Electronics Inc., 50% owned by Ling Industries.

Another "revolution" in electronics: The cryotron—100 of which can fit in a thimble—developed by MIT's Lincoln Lab to replace tubes and transistors in computers. MIT engineers said that through use of cryotrons a large-scale digital computer might occupy 1 cu. ft.

PUBLIC RELATIONS expansion proposals of NARTB (Vol. 13:5) won board approval this week at meetings in Hollywood, Fla., following presentation by public relations director Donald N. Martin, who will have staff of 10 working under him. As approved by board, plan has these 6 objectives:

(1) To gain appreciation "of the fact that broadcasters run their industry respectably as evidenced by codes of good practice." (2) To dramatize role of radio as information, entertainment and advertising medium. (3) To counter adverse criticism "by special interest groups attempting to use broadcasting as a 'whipping boy' in an effort to achieve their own end." (4) To obtain general support for broadcasters' right to equal access in covering news. (5) To foster appreciation of constructive role broadcasting plays in development of youth. (6) To oppose, "as a matter of public interest, any proposal which would limit the industry's ability to offer a free, competitive and selective program service to the entire nation."

NARTB's joint board also unanimously recommended change of name back to NAB, and referred matter to membership for vote. It will be discussed further at 8 regional conferences this fall and, if approved by membership, will be effective Jan. 1, 1958. Among other joint board actions:

Approved agreement with McGraw-Hill Publishing Co. for publication and sale of revised edition of NARTB Engineering Handbook, due next fall; adopted resolution favoring extension of broadcast license period from 3 to 5 years; changed by-laws to forbid NARTB membership for less than 6 months; set future conventions for April 27-May 1, 1958 at Los Angeles' Biltmore and Statler Hotels and March 15-19, 1959 and April 3-7, 1960 at Chicago's Conrad Hilton Hotel.

TV board authorized convening of all TV stations to discuss formation of committee to represent industry in negotiations with various music licensing organizations. It voted tentatively to hold meeting April 11, final day of convention at Chicago's Conrad Hilton Hotel. Board also voted to hold TV business meeting and election of TV directors as final order of business at convention.

G. Richard Shafto, WIS-TV, Columbia, S. C., chairman of NARTB's TV code review board, said monitoring activities would be stepped up in 1957 and that some means would be found to make public more aware of stations which conform to code. Board also approved amendment stipulating that dramatized advertising involving purported statements by physicians, dentists and nurses must be presented by accredited members of such professions, or words "A Dramatization" must be superimposed on picture. Shafto said 319 TV stations subscribed to code as of Jan. 9, a gain of 40 during year.

Audit TV Circulation Committee, charged with responsibility of setting up industry-approved continuing county-by-county census of sets-in-use, received word that final report on methodology will be ready by May. Progress of research subcommittee, headed by NBC's Hugh M. Beville Jr., was commended by official resolution.

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Equal-time requirements for political broadcasts don't apply when a candidate appears in routine news program, FCC ruled this week. Allen H. Blondy, one of 21 candidates for Detroit common pleas court judge in Feb. 18 primary election, had demanded time on WWJ-TV because Judge Elvin L. Davenport, also running, was shown in film of City-County Bldg. ceremonies Jan. 3. FCC rejected Blondy's protest against WWJ-TV's refusal, pointing out that Davenport hadn't initiated film, that it was part of routine broadcast by station in "exercise of its judgment as to newsworthy events."

Record total of 14 applications for uhf translators and 3 for stations were filed with FCC this week, bringing total pending to 48 for translators, 127 for stations (25 uhf). Week's station applications: (1) For Decatur, Ill., Ch. 23, by Keith Moyer, principal owner of WTIM, Taylorville, Ill. & WMMA, Miami, Fla. (2) For Sheridan, Wyo., Ch. 9, by Harriscope Inc., Beverly Hills, Cal., TV film production firm which holds CP for KTWO-TV, Casper, Wyo. (3) For Elko, Nev., Ch. 10, by Donald W. Reynolds & Southwestern Publishing Co. (resubmitted with revisions). Translator applications: For Bullhead City, Ariz., Ch. 72, by Mohave County Supervisors (to rebroadcast KLRJ-TV, Henderson, Nev.); for Blythe, Cal., Ch. 71, 74, 77 & 80, by Palo Verde Valley TV Club (KTVK, Phoenix; KRCA & KNXT, Los Angeles, and KIVA, Yuma); for Lone Pine, Cal., Ch. 80, by Lone Pine TV Inc. (KRCA, Los Angeles); for Shelby, Mont., Ch. 76, by Shelby T.V. Club Inc. (CJLH, Lethbridge, Alta.); for Battle Mountain, Nev., Ch. 72, by Battle Mountain TV Club (KOLO-TV, Reno); for Boise City, Okla., Ch. 70, by City Govt. (KGNC-TV, Amarillo); for John Day, Ore., Ch. 72 & 77, by John Day Valley TV Inc. (KBOI-TV & KIDO-TV, Boise); for Castle Dale, Utah, Ch. 70 & 78, by Emery County (KSL-TV & KTVT, Salt Lake City); for Rock Springs, Wyo., Ch. 72, by Robert R. Laird (KSL-TV). [For details, see *TV Addenda 24-E* herewith.]

Tax-financed TV translators are authorized in bill which appeared headed this week for passage by Utah legislature. State Senate voted 19-6 for plan by which counties, municipalities & school boards could impose .75-mill levy to build & operate public stations in remote communities. Industry committee of House is under heavy popular pressure to report bill favorably despite newspaper & TV industry opposition. *Salt Lake City Tribune* denounces measure as "socialism." Joining in efforts to block bill in House are KSL-TV, Salt Lake City; TV Operators of Utah, representing community antenna interests which see private systems threatened by govt. competition; NCTA, which warns members to watch for similar bills in other state legislatures.

Regular U. S.-Cuba TV network service moved step closer this week as construction work began near Florida City, Fla. on foundations for 200-ft. tower to provide first regular commercial over-the-horizon (scatter) microwave link. Florida end of link is being constructed by AT&T's long lines dept., the Guanabo, Cuba, terminal by Radio Corp. of Cuba (IT&T). AT&T says 180-mile link will be used only for telephone transmission at first and declines to estimate when it will be used for TV service. Relay will use 840-880 mcs and is understood to have been designed with eventual TV use in mind. Completion of tower foundations and building is scheduled for April.

Gross revenue increase of 65% in 1956 over previous 1955 record is reported for NBC basic affiliate WVEC-TV, Hampton-Norfolk, Va. (Ch. 15) by pres.-gen. mgr. Thomas P. Chisman. He attributes successful uhf operation largely to mushrooming population in Tidewater area. More than 30 national advertisers were added at station last year, bringing total past 70.

KTVR, Denver, is operating in the black as result of its feature film policy, reports v.p.-gen. mgr. Hugh LaRue. Since station started programming MGM movie library in Oct., he said, gross monthly billings have increased 86%, adding that MGM features are 85% sold out through April. Station runs different first-run feature every evening.

Birth of baby was televised by BBC Feb. 4 in 40-sec. sequence. Though flood of protests was expected, only 4 critical telephone calls came in. Joyce Chesterton of *London Daily Herald* found sequence "extremely touching," while Alan Gardner of *London Daily Sketch*, father of 2, said births "should never be shown on TV."

THE AUTHORITATIVE
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SUMMARY-INDEX OF THE WEEK'S NEWS — February 16, 1957

SUBSCRIPTION-TV TRIAL under controlled conditions urged in staff report to Senate Committee; at least 4 members favor test, others noncommittal (p. 2).

ABC-TV UNVEILS PLANS for fall programming, new daytime rate, improved station clearances, expansion of facilities in bid for strong 3rd network status (p. 3).

UTAH TRANSLATOR BILL passes legislature, would permit tax-support. Broadcasters split. CATV and translators embroiled in other legal fights (p. 4).

RECORD SPOT OUTLAY of $397,498,000 reported by TvB for 1956, including $107,842,000 tor 4th quarter. Prospects for 1957 called even brighter (pp. 4 & 6).

GOVT. ACCUSES JERROLD of restricting competition in community antenna field through "tie-in" sales in civil anti-trust suit filed in Philadelphia (p. 5).

TWO UHF STATIONS QUIT—WTVE, Elmira, N. Y. and WBLN, Bloomington, Ill.—first in 5 months. CP-holders ask Commission to extend permits (p. 7).

17-in. PORTABLES due for greater emphasis in lines to be shown at midyear. Westinghouse signs new production agreement with Montgomery Ward (p. 10).

POOR DISTRIBUTION POLICIES, top-level management changes, product difficulties biggest reasons Avco quit appliances, says Fortune post-mortem (p. 11).

RECORD SYLVANIA SALES of $313,825,804 reported for 1956, though pres. Mitchell blames TV competition for decline in earnings to $13,706,189 (p. 13).

EQUAL ACCESS OF TV with other media in covering courtroom proceedings should be studied by citizens committee, says attorney Ernst (p. 8).

DEINTERMIXTURE DEBATED, no decisions reached; final showdown planned Feb. 25. WMUR-TV purchase hangs fire. Boston & Miami vhf fights continue (p. 9).

NETWORK TV SCORES 20% rise in 1956 billings by setting record high, approaching half-billion; ABC gains nearly 50%. Dec. totals hit $44,761,571 (p. 14).

ALMANAC OF TV's PROGRESS—24th EDITION: New and completely revised version of the TV industry's standard reference volume -- the 1957 Spring-Summer Television Factbook -- will be in the mails within a few days to all full-service subscribers.

This prime source of facts & figures on all phases of the industry contains listings for every one of the world's 843 TV stations -- with full data on rates, personnel and facilities of the 496 operating in U.S. & 37 in Canada and on the 15 U.S. stations due to start by spring. New Factbook shows 22 new U.S. stations have gone on air since previous edition, while only 3 have left air in 6-month period.

All 75 directories and departments which compose the Factbook have been completely updated -- with the many changes in personnel, rates, data, statistics detailed after having been double-checked for accuracy. New Factbook is by far the biggest yet, with 480 pages and many new departments -- including complete section on TV households in U.S., new handy list of abbreviations commonly used in TV, list of donors of major TV-radio awards, 1956 TV-electronics stock market analysis, etc.

The regular Factbook directories have been expanded wherever possible, including the 210-page U.S. & Canadian Station Directory section, Foreign TV Directory, complete lists of applications & CPs, lists of TV-radio manufacturers (U.S., Canadian & foreign), community antenna systems, live & film program producers, color-equipped stations, consulting engineers, TV-radio attorneys, laboratories, trade associations, research firms, unions, equipment makers, etc.; completely updated allocations tables; statistical tables on TV billings, advertising expenditures, network and station revenues, TV-radio receiver production, sales, inventories, etc.

New and handy feature of the Factbook is quick-reference edge index, designed to key major Factbook directories for easy location; we'll be interested in your reaction to this innovation to guide us in making the book even easier to use in future editions. A 43x29-in. wall map in color, showing locations of all U.S. and Canadian stations and network routes, is inserted in each Factbook. Extra copies of the Factbook with map are available at $4.50 each, extra maps at $1.50.

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FEE-TV TRIAL URGED IN SENATE STAFF REPORT: Carefully controlled test of subscription TV is recommended in draft report distributed this week to the 15 members of Senate Commerce Committee by its TV investigation staff headed by Kenneth A. Cox.

The 24-page report, a preliminary document intended for the Senators' eyes alone, will probably be discussed at Committee's next scheduled meeting Feb. 27. Whether Senators will buy staff's let's-try-it proposal is, of course, problematical -- but chances seem to favor endorsement of some kind of test. No legislation is involved -- merely moral suasion of FCC by its Senatorial watchdog. There already is some sentiment within FCC for a trial of fee TV, and a strong push by the Committee could get Commission off dead center on issue.

Every action has an equal-&-opposite reaction, however -- and Committee's endorsement of a test could galvanize pay-TV opponents into strong lobbying action.

We took an informal poll of Senate Commerce Committee members at week's end, found 4 who could be considered as generally in favor of some kind of fee-TV trial, one tentatively against, remainder either undecided, uncommunicative or unavailable.

Inclined to favor test are Chairman Magnuson (D-Wash.), Sens. Bricker (R-O.), Schoeppel (R-Kan.) and Monroney (D-Okla.), latter espousing trial in "one or 2 selected spots." Sen. Butler (R-Md.) said: "I don't have any firm convictions on it, but right now I don't think I'm in favor of subscription TV." Those who preferred to wait before forming or announcing opinions were Pastore (D-R.I.), Payne (R-Me.), Thurmond (D-S.C.), Cotton (R-N.H.), Lausche (D-O.). Other 5 couldn't be reached.

On the FCC, Comr. Lee is strong advocate of fee-TV test, having set down his views in controversial Look Magazine article last March (Vol. 12:8,10). Chairman McConnaughey told Senate Committee last summer that he personally favored considering "experimental subscription TV some place."

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Draft report, evaluating testimony by 22 witnesses at hearings April 23-27 last year, takes view that FCC should act "at the earliest possible moment" on the issues involved in subscription-TV case -- its own power to act and the technical merits of the proposed systems. "If its conclusions on these points are favorable," draft continues, "carefully controlled tests should be authorized to determine how subscription TV will operate and what its effects on sponsored TV will be. In the light of the results of such tests, an informed final decision as to whether subscription service should be authorized generally could then be reached."

Report specifically avoids conclusions on technical qualities of systems or on FCC's legal authority to permit pay TV. Unimpressed with argument that Commission should wait for direction from Congress, staff draft says: "This would be complete adbdication of administrative responsibility." These suggestions are made for tests:

* * * *

Markets -- Representative cross-section of U.S. markets, in size, number of stations, etc. Initially, only one fee-TV test station and system are recommended in any community, except possibly in the very largest markets.

Period of test -- Long enough to give subscription-TV operators reasonable time to manufacture and distribute equipment, make arrangements for operations, secure programming, and for FCC to make accurate assessment of fee-TV operation.

Types of stations -- To qualify for trial fee operation, outlets must be independent non-network stations which are (a) operating at loss, (b) just starting, or (c) uhf outlets now off air or about to go off. In one-station markets, station must show it would otherwise be forced to leave air.

Hours of operation -- "It would seem that some percentage limitation [of the total broadcast hours] is necessary, and that in addition it should be specified that no station could offer more than a certain number of hours of subscription programming during the hours of peak viewing."

Expense and risks -- "Should, so far as possible, be borne by the promoters [and] broadcasters [with] any expense to the viewer kept to the absolute minimum."

Programming -- Would be limited to (a) shows so costly they can't be supported on regular basis by advertisers (current feature films, legitimate plays),

(b) programs with appeal to limited audiences (opera, ballet, concerts, cultural programs, formal courses of instruction), and (c) those events upon which free TV might have adverse boxoffice effects (major sports events).

Opponents' fears that fee TV would siphon off free TV's popular programs "may be exaggerated," report states. "If not, this would develop during the course of the test and proper steps could be taken to deal with the situation." FCC is urged to pay particular attention to quality and balance of pay-TV programming. "The subscription broadcaster should [be] upon notice that the performance in this respect will be very carefully supervised."

Trial is only way to determine just what fee TV can do, report says, adding: "Unless these tests produce clear indications that subscription TV service can do the things which its proponents claim -- that, in fact, it can provide new and supplemental programming and support additional stations without material damage to the existing system of sponsored TV -- then subscription TV will be doomed to extinction."

ABC-TV's THRUST FOR REAL 3RD NETWORK STATUS: Salesmen are hitting the hustings in a massive sales pitch to prospective sponsors as aftermath of ABC-TV's disclosure of master plan to achieve competitive 3rd network status in fact as well as in name. As revealed to overflow turnout of press, admen, reps, et al, in New York Feb. 13 and repeated in Chicago Feb. 15, presentation made these salient points:

(1) New "D" rate of daytime programs has been established at about one-third of evening rate as "the single most important innovation in the business of TV this year," in words of Oliver Treyz, v.p. in charge of TV network.

(2) At least 20 new programs will be offered for 1957-58 season, including a wide range of Hollywood properties which network hopes will free New York facilities for expansion of live originations.

(3) Minimum of 75 markets will be cleared by this fall for live programs, representing 36,000,000 homes or 84% of total TV households. Including delayed markets, a typical new 30-min. program next fall on ABC-TV can command 130 stations.

(4) Major expansion of studio and office facilities in N.Y., Hollywood and Chicago is being undertaken, involving eventual construction of 8 studios on west coast alone, plus 2 additional studios in N.Y.

Presentation used Cellomatic big-screen process in manner reminiscent of TvB pitches under Treyz. Complete with sound effects, it made big hit with audience, moved one ABC veteran to comment: "We've never had anything like this before. This really made ABC look big-time and, by God, we are!"

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Occasion was 4th anniversary of AB-PT merger, and Treyz seized on occasion to make some pointed before-and-after comparisons. In Feb. 1953, he said, ABC-TV network comprised 7 exclusive affiliates (5 of them network-owned); currently it has 71 first-call live affiliates. At that time, ABC programs were seen by fewer than 8,000,000 homes; today they reach more than 30,000,000.

Ratings comparison by Treyz made ABC-TV look even stronger. He said that, according to Nielsen and Trendex national reports for Jan., ABC-TV has forged ahead of NBC-TV in those fully-sponsored evening programs where all 3 networks compete. He said Nielsen average audience ratings for those competitive evening periods gave CBS 28.1, ABC 21.1, NBC 18.6. Similarly, he said Trendex average ratings for same times gave CBS 20.3, ABC 16.1, NBC 13.7.

NBC is expected to offer rebuttal shortly, to present own figures showing a stronger competitive rating. NBC's data, it's anticipated, will be more inclusive and take in a greater portion of the entire programming schedule.

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Daytime expansion figures prominently in ABC-TV's plans. Intention is to "program up" from Mickey Mouse Club at 5 p.m. Definitely not in works is so-called "island" programming whereby network puts on a show, say, 12:30-1:30 p.m., then does not resume until 5 p.m.

ABC's program plans are heavily oriented to Hollywood. In addition to shows

built around such performers as Frank Sinatra, Pat Boone and Guy Mitchell, ABC has contracted with Warners for new hour-long alt. week film shows, with MGM for one-hour mystery series, has taken option on 52 RKO features. In addition, Disney is preparing Zorro, new weekly 30-min. series (already purchased by 7-Up as alt. sponsor).

Big problem of station clearance is easing up, said Treyz. FCC decisions, he stated, have enabled construction of new stations this year in Boston, Pittsburgh, Omaha, Miami, St. Louis and Ft. Wayne. He also anticipates addition of Louisville market, expects to have vhf affiliation in New Orleans (instead of current uhf).

RASH OF TRANSLATOR AND CATV FIGHTS: More than merely local interest is involved in action this week by Utah state legislature in voting to permit local taxes to be levied for purpose of supporting uhf translators. Utah broadcasters are sharply split over implications. Some consider tax-supported translators excellent technique for extending big-city service to remote towns. Some small-town station operators are concerned over potential competition for audience.

Most vigorous opposition to measure, naturally, came from community antenna operators -- to whom translators are direct financial threat. Strongest supporting testimony was given by G. Bennett Larson, pres. of KTVT, Salt Lake City. Technical feasibility of translators was attested to by Jay W. Wright, exec. v.p. of KSL-TV, Salt Lake City. Larson noted that poll of Utah Bcstrs. Assn. board found members split on pros & cons of permitting municipalities, school boards and county govts. to levy .75-mill tax to finance the translators. CATV operators are likely to take matter to courts; NCTA counsel E. Stratford Smith believes bill is unconstitutional.

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"Hamlet TV" was in a ferment all over the place this week. Bill before Montana legislature, to permit state regulation of CATV systems, was killed in committee after CATV operators descended on Helena and overwhelmed bill's proponents. In West Virginia, similar bill was reported out of committee but is given very slim chances of passage nonetheless.

From Flagstaff, Ariz., FCC this week received request that Coconino TV's 3 translator applications be designated for hearing -- grantee KLOF-TV (Ch. 9) arguing that translators would deprive city of local TV.

And to top off the whole small-town TV turmoil there was Dept. of Justice's anti-trust suit against Jerrold Electronics, charging it with restricting competition in sale of community antenna equipment (see p. 5).

1956 SPOT OUTLAY A RECORD; '57 LOOKS BETTER: "Some highly encouraging developments in spot TV thus far this year give every indication that advertisers are going to spend at least 20% more this year than last on spot. It's too early to give figures but we know, for example, that there's lots of activity among beer and auto sponsors in spot so far this year -- and the whole picture improves every day."

That's look-ahead by TvB pres. Norman E. Cash, in commenting to us on TvB's report of Feb. 15 showing spot TV expenditures in 1956 by national and regional advertisers came to resounding $397,498,000, including $107,842,000 in 4th quarter. (Details of TvB's report, including estimates of full 1956 spot spending by 31 product categories and by top 10 advertisers, plus breakdown for programs, announcements, IDs & participations, and 4th quarter spending by top 200 sponsors on p. 6.)

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This was first full year TvB has compiled spot expenditures, hence it did not make any direct comparisons with 1955 -- but McCann-Erickson's industry-accepted estimates for Printers' Ink showed outlay of $325,000,000 for spot in 1955.

Increase in TV viewing level thus far in 1957 over all-time highs of 1956 is also cited by Cash as reason for belief that TvB's estimate of a 20% increase for 1957 will be more than fulfilled. He points out that, based on latest Nielsen data, "the average nighttime program delivered over 2,000,000 more homes at the start of 1957 than at the start of 1956." While this should benefit all TV advertising, spot should gain especially in form of lower costs to advertisers, said Cash.

FIRST ANTI-TRUST suit in community antenna field was civil court action filed Feb. 15 by Justice Dept., charging Jerrold Electronics Corp., Philadelphia, with violating Sherman & Clayton Acts by restricting competition in sale of community antenna equipment.

Complaint filed in Philadelphia District Court also names pres. Milton J. Shapp and 5 Jerrold subsidiaries as co-defendants and conspirators and asks for injunctions restraining them from engaging in the alleged restrictive practices.

Jerrold is specifically accused of selling community antenna equipment on "tie-in" basis, whereby system operators—as a condition of obtaining any Jerrold equipment—have been forced to buy all equipment from Jerrold and to "enter into service contracts with the defendants which provide that the defendants, in return for substantial continuing fees, will furnish engineering services with respect to the installation, maintenance and repair of the system."

Jerrold is also accused of threatening to install competing community systems in localities where system operators propose to use equipment manufactured by competitors or refuse to pay engineering fees. Govt. charges Jerrold with threatening prospective community operators with patent infringement suits unless they buy Jerrold equipment exclusively, and of offering royalty-free licenses to operators who agree to use only Jerrold equipment.

In addition to Shapp and Jerrold Electronics, defendants are National Jerrold Systems Inc., Philadelphia; Jerrold-Northwest Inc., Seattle; Jerrold-Southwest Inc., Dallas; Jerrold-Ohio Inc., Cleveland, and Jerrold Mid-Atlantic Corp., Baltimore.

Pres. Shapp immediately denied that he or his company "have done anything which is in violation of the anti-trust laws." On the contrary, he said in statement, Jerrold has "faced daily the competition of such giants of the electronics industry as RCA, International Telemeter Corp. (Paramount subsidiary), Philco and others."

"For 9 years my associates and I have been working to build our company," he said. "While we have been moderately successful, we still acknowledge that our company falls into the category of small business [last year's total sales were under $4,000,000]. It is puzzling to us that a company of our size should become the target of an accusation of practices of a monopolistic character when our competitors comprise in large measure giants of American industry. We are confident that we violated no laws and we shall with all the vigor at our command prove this contention."

He said competition in community equipment is "intense" and attributed Jerrold's leadership in field "directly to design of better equipment."

IRE conference on TV will be conducted by Cincinnati section April 26-27, in Cincinnati Engineering Society Bldg., with Dr. George H. Brown, chief engineer for RCA commercial electronics products, as April 26 banquet speaker. Papers at April 27 meetings: "Practical Aspects of TV Tuner Design," C. D. Nestlerode, DuMont; "A Constant Input-Impedance RF Amplifier for VHF TV Receiver," H. B. Yin & H. M. Wasson, RCA; "A Transistorized Carrier System for Transmission of TV Signals," L. G. Schimps, Bell Labs; "Color TV Recording on Black-&-White Lenticular Film," J. M. Brumbaugh, E. D. Goodale & R. D. Kell, RCA; "Transistor Receiver Video Amplifiers," M. C. Kidd, RCA; "Transistor Design for Picture IF Stages," R. J. Turner & P. E. Hermann, Philco; "Color Signal Distortion in Envelope Type of Second Detectors," B. D. Loughlin, Hazeltine; "A Transistorized Horizontal Deflection System," H. C. Goodrich, RCA; "A New Approach to Horizontal Deflection Tube Testing," G. M. Lankard, Sylvania.

Traffic control by TV may be solution to big-city street congestion, according to Frank P. Barnes, industrial TV marketing mgr. of GE's technical products dept. In Feb. 6 speech to Pittsburgh AIEE, he said traffic could be kept flowing by radio-operated signals, controlled by coordinator who watches monitors linked to closed-circuit TV cameras installed at intersections. It would be "relatively inexpensive answer" to problem, Barnes said.

TV monitor watches students in Pearl River, N. Y. high school study hall, where camera connects by closed circuit with screen in principal Walter Reiner's office. Result, according to supt. Samuel Hicks, is that they "pay attention to their studies as they never did before" whether or not teacher is in room. Kids call system "private eye."

Closed-circuit TV system has been installed on Italian liner Christoforo Colombo to enable passengers to remain in their cabins and watch ship concerts, movies, sporting events, as well as liner's arrivals and departures from ports.

Closed-circuit industrial TV systems will be offered on rental basis by New York's Camera Equipment Co., which has ordered 5 vidicon camera chains from GPL.

Canadian TV application for Ch. 2 Kelowna, B. C. and request by CKSO-TV, Sudbury, Ont. (Ch. 5) to increase power to 30-kw using directional antenna will be considered by CBC board of governors at March 15 meeting in Ottawa. Kelowna applicant is Okanagan Valley TV Co. Ltd., owned by radio stations CKOV, Kelowna (Mrs. J. W. B. Browne, pres.); CKOK, Penticton, B. C. (Maurice P. Finnerty, managing director); CJIB, Vernon, B. C. (Charles Pitt, pres.). Applicant also requests Ch. 13 satellite at Pentieton and Ch. 7 satellite at Vernon.

Corporate mergers increased again in 1956, FTC reported Feb. 14. Total last year was 905 compared with 846 in 1955 and 617 in 1954. Fewer mergers in manufacturing & mining were reported (683 vs. 689 in 1955) but mergers in retailing & wholesaling increased to 148 last year from 83 in 1955. FTC tables showed no TV-radio breakdowns, but 70 electrical machinery mergers were noted in 1956, compared with 53 a year earlier.

Air-to-ground radio telephone service, first of its kind to provide 2-way in-flight communications, was proposed Feb. 8 by Michigan Bell Telephone Co. in FCC application for radio CP for base & auxiliary test stations and 5 units. System centered at Dixboro, Mich. with Detroit control point would use frequencies of 454.95 mc on ground and 459.95 mc in air. Cost is $10,000, with RCA equipment.

Uhf-equipped homes in Erie & Niagara counties, served by NBC's WBUF, Buffalo (Ch. 17), now total 200,000, or 59.4% of total TV homes, according to recent ARB survey, station announced this week. Gen. mgr. Charles C. Bevis Jr. said uhf figure is nearly double that of year ago when NBC purchased station.

Standard Electronics Corp. announces "first successful application of production line technique to manufacture of TV broadcast amplifiers" has made possible production of 25-kw amplifier selling for $25,000.

Portable transistorized amplifier for remote TV-radio broadcast service, claimed to be lightest equipment of 4-channel type, is now being offered by RCA; it's 4½x17¾ x8-in., weighs 15 lb.

Picture history of WWJ-TV & WWJ, Detroit, brochure titled *The Birthplace of Broadcasting*, is being distributed by *Detroit News* stations to Mich. educational institutions.

SPOT EXPENDITURES for 1956 by various product categories, based on N. C. Rorabaugh Co. data and released Feb. 15 by TvB (see p. 4), show food and grocery products led with outlay of $107,615,000, or 27% of total spot expenditures of $397,498,000 for year by all national and regional advertisers. Following food & grocery products were cosmetics & toiletries, $34,240,000; ale, beer & wine, $34,237,000; drug products, $32,026,000. (For full list, see below.)

Top 10 spot advertisers for 1956: Procter & Gamble, $17,521,900; Brown & Williamson Tobacco, $11,288,700; General Foods, $9,411,400; Sterling Drug, $8,823,400; Philip Morris, $7,369,400; Colgate Palmolive, $7,314,600; National Biscuit, $5,536,500; Miles Labs, $5,354,700; Continental Baking, $5,264,900; Kellogg Co., $4,815,100.

Of the total spot expenditure in 1956, some $222,517,000 (56%) went into evening TV, $135,339,000 (34%) daytime, $39,642,000 (10%) late night. Another breakdown revealed that announcements took $176,429,000 (44.4%); participations, $90,541,000 (22.8%); shows, $83,722,000 (21%); ID's, $46,806,000 (11.8%).

Breakdown of 4th quarter expenditure of $107,842,000 by top 200 advertisers was also given by TvB. It compares with $83,863,000 in 3rd quarter and $103,872,000 in 4th quarter of 1955. Top 10 advertisers for 4th quarter: Brown & Williamson Tobacco, $2,886,700; Sterling Drug, $2,391,600; Procter & Gamble, $2,324,400; Continental Baking, $2,012,800; General Foods, $1,939,200; Philip Morris, $1,924,100; Colgate Palmolive, $1,775,900; Robert Hall Clothes, $1,664,400; Anahist Co., $1,523,100; Lever Bros., $1,297,800.

This is TvB's complete 1956 breakdown of spot expenditures by product categories:

Agriculture	$ 1,225,000
Ale, Beer & Wine	34,237,000
Amusements, Entertainment	560,000
Automotive	12,912,000
Building Material, Fixtures & Paints	3,422,000
Clothing, Furnishings, Accessories	8,688,000
Confections & Soft Drinks	21,576,000
Consumer Services	12,545,000
Cosmetics & Toiletries	34,240,000
Dental Products	13,202,000
Drug Products	32,026,000
Food & Grocery Products	107,615,000
Garden Supplies & Equipment	413,000
Gasoline & Lubricants	16,030,000
Hotels, Resorts, Restaurants	290,000
Household Cleaners, Cleansers, Polishes, Waxes	6,863,000
Household Equipment-Appliances	7,735,000
Household Furnishings	3,805,000
Household Laundry Products	16,286,000
Household Paper Products	5,329,000
Household, General	3,075,000
Notions	456,000
Pet Products	4,658,000
Publications	1,366,000
Sporting Goods, Bicycles, Toys	1,440,000
Stationery, Office Equipment	239,000
TV, Radio, Phonos, Musical Instruments	2,360,000
Tobacco Products & Supplies	30,390,000
Transportation & Travel	2,866,000
Watches, Jewelry, Cameras	7,066,000
Miscellaneous	4,583,000
Total	$397,498,000

Some $3,000,000 in daytime TV sales were recorded by NBC in last 2 weeks, network reports, announcing these purchases: (1) Minnesota Mining & Mfg., 4-4:15 p.m. segment of *Queen for a Day* and 12:15-12:30 p.m. segment of *Tic Tac Dough*, alt. Thu., for 52 weeks starting March 14—plus 7 alt.-week quarter-hours on 2 unspecified daytime programs during last quarter, thru BBDO. (2) Standard Brands, 4-4:15 p.m. segment of *Queen for a Day*, alt. Tue. starting April 16 thru Ted Bates. (3) Corn Products (Nu-Soft fabric softener), 12-12:15 p.m. segment of *Tic Tac Dough*, 26 alt. Wed. & 26 alt. Fri., starting April 10 thru McCann-Erickson. (4) Mentholatum Co., extending its 12:15-12:30 p.m. segment of *Tic Tac Dough* to include Feb. 22, March 1 & 15, thru J. Walter Thompson.

Quoteworthy quote: "While the basic franchise for the large advertiser is typically in TV, network radio for approximately 10% additional cost typically increases the monthly net unduplicated homes reached by 30%. Today's Nielsen-minded TV advertiser sees in network radio not the old medium of filling in where TV isn't, but a new medium that adds important audience in terms of TV homes not otherwise reached by the basic TV properties and adds important frequency and multiple home visits in terms of TV homes reached only once or twice a month by the basic TV properties."—ABC radio v.p. Don Durgin, in address to N. Y. City Chapter of American Women in Radio & TV Feb. 12.

Blackburn-Hamilton brokerage firm has been dissolved, with Ray V. Hamilton heading a new firm and James W. Blackburn stating he'll announce his plans in near future. New Hamilton, Stubblefield, Twining & Assoc. on March 1 establishes offices at 1735 DeSales St., Washington (Executive 3-3456), with Wm. T. Stubblefield in charge. Hamilton remains in Chicago offices, W. R. Twining in San Francisco.

Rate increases for about half of CBS-TV affiliates, to go up 5-10%, will be put into effect shortly, network confirmed this week, stating that move is based on new Nielsen data. It noted that its affiliates are priced under NBC-TV's in such cities as Chicago, Baltimore, Cincinnati, Dallas, Denver, Houston, Kansas City—and that some of its outlets hadn't had increases in 3 years.

WCBS-TV, N. Y., reports Jan. spot billings up 12.6% over Jan. 1956, increase attributed by sales mgr. Frank Shakespeare Jr. to commercial success of *Early Show* and *Late Show*.

Best ad campaign of 1956 in all media, by 5-1 margin, was Bert & Harry series of Piel's Beer (Young & Rubicam)—according to poll of 1100 ad executives on *Tide Magazine's* Leadership Panel. Voted next best in TV were Gillette (Maxon), Ford (J. Walter Thompson), Theodore Hamm Brewing (Campbell-Mithun), Mercury on *Ed Sullivan Show* (Kenyon & Eckhardt), Kraft (J. Walter Thompson). In print campaigns, Marlboro (Leo Burnett) was first in consumer ads, GE (BBDO) in industrial. Voted most important event in advertising during year was consent decree signed by AAAA, ANPA and other media associations. Growth of color TV was also included among significant developments.

Big closed-circuit "Tele-Sell" sessions, sponsored by Sales Executives Clubs and Chambers of Commerce, are scheduled to link 40,000 salesmen in 34 cities Feb. 26 & March 5. The 2-day "how to sell" course, highlighting National Sales Week, will be opened by Vice President Nixon and Commerce Secy. Weeks, with 12 of nation's top salesmen acting as instructors from New York's Manhattan Center. The sales meetings will be first big project of Teleprompter's new Group Communications subsidiary, formed from old Sheraton Closed Circuit TV Inc. Another closed-circuit event of note will be Feb. 21 convention of big BBDO ad agency, piped to 9 of the agency's 16 U. S. & Canadian offices from New York's Hotel Roosevelt.

Annual CBS-TV film sales clinic for 9 sales offices & Canadian distributor will be held Feb. 18-20 in St. Regis Hotel, N. Y.

Storer Bestg. Co. moves New York sales office to 625 Madison Ave. (Plaza 1-3940), other N. Y. offices remaining at 118 E. 57th St.

Westinghouse Broadcasting Co. moves midwest sales office to 2818 Prudential Pl., Chicago.

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ADVERTISING AGENCIES: **Esty Stowell**, former exec. v.p. of Benton & Bowles, named exec. v.p. of Ogilvy, Benson & Mather . . . **Richard R. Uhl**, TV specialist of Sullivan, Stauffer, Colwell & Bayles, elected a v.p.; also elected v.p.'s from TV dept. were **Thomas F. Vietor** and **Eugene F. Whelan** . . . **Alfred V. Hansen**, ex-Bryan Houston, named TV copy supervisor of C. L. Miller Co. . . . Mrs. Faye Steckly promoted to TV-radio v.p. of Fraser Adv., San Antonio.

TWO UHF STATIONS have left air, first to go off in 5 months—WTVE-Elmira (Ch. 25) and WBLN, Bloomington, Ill. (Ch. 15) informing FCC this week they couldn't hold out any longer. Last station to go dark was WHUM-TV, Reading, Pa. (Ch. 61), which quit in Sept. (Vol. 12:36).

One uhf started, even as other 2 quit—KBAS-TV, Ephrata, Wash. (Ch. 43) beginning programming as third satellite of KIMA-TV, Yakima (Ch. 29). Week's changes produce on-air box score of 496 stations (95 uhf).

WTVE stopped Feb. 13, pres.-gen. mgr. Thompson K. Cassel reporting it lost $350,000 in 44 months of operations. Station left air once before, when tower & antenna were demolished by hurricane Oct. 15, 1954; it resumed in May 1955 (Vol. 12:18). This week, it told Commission that failure to get network affiliation plus uhf operating difficulties in rough terrain led to decision to drop out. Area gets service from CBS-TV affiliate WNBF-TV, Binghamton (Ch. 12) and WSYE-TV, Elmira (Ch. 18), satellite of NBC-TV affiliate WSYR-TV, Syracuse.

WBLN put situation this way in letter to Commission: "Considerable financial help is needed . . . to make necessary equipment repairs and for operating capital. We are working on this problem and hope to have it solved in the near future. In the meantime, we find it necessary to remain off the air until financial aid is received."

KBAS-TV began programming Feb. 15, reports KIMA-TV gen. mgr. Tom Bostic. Station has 1-kw RCA transmitter, 100-ft. Fisher tower with 5-bay antenna. James Schroeder is KBAS-TV sales mgr., with Howard Hammond, ex-KIMA-TV, chief engineer. It's sold only in combination with KIMA-TV, which has $450 base hour. Rep is Weed.

KIMA-TV principals also operate KEPR-TV, Pasco, Wash. (Ch. 19); KLEW-TV, Lewiston, Ida. (Ch. 3); hold CP for satellite KWAB, Walla Walla, Wash. (Ch. 8).

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Holders of uhf CPs, both those who had built and quit and those who never built, this week filed with FCC their reasons why CPs shouldn't be cancelled. Last Nov. (Vol. 12:47), Commission gave grantees until Feb. 15 to reply. This week, 60 out of the 83 so warned responded—and balance are expected to file soon. Of the 60, two dropped their CPs—KEDD, Wichita (Ch. 16) and WJLN-TV, Birmingham (Ch. 48).

Responses of the grantees, most of which sought 6-8 months grace, comprised reiteration of uhf's difficulties, expression of hopes for deintermixture in some areas, etc.

Maupin, Ore. translator K72AB began tests week of Feb. 4 repeating programs of KOIN-TV, Portland, reports owner Estel L. Stovall, who operates Maupin Drug Store.

Sale of 75% of KTXL-TV, San Angelo, Tex. (Ch. 8) to local radio KGKL (Lewis O. Seibert, owner) and Brownwood businessman Roy H. Simmons was sought in application filed with FCC this week. KGKL is acquiring 50% by paying $32,288, assuming obligations. Simmons gets 25% for $50,000. Owner Seibert also owns 10% of KBST-TV, Big Spring, Tex. (Ch. 4), now operated under lease arrangement by KDUB-TV, Lubbock; 20% of radio KBST; 45% of radio KPLT, Paris, Tex. Sellers are co-equal owners A. D. Rust, selling all stock, and B. P. Bludworth, retaining 25%. Jan. 31, 1957 KTXL-TV balance sheet shows that $82,418 deficit as of April 30, 1956 has been reduced to $41,648. It also lists $144,461 in long term liabilities, largest item being $97,904 notes payable to officers. It has $44,016 current assets ($39,021 accounts receivable), $139,700 fixed, out of $184,747 total assets.

Complying with 5-vhf ownership limit, Mormon Church has sold its 8080 shares (6.73%) of KGMB-TV, Honolulu (Ch. 9) and satellites to Consolidated Amusement Co. for $125,000. Consolidated now owns 75.45%, *Honolulu Star-Bulletin* 24.55%, of KGMB-TV and satellites KHBC-TV, Hilo (Ch. 9) and KMAU-TV, Wailuku (Ch. 3). FCC last Sept. ruled that Church had interest in 6 vhf outlets, counting KGMB-TV and satellites as 3. Church retains 63.5% of KSL-TV, Salt Lake City (Ch. 5), 23% of KID-TV, Idaho Falls, Ida. (Ch. 3), 6% of KBOI-TV, Boise, Ida. (Ch. 2)—with their radio adjuncts.

Radio station sales reported this week: WDCL, Tarpon Springs, Fla. by J. M. & Margaret Miller and Hal & Beatrice Freede for over $100,000 to author-newsman Hodding Carter and associates John T. Gibson, McClain Bowman and songwriter Floyd Huddleston. WHIE, Griffin, Ga. by John A. Boling and associates for $100,000, including $56,827 in obligations, to Telerad Inc., equally owned by station employes W. C. Courson & Fred L. Watkins. WDCL broker was Paul H. Chapman Co.

Sale of radio WMGW & WMGW-FM, Meadville, Pa. by H. C. Winslow for $99,600 was approved by FCC this week. New co-owners are Wm. Rich, ex-WINS and WABC-TV, N. Y., and American Business Enterprises Ltd. (Alistair B. Martin-Edwin A. Bernstein interests). Latter owns 50% of Treasure Records Inc., 49% of clinical testing lab, 100% of inactive music firm Majestic Music Corp.

Transfer of off-air WQMC, Charlotte, N. C. (Ch. 36) to new Century Advertising Co. Inc. is proposed by adman Hugh A. Deadwyler in application filed this week. Century principals with 49.5% each are Deadwyler and Frank P. Larson Jr., manufacturers' representative. Principals have arranged to lend new firm $120,000 to purchase GE equipment and 400-ft. Truscon tower. Also filed was application to change transmitter to City Auditorium, with increase to 200-kw. CP expires in April but extension will be sought. Application also states that Deadwyler will be mgr.; Douglas M. Bradham, now asst. mgr. of WUSN-TV, Charleston, S. C., chief engineer; Cecil Campbell, RCA & Columbia recording artist, program director; Harry D. Moore, advertising associate of Deadwyler, sales mgr.

Option for 50% of KNAC-TV, Ft. Smith, Ark. (Ch. 5) is being exercised by local jeweler and TV-appliance dealer George T. Hernreich who had obtained option from late Hiram S. Nakdimen in connection with withdrawal of his competing application. Hernreich becomes partner in Nakdimen stock subscription agreement, purchasing half of 1500 shares to be issued at $100 each. In addition, he assumes half of obligations under agreement to advance $150,000 to station, if needed.

Truth Publishing Co. owner of *Elkhart Truth* and WSJV, Elkhart, Ind. (Ch. 52), in Dec. 31 balance sheet filed with application to buy WKJG-TV, Ft. Wayne (Ch. 33) & WKJG (Vol. 13:5), lists $79,346 surplus; current assets are $218,484 ($112,451 accounts receivable), with $390,976 fixed out of $647,559 total assets. Projected balance sheet for purchasing firm lists $207,000 cash on hand and accounts receivable, $1,100,000 fixed out of $1,850,000 total assets.

Seeking ⅓ control of CHCT-TV, Calgary, Alta. (Ch. 2), ⅓ owner radio CKXL (Frederick Shaw) has applied for permission to acquire ⅓ held by CFCN, price undisclosed. Other ⅓ is held by CFAC (*Calgary Herald*).

Educational TV & Radio Center received $113,550 from Ford Foundation last week to continue its informational and promotional efforts in behalf of educational TV during 1957.

Fire gutted 3-story brick building housing radio WPAR, Parkersburg, W. Va., last week end, causing damage estimated at $250,000.

Personal Notes: Giraud Chester resigns, effective April 1, as gen. program executive in charge of NBC-TV daytime programs to join ex-NBC chairman **Sylvester L. (Pat) Weaver** in unannounced TV venture . . . **George Greaves** resigns as staff executive of NBC's KRCA, Los Angeles, to become station mgr. of KBET-TV, Sacramento, under pres.-gen. mgr. **John Schacht** . . . **Paul E. Wilson** promoted to mgr. of CBS-TV's new operations information center, set up as "clearing house" for all program production information and services to clients and producers; **Larry Paulus** promoted to asst. mgr., both reporting to **Hal Meier**, mgr. of network operations . . . **Alfred R. Beckman**, director of station relations for TV, elected a v.p. of ABC, along with **Edward J. DeGray**, director of station relations for radio, and **Robert L. Stone**, gen. mgr. of WABC-TV, N. Y. . . . **Thomas K Fisher**, v.p. & gen. attorney of CBS-TV, and **Mrs. Geraldine B. Zorbaugh**, v.p. & gen. attorney of CBS Radio, elected v.p.'s and directors of CBS Inc. . . . **Harold W. (Hank) Shepard** returns as director of special projects for NBC-owned stations after special assignment as director of business development for NBC subsidiary California National Productions . . . **John M. Couric** resigns as asst. news editor of United Press Washington bureau to join NARTB as chief writer, filling a key vacancy in expanded public relations setup . . . **Berry Smith**, ex-WAVE-TV, Louisville, named gen. mgr. of WFIE-TV, Evansville, Ind., replacing **Ted Nelson**, resigned . . . **Lester G. Bowles**, ex-Canadian mgr. of Crowell-Collier, named Canadian rep of *TV Guide*, headquartering at 181 Richmond St., W. Toronto . . . **Richard Johnson** promoted to sales mgr. of WSVA-TV & WSVA, Harrisonburg, Va. . . . **Everard W. Meade**, ex-TV-radio v.p. of Young & Rubicam, returns to TV after 4 years to become exec. producer of new TV film series, *Battleflag*, produced by Dayton Productions . . . **Peter S. Good** named asst. program mgr. of WWJ-TV, Detroit . . . **George Marr**, ex-NBC & WTMJ-TV, Milwaukee, heading own Delmar Productions there for last 3 years, joins WISN-TV, Milwaukee, in sales capacity . . . **Miss Jean Hendrix** promoted to asst. to **Marcus Bartlett**, station mgr. of WSB-TV, Atlanta . . . **Frances Haughn** promoted to sales service supervisor of CBS-TV Pacific Network and KNXT, Hollywood . . . **Harry F. Hunter Jr.**, ex-Chicago *Journal of Commerce* and *Tide Magazine*, named Chicago mgr. of Taplinger Assoc. . . . **Wm. Berns**, news & special events director of WRCA-TV & WRCA, N. Y., given year's leave of absence to serve as managing director of Marine Amphitheatre, Jones Beach . . . **Richard D. Heffner**, ex-WRCA-TV, joins Metropolitan Educational TV Assn., N. Y., as program director . . . **Robert Nashick**, ex-WCKT, Miami, named adv. & promotion mgr. of KYW-TV, Cleveland, replacing **Alan Bautzer**, resigned.

Obituary

Edwin C. Hill, 72, radio newscaster & newspaper syndicate feature writer since 1931, died Feb. 12 in St. Anthony's Hospital, St. Petersburg, Fla., where he maintained winter home. He started career on *Indianapolis Journal*, moved to old *N. Y. Sun* in 1904 and became noted for headline interviews with world leaders before he began broadcasting *The Human Side of the News* and *Your News Parade*. Surviving is his widow.

Sir David Gammans, 61, former Postmaster General in Churchill govt., who as Member of Parliament was principal sponsor of bill which created Britain's commercial TV service, died in London last week end.

TOP LEVEL COMMITTEE of public-spirited citizens to study problems involved in granting TV equal access with other media in covering courtroom proceedings was proposed this week by noted N. Y. attorney Morris Ernst—and promptly won enthusiastic endorsement of NARTB pres. Harold E. Fellows, who told us:

"I believe it's a wonderful idea. There is already a committee working on the problem, but the members are representatives of media and the American Bar Association. Mr. Ernst's proposal involves a group which represents neither lawyers nor broadcasters, and that's all right with us. He can count on the backing of NARTB."

Ernst made proposal in lively debate at weekly luncheon of Radio & TV Executives Society in N. Y. Feb. 13. He later suggested that one or more foundations put up $500,000 to finance the study and subsequent report.

Justin Miller, ex-NARTB pres. and now its consultant, was the other panelist in debate—and he, too, agreed with need for such a commission. But he disagreed with Ernst on whether TV should be given carte blanche admission to cover court trials.

Miller said enough experience had been gained thus far to show that TV could and should be permitted to gain access to courtroom. He said that Canon 35 of American Bar Assn. code, which forbids cameras and microphones in courts, is "unconstitutional on its face." He also said he was "ashamed" at attitude of some jurists and lawyers on that point.

Ernst said he would not favor "at this moment in history" the unqualified admission of TV to courts. But neither, he added, would he favor automatic exclusion. He said he was primarily concerned by such considerations as who would sponsor such trials, what effect it would have on witnesses, whether it would invite histrionics, what kind of cases will be covered and who will be the final judge of which cases would be covered. These questions, he said, called for further consideration by the committee he proposed.

Note: N. Y. City Council touched off another controversy in equal access question when it barred TV-radio coverage of its session Feb. 8. Its action drew sharp protests from Radio-TV News Directors Assn., N. Y. State Assn. of Radio & TV Broadcasters and Radio-Newsreel-TV Working Press Assn.

Paul C. Smith resigned Feb. 15 as pres. & chairman of Crowell-Collier Publishing Co., whose *American*, *Collier's* and *Woman's Home Companion* folded last year, along with deal to buy Bitner stations (Vol. 12:50, 52, 13:4). He had headed magazine-book house 3 years. Sumner Blossom, Crowell-Collier v.p. and former editor of *American*, becomes exec. v.p.

NBC pres. Robert W. Sarnoff is subject of cover story in Feb. 16 *Business Week*, reviewing his efforts to regain No. 1 position from CBS-TV. It says one-shot special shows will be few and far between, declares the new approach to programming has already resulted in "a sharp upsurge" in network's program ratings.

Title of Private Chamberlain has been awarded by Pope Pius XII to Frank M. Folsom, chairman of RCA exec. committee, for his work with Catholic Charities. Papal honor was announced Feb. 13 in N. Y. by Francis Cardinal Spellman.

Lawrence H. Rogers II, pres.-gen. mgr. of WSAZ Inc., Huntington, W. Va., receives Distinguished Service Award of Huntington Junior Chamber of Commerce.

Allen Woodall, gen. mgr. of WDAK-TV & pres. of radio WDAK, Columbus, Ga., appointed to Board of Regents of U of Ga. System—first broadcaster so honored.

Charles G. Mortimer, pres. of General Foods, received 1956 *Printers' Ink* Advertising Award Feb. 13.

Telecasting Notes: Outstanding service in TV film programming and sales is given recognition for 5th year in *Billboard's* "TV Film Service Awards," listed in Feb. 16 issue. Based on balloting by TV stations, networks, agencies, sponsors, producers and distributors, winners were tallied on point system—each voter being given chance to select first, second & third place winners . . . **In syndicated film** distributor awards, Ziv ranked first in 4 separate categories: Over-all quality of product; aid to stations & agencies in obtaining sponsors; assistance to advertisers in clearing time; best technical service. MCA-TV was second in all 4 categories. Firsts for MCA-TV: Best library plan; outstanding sales staff. Art Breecher of Official Films was voted the syndicated film salesman giving best service . . . **In feature films,** *Billboard* awards went to: MGM-TV, for best feature package; AAP, for best short subject package; NTA, for best sales staff and best technical service. NTA's Gerald Corwin was voted No. 1 feature film salesman . . . **In station category,** Los Angeles' KTTV won awards for most effective programming of 30-min. series and most outstanding job of selling advertisers on use of film programs; New York's WCBS-TV was voted tops in effective programming of features . . . **Perhaps programming is a mite duller** than usual this season—but nearly every week there's at least one network TV drama which causes plenty of favorable comment. This week it was *Hallmark Hall of Fame's* extremely skillful adaptation of "The Lark," on NBC-TV; last week "The Miracle Worker," story of Helen Keller's teacher, on CBS-TV's *Playhouse 90.* The critics were enthusiastic, and so are we . . . **"The half-hour seems to be through** as network TV's bread-&-butter show"—at least for the time being—notes Feb. 13 *Variety* in story geared to theme that full-hour shows are now considered "safe" programming. Nine new 60-min. shows are being prepared for next season, says article, with most of this season's hour-long shows to be continued . . . **Biggest audience ever measured** by ARB for any regularly scheduled TV show was the total 68,270,000 who watched Jan. 6 *Ed Sullivan Show,* featuring Elvis Presley. Program's rating was 59 . . . **"Most talked-about" TV program** during week ended Feb. 2 was NBC-TV's *Twenty-One,* reports research analyst Sindlinger & Co.—noting that talk about TV was third highest in the 2 years the firm has been measuring "talk-about." Next in "talk-about" were *Ed Sullivan, $64,000 Question, I Love Lucy, Tonight & Tennessee Ernie Ford Show* . . . **Film on integration,** "A City Decides," produced under grant from Fund for the Republic, is slated for presentation on NBC-TV Feb. 23 as special Brotherhood Week feature . . . **The case for noise in commercials** is presented in Feb. 10 *Advertising Age* as one of 6 rules listed to guide sponsors on how to be "dominant" on TV: "Strive for noise. Don't be subtle. Commercials must penetrate sales resistance, follow people out of the room, command their absolute attention, shout over the shrill voices of children, interrupt family quarrels, drown out the clank of dishes and glasses. [If] your commercial isn't heard it is a complete loss" . . . **NBC-TV's answer to** *Disneyland* in competitively tough Wed. 7:30-8:30 time period this fall will be "adult western," tentatively titled *Wagon Train.*

DEINTERMIXTURE got lots of talk at FCC Feb. 11 & 15, but no decisive action, and Commission still aims for a big windup Feb. 26—no allocations sessions scheduled before then. Elmira & Albany (Vail Mills) cases were discussed this week, but commissioners came to no agreement on what to do. Among ideas bruited about was the dropping in of Ch. 2 in Albany area (Vol. 13:6). Though drop-in would be lower than 170 mi. from CBS's co-channel WCBS-TV, N. Y., there were reports that CBS told FCC it wouldn't object.

Among more significant actions of Commission this week was vote to send McFarland letter to WMUR-TV, Manchester, N. H. (Ch. 9) and Storer Bcstg. Co., latter seeking to purchase station and move it to 20 mi. from Boston. Comrs. McConnaughey & Doerfer voted for grant now—encouraging belief majority ultimately will favor approval.

McFarland letter said approval couldn't be given because it looks as if: (1) Move of station would deprive some people of service they're now getting. (2) Giving more service to Boston would be unfair to New Hampshire. (3) Considerable portion of Manchester would be outside line-of-sight from antenna, in violation of Sec. 3.685(b) of FCC rules. (4) Storer might be getting too great "concentration of control" of TV stations in major markets.

There were more moves in the big competitive vhf cases. *Boston Herald-Traveler* bounced back with categorical denial of "threats" alleged by *Globe* (Vol. 13:5), stating that *Globe's* charges are "spurious" and "untimely." *Herald-Traveler's* opponents in contest for Ch. 5, delighted with *Globe's* entry into case, urged FCC to reopen case. FCC's Broadcast Bureau, not too impressed with *Globe's* petition, said it was extremely untimely, urged that hearing should be severely limited to charges of "threats and intimidation" if case is reopened.

WKAT, Miami, a loser in Ch. 10 contest won by National Airlines (Vol. 13:6), hastened to Court of Appeals, challenging FCC decision and asking stay of grant.

Following CPs were granted by Commission this week: La. Salle, Ill., Ch. 35, to WEEK-TV, Peoria, which plans satellite; Pekin, Ill., Ch. 69, to Mid Illinois TV Co. (McNaughton family-*Pekin Daily Times*); Helena, Mont., Ch. 10 to Helena TV (W. L. Piehl) and Ch. 12 to KXLJ. KPAC, Port Arthur, Tex., obtained initial decision for Ch. 4, following agreement of competitors to drop out (Vol. 12:51).

Two channel changes were authorized—KGEZ-TV, Kalispell, Mont. to shift from Ch. 8 to Ch. 9, grantee WRLP, Greenfield, Mass. from Ch. 58 to Ch. 32.

One allocations proceeding was concluded—Commission declining to add a commercial vhf channel to Bozeman, Mont. It had considered several alternatives—shifting Ch. 12 from Helena, Ch. 6 from Butte or unreserving educational Ch. 9 in Bozeman—turned all down because demand arose for the channels where they are.

Suit for $10,000,000 damages, alleging fraud in management of KFMB-TV & KFMB, San Diego, and in deals involving KOTV, Tulsa, oil and real estate properties, was filed Feb. 13 by Mrs. Maria Helen Alvarez against her associates. Principal defendants: Jack Wrather; George E. Whitney, v.p.-gen. mgr. of KFMB-TV; rep Edward Petry & Co.; financier Walter E. Heller & Co. The filing in Federal District Court in San Diego was counterclaim to suit against her filed Dec. 11 in San Diego Superior Court by Wrather-Alvarez Bcstg. Inc., demanding accounting of her transactions as v.p. & director. Lengthy pleading by Mrs. Alvarez, 39% owner of the San Diego stations, charges defendants with defrauding her all along the line in many transactions.

FCC's testimony on budget Feb. 15 before House Appropriations Committee reportedly ran smoothly in the closed session, Congressmen confining themselves generally to money questions—not policy, competitive cases, etc. Rep. Yates (D-Ill.) was interested in deintermixture, learned a little about it, didn't needle Commission with demands.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
February 16, 1957

17-in. PORTABLES DUE FOR GREATER EMPHASIS: New TV lines to be introduced in midyear seem certain to include a wider offering of 17-in. portables, tied in with increased use of 110-degree tubes with lighter-weight faceplates. Net effect would be to make the sets lighter, thus shifting them from "transportable" to truly portable, and giving industry new talking point in advertising pitches to housewives.

Portables as such are solidly entrenched as big consumer-demand item, appear certain to account for minimum of 35% of total TV market this year. Having established the portable per se, the next objective of set makers is to recapture the larger-screen market, which for a time appeared to be weakening under pressure of 14-in. popularity. Common belief is that the 2 market factors -- portables & bigger screens -- can be mated in the 17-in. models.

Some major TV manufacturers, notably RCA and Motorola, are just starting in 17-in. portables -- which accounts for fact that such models represented only about 10% of total retail TV sales in Dec. On the other hand, 14-in. portables accounted for 21% of TV market that month. Consensus is that as 17-in. goes up in importance, the 14-in. will correspondingly decline.

Larger screen sizes usually yield greater profit margins -- and, in an industry harassed by continually declining profits, any such trend is welcomed.

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TV volume at retail level is holding up surprisingly well -- despite all the forecasts of doom. Preliminary figures indicate that Jan. retail sales were about equal to the 625,000 sold in Jan. 1956 -- and there are no reports of a letdown so far in Feb. Distributor sales in Jan., however, were reported to have been about 25% below Jan. 1956 -- a clear indication that dealers were selling out of their heavy inventories they built up last fall in anticipation of big Christmas season.

John M. Otter, Philco exec. v.p. for marketing, seemed to typify bullishness of many manufacturers. He said Philco increased its share of TV market in Jan. by 4% over Jan. 1956 and if current sales pace continues, company record for the first quarter may be established. He said its TV inventories were 20% below year ago.

Impression is that TV manufacturing is more stabilized now than at any time in last few years. The widely-predicted dumping of TV sets does not appear to have materialized -- at least not on the big-name brands. One set maker put it this way:

"No manufacturer has to dump to raise cash these days. The fly-by-nights and the small-time operators have left the TV business. Consequently, there are fewer dumpers around, and the net result is greater stability at the manufacturing level. Whether this will be matched by greater stability at dealer level, I don't know."

GE's layoffs continued to be biggest sore spot among manufacturers. It told 2500 TV workers to take 7-day furloughs starting Feb. 21 to correct an "imbalance" in TV inventories. Herbert Riegelman, gen. mgr. of TV receiver dept., said "this will be the last layoff required to bring inventory into a more normal relationship with consumer requirements." He said GE's retail TV sales in Jan. exceeded level of Jan. 1956 -- but this did not help factory inventory problem.

Westinghouse-Ward's Deal: Another step in its course as a private-label and contract manufacturer (Vol. 13:6) was taken by Westinghouse in disclosing plans to produce a full TV-radio and appliance line for Montgomery Ward. The new TV sets, to be sold under Ward's Airline label, would be over and above the original order of 5000 TVs recently placed with Westinghouse. New agreement makes Westinghouse and Wells-Gardner the prime suppliers of Montgomery Ward. It's expected that Ward will discontinue ordering TV sets from the handful of smaller manufacturers who formerly supplemented Wells-Gardner's offerings with limited quantities of receivers. Meanwhile, Westinghouse is continuing its efforts to place Westinghouse-brand TV-radios

and appliances in Montgomery Ward stores as well as Airline merchandise. Moreover, it's continuing discussions with several TV manufacturers in an effort to take over their TV output on a contract basis in order to use idle productive space.

Packard-Bell's Success: Individuality and versatility remain qualities which enable a smaller manufacturer to compete profitably with electronic giants. So says Packard-Bell pres. Robert S. Bell in interesting talk to San Diego Council of West Coast Electronics Mfrs. Assn. in revealing how his firm has been able to keep up the pace in an increasingly competitive industry. He said: "Our styling has gone with western living. We were quick to realize that radio and TV sets for the west needed more power, more maneuverability for casual and patio living." He also cited his concentration on specialty distribution and selection of high-caliber independent dealers in metropolitan areas. He said a recent survey of 12 TV-radio-electronics manufacturers turned up fact that 6 of them currently have sales 52-95% larger than 7 years ago, with 4 showing sales increases of 95-177%; Packard-Bell, he said, has increased its sales 422% in that period. As to profits, 4 of the companies showed decreases of 18-82%, whereas 7 had increases of 20-89%; Packard-Bell's profits for same period, he said, increased 371%.

Production: TV output totaled 116,134 week ended Feb. 8, compared with 101,932 preceding week and 136,189 in corresponding week of 1956. It was year's 6th week and brought TV production for year to date to about 668,000, compared with 876,489 in corresponding period year ago. Radio production totaled 319,386 (135,055 auto) week ended Feb. 8, compared with 302,356 (127,822 auto) preceding week and 283,553 (121,933 auto) in same 1956 week. Radio output for first 6 weeks totaled 1,691,000 (788,000 auto), as against 1,625,378 (738,454) in same period of 1956.

Topics & Trends of TV Trade: Post-mortem on Crosley-Bendix TV-radio-appliance operations, as presented in Feb. *Fortune Magazine* article by Spencer Klaw, "Why Avco Quit Appliances," reveals that between 1950 and mid-1956 Bendix washers fell from 1st to 8th place in sales and Crosley refrigerators dropped from third to a "hopeless also-ran," along with Crosley TV sets, ranges and freezers.

How come? Biggest factors, says article, were poor distribution policies following consolidation of Crosley and Bendix divs. in 1953, series of "unsettling" management changes and product difficulties. "The new [Crosley-Bendix] line, which included Crosley TV sets, was offered to distributors on an all-or-nothing basis," says article. "Bendix distributors in such important markets as Boston, New York, Pittsburgh and Los Angeles promptly severed their connections with Avco and started hunting around for another washing-machine line to replace Bendix . . .

"In retrospect, [chairman Victor Emanuel's] mistake appears to have been not so much his decision to consolidate, as the manner in which the consolidation was carried out. If Avco had not insisted on forcing all its distributors to handle Crosley's weak TV line—or if it had put this policy into effect only gradually—the company might have been in better shape to weather the intense competition that set in in 1953."

Crosley's troubles with its "Super V" TV sets are retold, with the additional revelation that more than 10,000 of the 21-in. "Super V" sets were shipped back to the factory or to distributors for major alterations because they were underpowered and gave poor reception in suburbs.

Avco seriously considered leaving TV production in 1953, story says, but Emanuel ruled against it at that time in expectation that "color would be another bonanza."

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Magnavox anticipates big boom in hi-fi, plans annex to its Jefferson City, Tenn. plant for expanded production and assembly of hi-fi cabinets and components. Addition would double floor space of Jefferson City plant to 200,000-sq. ft. and increase employment to 1800. TV and radio-phono production continues at Greeneville, Tenn.

RCA's see-saw court battle with Zenith, involving long-standing patent infringement charges, took another turn Feb. 14 when RCA filed petition in Chicago Federal Court charging that Zenith and its tube-making subsidiary Rauland Corp., interfered with RCA's taking of depositions from foreign witnesses. Petition asks court to direct Zenith to send letters to 11 European witnesses informing them that Zenith approves RCA's taking of depositions from them. It charged that an unidentified Zenith executive "wined and dined" Robert Roth, head of radio sales dept. of a Zurich dept. store, in an effort to prevent him from giving deposition.

High saturation figures in TV-radio-appliances does not mean that sales will fall off, Chris J. Witting, v.p.-gen. mgr. of Westinghouse consumer products div., told New York U School of Business Administration conference Feb. 16. "An ounce of merchandising will create a pound of sales in the present market," he said. Continued technological improvement of products and better consumer market research will always assure high level of sales in consumer products, he declared.

Recent drop-outs among manufacturers should help stabilize TV-radio-appliance industry, says National Retail Dry Goods Assn. in bulletin to its members (mostly dept. stores and specialty shops). "There were just too many in the field, each with productive capacity which had to be kept alive," it said. "The consequence was that not only did the manufacturers lose money competing with one another, but the retailer suffered also because production had to be moved 'at all costs.'"

Boom in transistors is documented by RETMA report this week of 12,840,000 units sold by factories last year, compared with 3,646,802 in 1955 and 1,317,327 in 1954. The 1956 sales had value of $37,352,000 at factory level, as against $9,860,062 in 1955 and $5,122,266 in 1954.

World trade fair participation by U. S. firms will be promoted by new industry exhibits div. of Commerce Dept.'s Office of International Trade Fairs under Phillips B. Marsden, ex-v.p. of Diethelm & Keller Ltd., N. Y. chemical and drug firm.

Trade Personals: John E. Gingrich, IT&T v.p., named pres. of subsidiary Federal Telephone & Radio, succeeding Raymond S. Perry, who becomes IT&T marketing v.p. in reorganization involving new product responsibilities; J. A. Frabutt, v.p. of Federal, heads new div. which will concentrate on production of variety of electronic components . . . Arthur L. Chapman, new pres. of CBS-Hytron, elected a v.p. & director of CBS Inc. . . . Robert W. Galvin, Motorola pres., addresses N. Y. Society of Security Analysts Feb. 26 . . . George R. Heidenblut elected engineering v.p. of Admiral appliance subsidiary Midwest Mfg. Co. . . . John E. Lau, ex-Crosley-Bendix, named sales promotion mgr. of Sylvania TV-radio div. . . . Michael F. Dowley Jr., director of consumer products marketing of RCA International div., promoted to director of export operations . . . Brig. Gen. Samuel P. Collins, USA (ret.), promoted by RCA Service Co. to operations mgr. of Army & non-military services, govt. service dept. . . . Thomas W. Easton promoted to mgr. of Magnavox Ft. Wayne plant . . . Robert K. Clifford promoted to production control mgr. of DuMont receiver div.; Henry Jaskot promoted to general foreman . . . Robert N. Parsell promoted to contract administrator of Philco appliance div. . . . Roger H. Penick named Houston district merchandiser for Magnavox's Spartan line; Wm. A. Calka named Detroit district merchandiser . . . James P. McCarvill, RCA, named chairman of American Public Relations Assn. annual conference April 24-26 at Philadelphia's Warwick Hotel . . . Paul Eckstein, ex-Lion Mfg. Co., joins Bell & Howell as marketing mgr. of hi-fi instruments & tape recorders; John Caviezel promoted to mgr. of hi-fi sales . . . James F White, ex-Crescent Industries, named sales mgr. of Columbia Records . . . Robert Smith promoted by Dot Records to director of distribution relations . . . Harold Ashback and Sam Jenkins promoted to west coast sales mgrs. of Wilcox-Gay and Grundig-Majestic subsidiary, both headquartering in Los Angeles . . . Charles R. Ochs named adv. & sales promotion administrator, RCA components div., Harrison, N. J. . . . John Hubeny promoted to asst. comptroller of Motorola . . . Joseph A. Ricca, ex-Norden-Ketay, named mgr. of DuMont mobile radio communications dept. . . . James Girdwood promoted to adv. sales mgr. of *Electronics Magazine*, mgr. Wallace B. Blood retiring, becoming its consultant.

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Allen Center, Motorola public relations director, is editor of *Public Relations Ideas in Action* (McGraw-Hill, 327 pp., $5), compilation of 500 case histories in public relations.

Elisha Gray II, pres. of Whirlpool-Seeger, addresses Washington Ad Club Feb. 26 on "Is the U. S. Losing the Race for Industrial Supremacy?"

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DISTRIBUTOR NOTES: Philco appoints Graybar, 10 So. 6th St., Richmond, replacing B. T. Crump Inc., which is leaving appliance distribution . . . Heald Supply Co., Billings, Mont. (RCA-Whirlpool) appoints Thomas E. Heald as gen. mgr., James A. Whitson TV-radio sales mgr., E. W. Johns appliance sales mgr. . . . Alabama Appliance Co., Birmingham (Emerson) appoints Mike S. Goldman as gen. sales mgr. . . . American Elite Co., exclusive importing agent for Telefunken radios, appoints Franklin Electric Co., Philadelphia.

Gerald O. Kaye & Assoc., former Crosley-Bendix distributor in metropolitan N. Y., has consolidated its operations with Laundercenter Corp. at latter's location in Union, N. J. Kaye's building at Maspeth, L. I., has been leased to House of Seagram. Kaye, ex-Bruno-N. Y., said his company planned to remain in appliance distribution but did not indicate what lines it would handle.

SHIPMENTS OF TVs to dealers totaled 7,028,456 in 1956, when production was 7,387,029, compared with record shipments and production of 7,421,978 and 7,756,521 in 1955, reports RETMA in state-by-state tabulation (county-by-county data available to members on request to RETMA). Shipments in 5-week Dec. totaled 977,190, compared with 617,516 in Nov. and 800,192 in Dec. 1955. RETMA's state-by-state breakdown for 1956:

State	Total	State	Total
Alabama	107,710	New Hampshire	21,045
Arizona	47,850	New Jersey	223,040
Arkansas	70,195	New Mexico	25,344
California	641,663	New York	778,806
Colorado	58,502	North Carolina	150,102
Connecticut	113,669	North Dakota	28,240
Delaware	18,274	Ohio	392,310
District of Columbia	60,673	Oklahoma	90,937
Florida	238,140	Oregon	81,729
Georgia	147,751	Pennsylvania	492,842
Idaho	28,093	Rhode Island	37,480
Illinois	394,985	South Carolina	64,736
Indiana	179,985	South Dakota	27,746
Iowa	86,186	Tennessee	129,471
Kansas	79,620	Texas	365,849
Kentucky	111,830	Utah	29,074
Louisiana	126,667	Vermont	17,838
Maine	42,537	Virginia	130,674
Maryland	97,210	Washington	110,809
Massachusetts	202,488	West Virginia	79,961
Michigan	282,579	Wisconsin	134,210
Minnesota	110,791	Wyoming	9,562
Mississippi	64,692	U. S. Total	7,010,722
Missouri	164,533	Alaska	4,494
Montana	29,469	Hawaii	13,240
Nebraska	59,249	Grand Total	7,028,456
Nevada	13,580		

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Sun-powered radio-phono developed by Admiral, utilizing 48 solar cells for printed circuit radio & 7-transistor phono amplifier, gets first public demonstration Feb. 14-March 2 at R. H. Macy's N. Y. music festival. Claimed as "first," experimental radio-phono unit valued at $5000 follows Admiral's 7-cell solar transistor radio introduced in Oct. 1955, retailing now at $69.95, and "lifetime" sun-powered radio introduced 6 months later, priced now at $185.

Distribution franchise suit seeking $7,731,000 in treble damages was filed Feb. 7 in Federal Court, N. Y., by David H. Rubinger and Wm. R. McAllister against IT&T, charging that old Rubinger-McAllister Corp.'s exclusive franchise for Capehart-Farnsworth products in metropolitan N. Y. was removed without cause and given to Gross Distributors Inc. Suit charges that franchise transfer took place before Gross purchased Capehart-Farnsworth TV-radio-phono business.

Bait ads and other sales deceptions are charged in FTC complaint (No. 6724) against former set maker American Television Inc. and deForest-Sanabria Corp., Chicago, both controlled by U. A. Sanabria. Hearing is scheduled April 25 in Chicago. American Television is currently operating under Chapter XI bankruptcy proceedings.

Cross-production agreement has been signed by Philco and Westinghouse on behalf of their Mexican subsidiaries. Philco S. A., Mexico, Mexico City, will produce TVs, radios and other electronic equipment under Westinghouse label for Industria Electrica D.E. Mexico, S.A., the Westinghouse subsidiary. Latter will make Philco white goods.

Philco introduced 5 new portables, each $10 higher than comparable models they replace. New portables have handles which can be rotated and telescopic antennas which disappear into handle when not in use. Two 14-in. portables are priced at $140, the third $150; both 17-in. are $170.

New uhf antenna for translator reception on Ch. 70-83 is offered by Clear Beam Antenna Corp., Canoga Park, Cal. Termed "Kat's Whisker," it comprises 4-bay vertically-stacked dipoles with screen reflector.

Emerson introduces what it claims are "world's lowest-priced" table & clock radios. AC-DC table model (874) is priced at $14.88; clock model (871) at $17.88.

Network Color Schedules
(Feb. 17 - March 2, 1957)

Feb. 17—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Alcoa Hour*, 9-10 p.m.

Feb. 18—NBC: *Adventures of Sir Lancelot*, 8-8:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.

Feb. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

Feb. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.

Feb. 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

Feb. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Feb. 23—NBC: *Perry Como Show*, 8-9 p.m.

Feb. 24—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Goodyear TV Playhouse*, 9-10 p.m.

Feb. 25—NBC: *Adventures of Sir Lancelot*, 8-8:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.

Feb. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

Feb. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Kraft TV Theatre*, 9-10 p.m.

Feb. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

March 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

March 2—NBC: *Your Figure Is Your Fortune*, 1-2 p.m.; *Perry Como Show*, 8-9 p.m.

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All NBC affiliates will be offered on co-op basis the daily 12:30-1:30 p.m. live color *Club 60*, originated by NBC's WNBQ, Chicago, and originally scheduled only for NBC's 7 o-&-o stations.

Guarantee against decline in color prices has been given its distributors by RCA, covering all merchandise shipped on or before last Dec. 31. Price guarantee pledges, in effect, that RCA will not lower prices on its color sets this year. RCA recently increased prices of 3 color receivers by $45-$50, saying there was "no possibility" of price cuts "in the foreseeable future."

Mail campaign aimed at some 10,000 prospects is planned to start end of Feb. by RCA distributor Raymond Rosen & Co., Philadelphia. Dealers are asked to supply at least 50 names each, will be charged only for postage for 10-week series. Mailings will include color program schedules, special letters, gift offers, etc.

British debate over color standards continues, with latest technical attack on NTSC standards reported in Feb. *Wireless World*—EMI's E. L. C. White stating that system "is designed to fit a particular type of tube, which is not a really sound basis for choosing a system which must remain valid for many years to come."

Hoffman raises prices of 4 color sets, following similar actions by RCA and Admiral (Vol. 13:5-6). Models M4021 & M4041 go from $695 to $745, B4041 from $715 to $745, M4061 from $775 to $795.

RCA shipped 2 live color cameras Feb. 15 to NBC Brooklyn studios, 2 color film cameras Feb. 13 to NBC Burbank, Cal. studio.

Third live color camera has been added by pioneer colorcaster WTMJ-TV, Milwaukee, which now originates 17 hours of live color weekly.

Financial & Trade Notes: Sylvania sales set record of $313,825,804 in 1956, compared with $307,371,315 in 1955, but earnings declined to $13,706,189 ($4.03 per share on 3,330,206 common shares outstanding) from $13,812,970 ($4.29 on 3,020,871 shares) in 1955. Pre-tax income in 1956 came to $25,906,189, as against $27,912,970 in 1955.

"Unusually intensive competition in the TV set business which affected both our volume and our operating results" was blamed by pres. Don. G. Mitchell for lower earnings. He added: "The year's results again reflected the vital importance of Sylvania's broad base of operations, with our diversified product lines minimizing the effects of the volatile TV industry." Mitchell had previously commented that "excessive inventories" had caused special deals and big discounts in TV (Vol. 13:3).

Note: Sylvania is gearing for 10% increase in earnings and sales this year, treas. W. R. Seibert told Cleveland Society of Security Analysts. Biggest factors, he said, are recent acquisition of Argus Cameras, formation with Corning Glass of Sylvania-Corning Nuclear Corp., and establishment of new data processing center near Syracuse.

* * * *

CBS Inc., detailing pres. Frank Stanton's earlier comments to newsmen (Vol. 13:5), reports record earnings and sales for 1956. Consolidated profits for fiscal year ended Dec. 29 totaled $16,283,000 ($2.17 per share), or 21.5% over the $13,397,000 ($1.83) earned during 1955. Sales in 1956 totaled $354,000,000, or 12% above 1955 sales of $316,573,000. The 1956 earnings are after provision of 41¢ per share for expenses and losses related to discontinuance of CBS-Columbia last July.

Collins Radio Co. earned close to $1.38 per common share in 6 months ended Jan. 31, about same as year earlier, *Wall Street Journal* reports, quoting unidentified company official. Anticipated improvement in next 6 months should bring full year's net above $1.92 earned in fiscal 1956, spokesman said. Collins has $120,000,000 backlog of orders as of Jan. 31, "well above" last July 31.

Dividends: CBS 'A' & 'B', 25¢ (increased from 20¢) payable March 8 to stockholders of record Feb. 21; **Hazeltine**, 35¢ March 15 to holders March 1; **Famous Players (Canada)**, 37½¢ March 13 to holders Feb. 21; **Indiana Steel Products**, 30¢ March 11 to holders Feb. 21; **Columbia Pictures**, 30¢ April 30 to holders March 29.

Television-Electronics Fund lists net assets of $138,209,373 as of Dec. 31, 1956, equal to $11.79 per share on 11,724,172 shares outstanding, compared with net assets of $116,730,597 ($11.55 on 10,107,667 shares) Dec. 31, 1955.

Arvin Industries, with no breakdown for radios or TV cabinets, reports 1956 consolidated net income of $3,784,839 ($4.22 per share on 895,835 common shares outstanding) on sales of $64,612,775, compared with $4,052,091 ($4.55 on 890,625 shares) on sales of $67,421,582 in 1955. For quarter ended Dec. 31, Arvin earned $1,428,012 ($1.59 per share), as against $1,332,684 ($1.50) in same 1955 period.

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ELECTRONICS PERSONALS: **Dr. Harvard L. Hull**, Litton Industries v.p. & ex-pres. of Farnsworth Electronics, appointed gen. mgr. of subsidiary Litton Industries of Md., College Park, Md., formerly Ahrendt Instrument Co. . . . **Col. Forrest W. Donkin**, retiring as deputy commander of Army Airways Communications System, March 1 becomes v.p. & operations director of western div. of Page Communications Engineers Inc., responsible for projects in Pacific & Asian areas . . . **Walter W. Slocum** named exec. v.p. of Daystrom's Weston Electrical Instrument Corp. . . . **Rear Adm. Curtis S. Smiley** (ret.) elected a v.p. of Sterling Precision Corp. and appointed gen. mgr. of instrument div. . . . **E. Philo Davis**, ex-Hughes Aircraft, named adv. & sales promotion mgr. of Hoffman Labs . . . **J. J. Slattery** promoted to mgr. of Magnavox govt. & industrial west coast operations, headquartering at newly established offices at 2255 So. Carmelina Ave., Los Angeles . . . **Andrew F. Haiduck** promoted to exec. v.p. of Lear Inc. . . . **Frederick J. Anderson** promoted to asst. mgr. of Avionics Lab of Sylvania's Waltham Labs; he continues as mgr. of projects dept.

Network Television Billings

December 1956 and January-December 1956

(For November report see *Television Digest*, Vol. 13:4)

BILLINGS of all 3 TV networks edged up to $44,761,571 in Dec. 1956 compared with $39,398,617 in same 1955 month, bringing combined total last year to record-high $488,167,634—up 20% from 1955, according to Publishers Information Bureau. ABC led relative gains in 1956 with 49.3% increase to $76,726,129 from $51,393,434 in 1955. CBS was up 18.3% for year with $223,520,382 compared with $189,018,121; NBC, 15% with $187,921,123 vs. $163,384,796. The complete PIB Report for Dec. and all of 1956 (for preceding years, see *TV Factbook No. 24*, p. 43):

NETWORK TELEVISION

	Dec. 1956	Dec. 1955	% Change	Jan.-Dec. 1956	Jan.-Dec. 1955	% Change
CBS	$20,395,400	$17,086,161	+19.4	$223,520,382	$189,018,121	+18.3
NBC	17,666,721	16,010,878	+10.3	187,921,123	163,384,796	+15.0
ABC	6,699,450	6,301,578	+ 6.3	76,726,129	51,393,434	+49.3
DuMont*	---	---	---	---	3,102,708	---
Total	$44,761,571	$39,398,617	+13.6	$488,167,634	$406,899,059	+20.0

1956 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
Jan.	$ 6,382,046	$ 17,820,455	$ 14,695,116	$ 38,897,617
Feb.	6,418,210	16,928,361	13,845,000	37,191,571
March	6,747,928	17,884,976	15,955,688	40,588,592
April	6,173,922	17,668,950	15,136,596	38,979,468
May	6,639,132	18,260,894	15,710,403	40,610,429
June	6,119,917	17,935,789	14,186,929	38,242,635
July	5,532,030	18,481,719	13,733,765	37,747,514
Aug.	6,842,292	19,430,748	16,323,549	42,596,589
Sept.	5,673,910	18,399,872	14,932,295†	39,006,077†
Oct.	6,878,183	20,446,755	18,142,005†	45,466,943†
Nov.	6,619,109	19,866,463	17,593,056†	44,078,628†
Dec.	6,699,450	20,395,400	17,666,721	44,761,571
Total	$76,726,129	$223,520,382	$187,921,123	$488,167,634

* Effective Sept. 15, 1955, DuMont changed from a national network to a local operation.
† Revised as of Feb. 14, 1957.
Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

Four applications for translators were filed with FCC this week, bringing total to 52. Total applications for stations stood at 122 (23 uhf). Week's translator applications were: For Alturas, Cal., Ch. 72, by Alturas T. V. Club, to rebroadcast KVIP, Redding, Cal.; for Likely, Cal., Ch. 70, by Likely T. V. Club, to rebroadcast KOLO-TV, Reno, Nev.; for Ely, Nev., Ch. 70, by White Pine Bcstg. Co., to rebroadcast KSL-TV, Salt Lake City; for Redmond, Ore., Ch. 73, by Redmond Junior Chamber of Commerce, to rebroadcast KOIN-TV, Portland. [For details, see *TV Addenda 24-F* herewith.]

Voice of Democracy essay contest for high school students, sponsored annually by NARTB, RETMA and Junior Chamber of Commerce, comes to climax at awards banquet Feb. 22 at Washington's Sheraton Park Hotel, when 4 co-equal national winners receive TV sets donated by manufacturers. Winners will deliver excerpts of their prize-winning broadcast scripts.

National Community TV Assn. will split jobs of gen. counsel and exec. secy., both now handled by attorney E. Stratford Smith, who will confine duties to legal problems. Smith and ex-NCTA pres. Martin F. Malarkey are now considering applicants for exec. secy.

New affiliations: WSOC-TV, Charlotte, N. C. (Ch. 9), NBC-TV optional interconnected, about May 1; KOVR-TV, Stockton, Cal. (Ch. 13), ABC-TV full interconnected, Feb. 17. Radio KXOK, St. Louis, drops ABC this spring.

It takes 9 TV sets to keep Mrs. F. M. Cooper of Memphis supplied with programs. She dislikes fiddling with dials, so she adjusts each set to single channel, then moves from room to room to view shows she wants.

CBS was rebuked in Senate Feb. 11 for killing Eric Sevareid's Feb. 6 radio commentary in which he assailed State Dept.'s ban on coverage of Communist China by U. S. newsmen. Sen. Morse (D-Ore.) called CBS action "amazing." Deploring Administration policy, Sen. Monroney (D-Okla.) said it created climate in which "a major radio network does not allow one of our leading commentators even to discuss the subject." Both Senate speeches included script of 5-min. Sevareid broadcast which was stopped by CBS on ground it contained editorial opinion instead of news analysis. In Feb. 13 *N. Y. Times*, Jack Gould said incident pointed up "perennially difficult problem of handling news & opinion on the airwaves." But he found "fatal flaw" in CBS policy: "Its method of assuring broadcasting's fairness & impartiality may lead only to a vacuum."

Equal-time issue in political broadcasting wasn't touched in election reform bill (HR-4763) introduced Feb. 14 by Rep. Davis (D-Tenn.), chairman of Special House Committee on Campaign Expenditures which held hearings on question last session (Vol. 12:51). Davis said on floor that question of whether equal-time Sec. 315 of Communications Act needs amendment or repeal should be answered, but he wasn't ready with solution. His measure, similar to bill submitted in 84th Congress (Vol. 11:16-17) by Sen. Hennings (D-Mo.) raising limits on national committee expenditures to $12,300,000, would permit Presidential candidates to spend 20¢ per vote cast in preceding election, Congressional candidates 10¢.

Vice President Nixon, via film, will discuss public service challenge to broadcasters at opening session of Westinghouse Bcstg. Co.'s local programming conference Feb. 27-March 1 in Boston (Vol. 13:3-4-5). Filmed messages also will come from UN Undersecy. Ralph Bunche, John Hopkins U pres. Milton Eisenhower, poet Carl Sandburg. TV & radio panels on public service areas, including news, education, children's programs, religion, music will highlight other sessions. Joseph N. Welch, Army counsel in celebrated Army-McCarthy Senate hearing and *Omnibus* narrator for "One Nation" series last year, will be principal speaker at Feb. 28 dinner session in Hotel Statler.

"Real Democrats" aren't appointed by President Eisenhower to bipartisan regulatory agencies, Chairman Celler (D-N. Y.) of House Judiciary Committee complained Feb. 14. He said Congress intended members of FCC and other agencies to represent "conflicting philosophies" in competition of ideas, but that President picked only "those who voted for him." Celler's observation was interposed in civil rights subcommittee hearings. A spokesman for the Congressman said he has no plans to investigate subject.

FCC would be stripped of its quasi-judicial functions if Congress adopts proposal endorsed by American Bar Assn. Feb. 15 at 20th annual meeting of ABA's House of Delegates in Chicago. Committee headed by Ashley Sellers, of Washington, announced that ABA will ask Congress to establish separate courts to take over judicial functions of such govt. agencies as FCC, FTC, NLRB, etc.

"FCC Chairman Expected to Quit" headlined Scripps-Howard newspaper stories this week, over articles implying inside information that George McConnaughey will definitely leave at end of term June 30. It is considered probable that he'll leave, but his only comment is that he has yet to make up his mind.

Rock 'n' roll TV ban in Cuba was ordered Feb. 13 by Communications Minister Ramon Vasconcelos, who condemned it as "immoral & profane." Educators & parents have led public outcry recently against effect on teen-agers of rock 'n' roll dancing exhibitions & contests featured regularly on Havana stations.

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SUMMARY-INDEX OF THE WEEK'S NEWS — February 23, 1957

REAPPOINTMENT TO FCC offered by White House to McConnaughey, who says he hasn't made up mind about staying. Guessing about successor continues (p. 1).

COLOR-EQUIPPED STATIONS increase at modest rate. RCA's Tracy sees encouraging signs as stations enlarge facilities, new large-city CP-holders build (p. 1).

DEINTERMIXTURE ZERO HOUR is Feb. 26, when FCC hopes to finalize allocations decisions. Pa. uhfs unite for "UHF Preserve"; Neuberger hits Craven Plan (p. 2).

FORD FOUNDATION sells TV-radio Workshop and Omnibus to Robert Saudek, but says its interest in TV remains high, cites continuing commitments (p. 3).

WESTINGHOUSE DISTRIBUTION pattern altered by creation of new subsidiary and factory field sales force designed to split TV from non-consumer items (p. 8).

GUARANTEED ANNUAL WAGE in TV-radio industry is sought by IUE, irked by continuing layoffs; RETMA declines to take direct role in meetings with union (p. 9).

SUBSCRIPTION TV discussed by FCC, no trend apparent, will be taken up again first week of March. Examiner favors WVJS for Ch. 9, Hatfield, Ind. (p. 4).

WCDC, ADAMS-PITTSFIELD, Mass. resumes operation as satellite of WCDA, Albany, making second uhf satellite for station. Translators testing (p. 4).

McCONNAUGHEY SAYS REAPPOINTMENT OFFERED: To spike rumors he is being "dumped" by Administration, FCC Chairman McConnaughey this week said that he has been offered reappointment when term expires June 30 but that he still hasn't made up his mind whether to accept. He said "personal" reasons are involved. These are understood to be desires of family to return to Columbus, O.

McConnaughey was irked by Feb. 18 N.Y. Times story reporting "there is talk around town that the White House has decided to 'dump' McConnaughey [and] that Administration officials have not been pleased with the way [he] has handled matters."

Because McConnaughey says he hasn't yet made up his mind, speculation as to possible successors will continue. Herewith is handy guide of names mentioned to date, to be consulted with tongue in cheek and with full awareness that dark horses are appointed more often than not:

Former Sen. George H. Bender (R-O.), who was defeated by Democrat Frank J. Lausche. George H. Clinton, W.Va. broadcaster and hard-working Republican leader. Warren E. Baker, FCC general counsel who has kept his nose clean. Former Rep. Harris Ellsworth (R-Ore.), former broadcaster (KRNR, Roseburg, Ore.), recently nominated as member of Civil Service Commission but still regarded as possible candidate for FCC, sooner or later. Samuel L. Golan, member of International Boundary Commission; he's a Chicago lawyer, highly regarded by Illinois Republicans. There'll be more.

COLOR STATION GROWTH—GRADUAL, PERSISTENT: Number of stations equipped to originate color has been increasing at only modest rate, it's evident in comparing listings in our current Factbook with tabulation in previous Factbook 6 months ago. However, the trends and portents are encouraging, according to the man most intimately concerned with selling color equipment -- E.C. Tracy, mgr. of RCA broadcast & TV equipment dept. Checking "color status" reports, we find these changes in 6 months:

(1) Now capable of live originations -- 21 NBC affiliates, 14 CBS, 7 ABC & independent. Six months ago, there were 18 NBC affiliates so equipped, 12 CBS (ABC & independents not tabulated then).

(2) Now equipped for film & slide originations -- 50 NBC affiliates, 40 CBS, 16 ABC & independent. In last Factbook, 38 NBC affiliates were so listed, 31 CBS.

Here's Tracy's outlook: "I'm encouraged by the fact that when stations are rebuilt, enlarged, etc., color is considered basic almost universally. If stations don't buy all the color equipment immediately, they almost always make complete

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provision for it. Another important fact is that new stations, in large markets, frequently start right out with color."

Example of rebuilt station acquiring color equipment is WGAL-TV, Lancaster, which dedicates new building this week end. Example of new station is the upcoming WFGA-TV, Jacksonville, which has acquired 2 RCA live cameras.

Latest station due to begin live colorcasts is uhf WBRE-TV, Wilkes-Barre (Ch. 28), starting March 4 with full week of special color features -- on-air and closed-circuit -- from Fowler, Dick & Walker dept. store. Including network & local, station plans to telecast 25 hours of color weekly, hopes eventually to convert its special educational religious programs to color.

Tracy foresees color equipment sales continuing at about same clip for next few months. He says there's no price change in sight. Live camera chains, cut from $65,000 to $49,500 year ago, will remain steady, as will 3-V film chains at $39,500.

Stations' color buying plans are constantly changing, but here is what they estimated when last surveyed by NBC & CBS: 13 plan to buy live equipment this year, 4 next year; 19 aim to buy film & slide chains this year, 5 next year.

As for stations capable of rebroadcasting network color, we count 258 -- 134 of them NBC affiliates, 124 CBS. This compares with 113 NBC, 116 CBS, six months ago. ABC isn't originating color yet, talks about doing so next year.

ZERO HOUR ON DEINTERMIXTURE AT HAND: Feb. 26 is still "Der Tag" for final go-round on allocations -- FCC hoping to reach decisions then on all major pending proposals.

Best bet is that Commission will stick close to original instruction votes (Vol. 13:3,6). Yet there's always possibility that commissioners' second thoughts will reverse some 4-3 votes -- for examples, Madison, Peoria, Hartford.

Chairman McConnaughey and Comr. Craven emerge as key men in deintermixture voting -- with Comrs. Hyde, Bartley & Lee rather consistently pro-deintermixture and Doerfer & Mack generally opposed. This situation naturally heightens interest in whether McConnaughey will remain on Commission after his term expires June 30. Some parties involved in critical cases are working for delays on the chance that -- if McConnaughey leaves -- the "right man" is appointed.

They're not leaving it entirely to chance -- some are hard at work beating the bushes to find a replacement for McConnaughey who will vote their way. At the same time, parties satisfied with the way things are going now are working to retain the status quo FCC membership. To no small degree, this background activity accounts for talk about possibility of chairman's leaving the FCC and for the ever-popular game of dropping names of possible successors (see p. 1).

* * * *

In the "campaigning" on allocations, there were 2 significant events this week -- clash between Sen. Neuberger (D-Ore.) and Comr. Craven over "Craven Plan" and its effect on educational TV, and an emergency mass meeting of 11 Pa. & N.Y. uhf operators to call for "UHF Preserve" in central & northern Pa. & south central N.Y.

The uhf operators' meeting, held Feb. 21 in Wilkes-Barre and spearheaded by WBRE-TV's David Baltimore & WILK-TV's Tom Shelburne, resulted in a manifesto which was sent to all FCC commissioners, Senate & House Commerce Committees, networks, etc., calling for inviolate preservation of the uhf stronghold in that Pa.-N.Y. area, which encompasses 27 authorized uhf outlets (13 operating) plus 21 additional uhf assignments -- and only one currently operating vhf (WNBF-TV, Binghamton).

Immediate objective of group is to urge deletion of Elmira's Ch. 9 drop-in -- due for Feb. 26 consideration by FCC. This loosely knit "Committee for the Maintenance of a UHF Preserve" asked Commission to recognize the area as a uhf preserve and protect it from "any additional vhf assignments or new vhf operations." Such a preserve, encompassing more than 6,500,000 people, would be helpful in testing and proving uhf, both technically and commercially, it said.

Signatories of uhf statement included representatives of WBRE-TV & WILK-TV, Wilkes-Barre; WGBI-TV, Scranton; WSYE-TV, Elmira; WKOK-TV, Sunbury; WNOW-TV, York; WSEE, Erie; WHP-TV & WTPA, Harrisburg; WBPZ, Lock Haven. Others may join.

Oregon's Sen. Neuberger got involved in hot dispute over Craven Plan to rescind allocation table and consider applications on case-to-case basis (Vol. 12:52, 13:1) when he charged in Feb. 18 Congressional Record that the proposal amounts to an attempt to destroy educational TV reservations.

Comr. Craven shot back letter telling Neuberger he was "misinformed" and that his plan "not only favors educational TV in a constructive manner but also goes further than the Commission's existing policy [in] terms of flexibility and efficiency." He pointed out that if educational institutions wished to make use of their channels they had but to tell FCC and his plan would offer "cooperation and encouragement." He blamed JCET exec. director Ralph Steetle for misrepresenting his proposal.

Apparently unconvinced, Neuberger inserted Craven's letter in Feb. 21 Record, commenting: "While Comr. Craven offers a defense of his proposal to reassign unused educational TV channels, he admits that if, under his proposal, educational TV channels are not used within a reasonable time, his plan provides for other uses of such channels. This is precisely what I am opposed to, for it means that these channels will go to commercial operators, and it forces educators to determine now their future use of educational TV channels. Educators need further time..."

Senator also asked Steetle's reaction, putting his letter in record, too. Said Steetle: "We believe that any such action [elimination of allocation plan] at this time would seriously jeopardize the development of educational TV throughout the United States and unquestionably deal a fatal blow to plans for the establishment of educational stations in virtually all communities that do not now have stations on the air or under construction."

On another allocations front this week, role of TV Allocations Study Organization was evaluated by NARTB pres. Harold E. Fellows. Addressing Conference of State Presidents of Bcstr. Assns., he stated: "It would be foolhardy to assume that this industry group...being voluntary and set upon a policy of fact-finding and not conclusion...could solve this whole difficult pattern of electronic contradictions."

FORD FOUNDATION SELLS WORKSHOP, OMNIBUS: Ford Foundation's immense interest in TV, particularly educational TV, remains undiminished despite sale this week of its TV-Radio Workshop and Omnibus to Robert Saudek, veteran producer who has been serving as director of the Workshop. He'll set up own organization, Robert Saudek Assoc., as strictly commercial venture, to produce and market Omnibus. In addition, Saudek is negotiating for transfer of Omnibus title and library of films used on show, plus kines of show itself. Price of transaction was not revealed.

Henry T. Heald, pres. of Ford Foundation, said that TV-Radio Workshop had been created in 1951 to prove that "cultural TV of high caliber could compete successfully for a large and loyal audience on a standard TV network." The experiment, he said, had been successful -- hence there was no need for Ford to continue in it.

Clarence Faust, v.p. of Ford Foundation, tells us that inference should not be drawn that the vast philanthropic organization's interest in TV has declined one whit. As examples of how deeply Ford is committed, he cited:

(1) Educational TV & Radio Center at Ann Arbor, Mich. has been granted about $2,000,000 a year through 1959.

(2) Joint Council on Educational TV recently received renewal of $125,000 grant for 1957, with expectation that it will be continued indefinitely.

(3) National Assn. of Educational Broadcasters has been given total of $94,000 through July for its various projects and workshops.

(4) Land-grant colleges have been appropriated $1,500,000 for release-time educational TV purposes, of which only about $400,000 has been spent.

(5) Fund for Advancement of Education has spent about $2,500,000 since 1953 as part of its continuing experiment in closed-circuit classroom use of TV. This experiment will continue indefinitely. Most widely publicized element in that program is closed-circuit hookup of Hagerstown, Md. public schools (Vol. 13:3).

Fund for Adult Education's investment in direct construction grants for educational TV stations, which has amounted to about $2,000,000, will shortly run out. Faust says that this fund will not be renewed; it's felt the need has diminished.

SUBSCRIPTION TV examination was started by FCC this week, but it didn't get beyond stage of staff presentation. Attorney Louis C. Stephens, of Rules & Standards Div., carried the ball—but commissioners' questions weren't revelatory of any trend. Discussion is due to resume first week in March.

NARTB's attitude on toll TV was emphasized forcibly this week, when pres. Harold E. Fellows addressed NARTB Conference of State Presidents of Broadcasters Assns. NARTB's position, he said, is that no TV channels be used for subscription TV; that viewers should continue to have "freedom of choice without conditions—such as dropping a coin in the slot." Pay-TV proponents should find own channels, he said, or use "other means" to get their signals into homes.

Week brought another examiner's initial decision in vhf case—Thomas H. Donahue favoring WVJS, Owensboro, Ky. over WOMI-*Owensboro Messenger* and *Inquirer* for Ch. 9, Hatfield, Ind. (Evansville area). Choice was simple, he said. Applicants were about equal in all respects, so FCC's diversification policy dictates choice of radio-only applicant over radio-newspaper competitor. "Seldom in the annals of Commission precedent," he said, "has the diversification concept so clearly pointed to the applicant which should be preferred for grant." Donahue's decision may become moot—for FCC has voted tentatively to turn Ch. 9 over to educators, along with moving Ch. 7 from Evansville to Louisville.

No letup, meanwhile, in fight over Miami's Ch. 10. Eastern Airlines has filed with Court of Appeals, challenging grant to National Airlines, following similar filing last week by WKAT. Argument over requests for stay of CP is set for Feb. 28, may be postponed.

In the new-CP category, Commission finalized grant of Ch. 7, Laurel, Miss. to Laurel TV Co., authorized Ch. 74 translator in Pagosa Springs, Colo., Ch. 70 translator in Manson, Wash.

Commission also authorized WKST-TV, New Castle, Pa. (Ch. 45) to move transmitter to Youngstown, O.—but specifically made grant contingent on showing, via field intensity survey, that station's coverage of New Castle would comply with its rules. Also authorized was change of city designation for WLAC-TV (Ch. 5)—from Old Hickory to Nashville, Tenn.

Following petitions for channel changes were received: (1) Shift Ch. 13 from Yuma, Ariz. to El Centro, Cal., filed by KYAT, Yuma (Ch. 13 CP-holder). (2) Add Ch. 3 or 8 to Harrisburg, Ill., by WSIL-TV, Harrisburg (Ch. 22). (3) Add Ch. 10 to Lafayette, Ind., by WFAM-TV, Lafayette (Ch. 59). (4) Add Ch. 2, 7 or 8 to Knoxville, by WTVK, Knoxville (Ch. 26). (5) Add Ch. 3 to Thermopolis, Wyo., by KWRB-TV, Ch. 10 CP-holder in Riverton.

RESUMING AS SATELLITE of WCDA, Albany, N. Y. (Ch. 41), WCDC, Adams-Pittsfield, Mass. (Ch. 19), formerly WMGT, got going again Feb. 22. This makes second satellite operated by the CBS-TV affiliate which is owned by Lowell Thomas group. Other is WCDB, Hagaman, N. Y. (Ch. 29). New owners acquired WCDC for $379,206 from Leon Podolsky and associates (Vol. 12:49, 13:6); in approving sale, FCC waived rules covering overlap between the 2 stations.

Len Lavendol, who was WMGT chief engineer, remains with WCDC as resident mgr. WCDA base hour is $500. Rep is Harrington, Righter & Parsons. Box score of operating stations remains at 497 (96 uhf), because WMGT wasn't subtracted from total when it went dark temporarily.

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Full, regular licenses must be sought by TV stations in stricter compliance with rules, FCC announced this week, stating that special temporary authorizations (STAs) for operation will not be issued after April 1—except for short-term equipment-change purposes. Reason for new policy, Commission said, is that proper equipment is readily available and stations have no excuse for not seeking conventional licenses. Commission feels that many stations have had long extra lease on life, without undergoing license-renewal scrutiny, under the STA procedure. Existing STAs will be examined on case-to-case basis whenever their extensions are requested—with goal of converting all to licenses as soon as possible.

Translators on equipment tests: K73AB and K7OAJ, Trinidad, Colo. on Feb. 17 began repeating KKTV, Colorado Springs and KCSJ-TV, Pueblo. K73AD, Palm Springs, Cal. on Feb. 19 began repeating KRCA, Los Angeles. Grant of CP to latter has been protested by community antenna system there controlled by Paramount Pictures which is expected to ask Commission to stay translator operation.

Cornerstone of studio building for KETV, Omaha (Ch. 7), due to begin operating by fall, will be set in Feb. 26 ceremonies. Sealed box will contain 9-in. GE TV set, prophesies by govt., business & professional leaders to be opened in 2007. Speakers include pres. Sigurd S. Larmon of Young & Rubicam, graduate of Omaha high school.

NARTB is cooperating with WDAY-TV, Fargo, N. D., in its defense against $150,000 libel suit filed by Farmers Union of N. D. because, it charged, a speech by a minority-party candidate in U. S. Senatorial race defamed it. Speech was carried by WDAY-TV in accordance with equal-time provisions of Sec. 315 of Communications Act. Robert L. Heald, chief attorney of NARTB, told Conference of State Presidents of Broadcasters Assns. in Washington Feb. 21-22 that NARTB was cooperating in defense as means of testing effectiveness of Sec. 315. Other developments at conference: Charles H. Tower, mgr. of employer-employe relations dept., said NARTB plans to renew efforts to exempt small-market stations (less than 50,000 pop.) from overtime provisions of Wage-Hour Act, saying it would offer relief to ⅔ of radio stations, ¼ of TV stations; special welcome was extended to Harvey C. Smith (WDEL, Wilmington), pres. of newly formed Delaware Bcstrs. Assn., whose inclusion made membership roster complete with 48 states; Howard Bell, asst. to NARTB pres. Harold E. Fellows and State Assn. Coordinator, urged state groups to form local freedom of information committees, saying TV will be treated as a "second-class medium" until equal access to courtrooms and legislative sessions is granted; Vincent Wasilewski, mgr. of govt. relations, said state groups would be called on for help in getting broadcast license period extended to 5 years, a proposal re-endorsed in luncheon speech by FCC chairman George C. McConnaughey.

RCA consulting engineers' seminar Feb. 26 in Hotel Statler, Washington, includes these sessions: transmitters & antennas, E. N. Luddy, moderator—"One & 5 Megawatt UHF TV Packages," J. E. Young & H. E. Gehring; "50 kw & 250 w AM Transmitters & Remote Control," C. J. Starner; "Precise Carrier Frequency Control for TV," W. C. Morrison; "New TV Traveling-Wave Antenna," H. N. Wescot. TV studio equipment, W. B. Varnum, moderator—"Status of Color TV," G. W. Bricker; "TV Reference Signal," J. W. Wentworth; "Video Switching Systems," A. F. Inglis; "Unattended Operation," A. H. Lind; "Microwave Equipment," M. Berry; "New TM-21 Color Monitor" & "The New TA-9 Stabilizing Amplifier," J. W. Wentworth; "TP-7 Slide Projector," A. H. Lind.

Transportation & communications subcommittee of House Commerce Committee, responsible for TV-radio investigations was selected Feb. 21. New Commerce Chairman Harris (D-Ark.) keeps chairmanship of 13-man unit he held in 84th Congress. Other Democrats on subcommittee are Reps. Roberts (Ala.), Staggers (W. Va.), Rogers (Tex.), Friedel (Md.), Flynt (Ga.), Macdonald (Mass.). Republicans are Reps. Wolverton (N. J.), O'Hara (Minn.), Hale (Me.), Springer (Ill.), Derounian (N. Y.), Younger (Cal.). Three Democrats on subcommittee last session—Reps. Williams (Miss.), Mack (Ill.), Dollinger (N. Y.)—dropped off. Holdover Republicans kept assignments. Subcommittee set no meeting on agenda or staff for session, but Committee counsel Kurt Borchardt is expected to get communications assignment again. Meanwhile, full Committee delayed naming subcommittee for its announced investigation of administrative agencies.

BBDO had record billings of $194,500,000 in 1956, increase of more than $30,000,000 over 1955—and 1957 billings are currently running at rate of $200,000,000. So reported chairman Bruce Barton in closed-circuit telecast during agency's convention Feb. 21. Of the 1956 billings, TV accounted for 33.5%; radio, 5.9%; general magazines, 22.5%; newspapers, 19.1%; "mechanical production," 7.8%; trade papers, 5.6%; outdoor and car cards, 3.6%; farm papers, 1.4%. Other random data: half of BBDO's 1956 billings came from N. Y. office; 153 clients were served in 1956, 46 billing more than $1,000,000 each; average BBDO account has been with agency 14 years; agency has 2238 employes; largest BBDO stockholder owns less than 5% of agency's stock. BBDO pres. Ben Duffy, convalescing from serious stroke, watched telecast on specially-installed monitor at home in Rye, N. Y.

All 78 USIA transmitters will be used for first time in 15th VOA anniversary program Feb. 25 featuring talk by President Eisenhower—first by a President to be addressed directly by radio to people of world. Program, "Freedom to Listen," will be carried in 42 languages. VOA began in pre-Pearl Harbor Office of Coordinator of Information at time when Germany & Japan alone operated 114 propaganda transmitters. USIA now is worldwide $113,000,000 business and seeks $140,000,000 budget (Vol. 13:3). But agency's 7th report to Congress, issued Feb. 21, points out U. S. still lags far behind totalitarian powers in propaganda campaigns. Communist Poland, e.g., spends $17,500,000 annually just to jam VOA broadcasts—equivalent to total cost of VOA.

"Detailed analysis" of USIA is needed to see whether it needs new TV-radio facilities sought from Congress in $140,000,000 budget (Vol. 13:3), Senate Appropriations Committee investigator Paul J. Cotter reported Feb. 14. Cotter found agency performing "quite satisfactorily" at many of 27 USIA field installations in 16 countries he visited during 2-month inspection.

Broker James W. Blackburn forms new Blackburn & Co. firm, starting March 1, following dissolution of Blackburn-Hamilton Co. His former associates have organized Hamilton, Stubblefield, Twining & Assoc. (Vol. 13:7). Principals in new firm are Blackburn and Jack V. Harvey, with offices in Washington Bldg., Washington (Sterling 3-4341) and Clifford B. Marshall, in Healey Bldg., Atlanta (Jackson 5-1576).

New Canadian microwave extension targets, according to CBC: April 28—Timmins, Ont.; Brandon, Man.; Regina, Sask. June—Saskatoon, Sask. Nov.—Calgary, Edmonton & Lethbridge, Alta. March 1958—Sault Ste. Marie. June 1958—Vancouver, B. C. Also due Nov. 1957 is interconnection from Montreal to Atlantic region, including Charlottetown, P. E. I. French network is due to add Jonquiere & Rimouski, Que. July 1957.

Radio station sales reported this week: WKNK, Muskegon, Mich. by Nicholas W. Kuris and wife for $150,000 to Music Bestg. Co. (Paul F. Eichorn, pres.), owner of radio WGRD, Grand Rapids, Mich. KRGI, Grand Island, Neb. by Grand Island Bestg. Co. Inc. (Robert L. Lester, pres.) for $145,000 to James Stuart, also pres. of radio KFOR, Lincoln, Neb. KBMY, Billings, Mont. 50% by Don C. & John W. Foote for $59,000 to other stockholders, principals being Horace S. Davis and Rockwood Brown Jr. family. KVWO, Cheyenne, by W. J. Harpole, Troyce Harrell, Kermit Ashby & Arthur Kline for $57,000 to Great West Co. Inc.; new owners are A. C. Etter, also 25% owner of radio KWKC, Abilene, Tex., 19% of KTOW, Oklahoma City; E. L. Thornton, owner of Abilene dept. store and 19% of KTOW; W. P. Wright, Abilene businessman; Norman E. Jorgensen, Washington attorney, also owner of 25% of WMEG, Eau Gallie, Fla. and WALY, Herkimer, N. Y. WTOK, Meridian, Miss. by owners of WTOK-TV (Ch. 11); paying $56,200 for WTOK is New South Bestg. Corp. (J. W. Carson, pres.), whose ownership interlocks with Miss. radios WCLD, Cleveland; WLSM, Louisville; WNSL, Laurel.

Radio station sales approved by FCC this week: WKXL, Concord, N. H. by H. Scott Killgore's Tele-Broadcasters Inc. to co-owners WKNE Corp. (Joseph K. Close) and Frank B. Estes for $50,000 cash plus $58,000 in obligations (Vol. 13:3). WFPR, Hammond, Ind. by Cyril W. Reddoch & Ralph L. Hooks (also owners of KREH, Oakdale, La.) to Airweb Inc. for $52,500; Airweb co-owners are John E. Judd, mgr. of radio WEND, Baton Rouge, and Baton Rouge businessmen Robert S. Boeker & Jesse L. Webb Sr. (Vol. 13:1). KOMA, Oklahoma City, 14½% by owners headed by Burt Levine to station mgr. Sol Schildhause, ex-chief of FCC's TV application branch, for $24,727 (Vol. 13:4).

Marshall Pengra gets 20% of KLTV, Tyler, Tex (Ch. 7) for $7460, plus assumption of 20% of obligations; according to application filed with FCC to change ownership from Lucille Ross Lansing to partnership in which Mrs. Lansing and husband Gerald Hall Lansing will each hold 40%. Mrs. Lansing remains sole owner of radio KGKB, Tyler; Pengra also owns ⅓ of radio WATO, Oak Ridge, Tenn. KLTV balance sheet for Oct. 31, 1956 lists $144,271 in notes payable in year's time, $237,234 in long term notes. It also shows $350,923 in fixed assets, $86,314 current assets ($55,620 accounts receivable) out of $442,490 total assets.

CP for KBAY-TV, San Francisco (Ch. 20) is being sold by Dr. & Mrs. Leonard Averett for $1750 to Sherrill C. Corwin. Purchaser also owns 15% of KAKE-TV, Wichita (Ch. 10) & KAKE, and 11% of Cal. radio stations KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe. Averetts acquired CP from Lawrence Harvey in 1954 (Vol. 10:45, 11:1). Corwin says he'll spend $225,000 for construction, $275,000 for first year's operation. He shows net worth of $1,330,600.

O. E. Richardson's sale of WFAM-TV, Lafayette, Ind. (Ch. 59) with radio WASK for $330,000 (Vol. 13:4) was approved this week by FCC. New owners: Henry Rosenthal, station's asst. mgr., 25% (also 25% of applicant for AM in Crawfordsville, Ind.); Alvin H. Huth, tax expert and secy.-treas. of National Homes, 25%; D. & B. Equipment Corp. (Jack M. Drysdale, pres.), 50%.

Gerity Bestg. Corp. (WNEM-TV, Saginaw & radios WPON, Pontaic, and WABJ, Adrian, Mich) appoints newly formed John S. Allen & Assoc., Miami, as consultants. Latter firm is headed by John S. Allen, ex-v.p. & gen. sales mgr. of WTVJ, Miami.

Gates Radio Co., manufacturer of radio transmitters and other electronics equipment, marks 35th anniversary.

Personal Notes: Weston C. Pullen Jr., chief representative of Time Inc. in negotiations for company's broadcasting interests, including recent purchase of Bitner stations (Vol. 12:50-52), elected v.p. in charge of all TV-radio operations, reporting to Time Inc. pres. Roy E. Larsen; Pullen joined *Time* in 1939 as an office boy, rising to most recent title of asst. to exec. v.p. Charles L. Stillman . . . Robert Lewine, NBC-TV v.p., given responsibility for all nighttime network programs, with v.p. Mort Werner in charge of daytime programs, plus *Today*, *Home* & *Tonight*, both reporting to Emanuel Sacks, v.p. in charge of TV network programs; Walter D. Scott, v.p. & TV sales director, assumes administrative responsibility for TV network sales, with v.p. Michael H. Dann taking charge of sales of spectaculars & special shows . . . James Stabile, ex-ABC v.p. & gen. counsel who moved to NBC few weeks ago, assigned as mgr. of talent negotiations . . . Louis B. Ames, feature editor & production mgr. of *Home*, named theatrical div. director of NBC's California National Productions, succeeding Alfred R. Stern, now director of NBC international operations . . . Richard A. Harper promoted to gen. sales mgr. of MGM-TV, supervising sales of feature films, commercials & film shows to TV; he's succeeded by Sol Schreiber as operations director . . . John F. Whalley, business affairs director of NBC's WNBQ, Chicago, promoted to operations director of WNBQ & WMAQ; Russell G. Stebbins, sales director of WNBQ & WMAQ, to concentrate on TV sales only, with Harry D. Trigg concentrating on TV programs; Howard W. Coleman promoted to station mgr. of WMAQ . . . David M. Greene named mgr. of KCCC-TV, Sacramento, succeeding Al J. Richards, now devoting full time as sales mgr. . . . Jack Murphy, program director of KOOL-TV, Phoenix, promoted to asst. mgr. of station, reporting to pres.-gen. mgr. Tom Chauncey . . . Ralph Hansen, ex-WHAS-TV, Louisville, named program mgr. of KYW-TV, Cleveland . . . Warren Park, ex-WFMJ-TV, Youngstown, named program mgr. of WMUR-TV, Manchester, N. H., succeeding Wm. A. Gildersleeve, now promotion mgr. . . . James H. Burgess promoted to national sales mgr. of WLWA, Atlanta . . . Henry Jaffe, national counsel of AFTRA for 20 years, resigns to concentrate on TV production field . . . Malcolm Beelby, ex-Paramount Pictures, joins CBS-TV, Hollywood, as director of music operations, succeeding Lud Gluskin, now devoting full time to creative music activities for CBS-TV & Radio . . . J. C. Hauser promoted to asst. commercial mgr. of KOTV, Tulsa . . . Jones Scovern, v.p. of reps Peters, Griffin, Woodward Inc., also elected treas. . . . David R. Wilson resigns as director of press relations for Crosley stations to join promotion dept. of *Cincinnati Post;* Joe Cella, ex-*TV Guide*, named press relations mgr. of WLWT & WLW, Cincinnati . . . Arthur Sprinkle promoted to mgr. of KULA-TV, Honolulu, Bob Denison and Ted Scott co-mgrs. of radio KULA, all reporting to gen. mgr. Jack Burnett . . . Joseph L. Brechner, mgr. of radio WGAY, Silver Spring, Md., to leave Feb. 28 for Kabul, Afghanistan, to advise Radio Kabul on broadcasting . . . Louis J. Volpicelli, ex-CBS & ABC, named production mgr. of WSUN-TV, St. Petersburg, Fla. . . . Walt Plant named administrative exec. in charge of TPA's newly consolidated central & Chicago divs., reporting to Bruce Eells, v.p. of western operations.

Obituary

Charles F. Gannon, 54, N. Y. adv. & public relations executive, died Feb. 16 of heart attack at Dupont Plaza Hotel, Washington, while on business trip. Recently associated with ex-VOA director Jack Poppele in "Santa's Land" recreation park in Putney, Vt., he had been a stockholder in losing applicant for Ch. 3, Hartford, headed by Harry C. Butcher & Clifford S. Strike. Gannon was Benton & Bowles v.p. 1943-1951, previously was v.p. of Arthur Kudner Inc. and Erwin Wasey & Co., served as program director of WOR, N. Y. in 1920's. Surviving are his widow, a daughter, a brother.

Carveth Wells, 69, explorer-author-lecturer and pioneer radio figure who recently had TV series in Los Angeles, died there Feb. 16 following heart attack. He wrote 18 books, lectured at schools and on radio before starting TV show, *Carveth Wells Explores the World*, in collaboration with wife, Zetta. She will continue program alone. Also surviving are a daughter and 4 grandchildren.

Thomas P. Littlepage Jr., 49, member of Washington law firm of Littlepage & Littlepage, and son of pioneer radio attorney, died Feb. 16 of cancer after 6-month illness. Surviving are his widow, a son, a daughter, a sister, 2 brothers.

Martin I. Levy promoted from asst. chief to chief of FCC's TV Applications Branch; Edward J. Brown from Hearing Div. to chief of Renewal Branch. Other Commission staff changes: Marguerite M. Van Dyke retires Feb. 28 as chief of Broadcast License Div. TV Branch after 28 years with FRC & FCC, having served Govt. 36 years; Joseph N. Jackson, chief of Docket Div. File Branch, retires Feb. 28, having served FRC & FCC 27 years, Govt. 37 years; Robert W. Loehne, asst. chief of Broadcast License Div. TV Branch, becomes asst. chief of Docket Div. Feb. 25.

Dictionary of dates—*When Did It Happen?*—compiled by Stanford Mirkin, senior editorial researcher for CBS news & public affairs, has been published by Ives Washburn Inc., N. Y.

Fred Niles Productions, Chicago TV film producer, forms industrial show & sales meeting div., to be headed by Arnold Coty, independent industrial show producer.

J. L. Van Volkenburg, retired pres. of CBS-TV, to receive outstanding achievement award from alma mater U of Minnesota on Charter Day, Feb. 28.

Bernard Herman Ridder, director of Ridder Publications (WCCO-TV, Minneapolis-St. Paul) decorated by Spanish Govt. for work in photography.

Triangle Stations moves national sales offices to 485 Lexington Ave., N. Y.

ADVERTISING AGENCIES: Joseph J. Hartigan elected vice-chairman of Campbell-Ewald & re-elected senior v.p.; Lawrence R. Nelson elected chairman of exec. committee and reelected senior v.p.; Colin Campbell elected senior v.p. . . . John Matthews elected v.p. & mgr. of copy dept., Leo Burnett Co.; Howard Shank, Ernest Evers & Ben S. Laitin elected v.p.'s & assoc. copy directors, each with responsibility for a major div. of live TV, radio copy & radio dept. . . . Chris Cross, Grant Adv. v.p., to head western foreign operations, headquartering in new San Francisco international office . . . Robert W. Ballin transfers from N. Y. to Hollywood TV-radio dept. of Sullivan, Stauffer, Colwell & Bayles; Corey Allen, senior producer in N. Y. TV-radio dept., named contact man on all new programs in N. Y. . . . Sherwood Dodge, v.p.-gen. mgr. of N. Y. office of Foote, Cone & Belding, appointed national marketing director . . . Leonard Keenon named TV art director of Kenyon & Eckhardt.

Top 10 agencies in spot billings were led again by Ted Bates in 4th quarter of 1956, reports TvB. Bates held same position throughout year. Report supplementing TvB's release of N. C. Rorabaugh Co. data on top 1956 advertising expenditures (Vol. 13:7) listed these other agencies in order: McCann-Erickson, Young & Rubicam, Dancer-Fitzgerald-Sample, Benton & Bowles, J. Walter Thompson, BBDO, Leo Burnett, Compton, N. W. Ayer.

Telecasting Notes: What happened to the kiddie show? Feb. 18 *Advertising Age* harks back to days of *Howdy Doody* and *Hopalong Cassidy* in interesting analysis—based on interviews with network people, sponsors and agencies—of why the golden days of the kiddie show are over. Says *Ad Age:* "In the early days of TV, everybody had a favorite story about the terrific impact of TV on children . . . If you listened to enough of these heady success stories, you could almost believe that the shopping responsibility had been completely usurped by the children. It is difficult to say how much of this was fact and how much legend" . . . **The few kiddie shows still on air are** having sponsor trouble. ABC-TV's *Mickey Mouse Club* cuts back to 30 min. in April; CBS-TV's high-rated *Captain Kangaroo* is far from sold out. *Ad Age* survey indicates that sponsors still want kids in audience—but they want their parents, too, and prefer to concentrate on all-the-family shows . . . **These are reasons given** for advertisers' switch away from kiddie shows: (1) Only a limited number of products aim at children's market. (2) Since many kiddie shows were sold on partic. basis, "product conflicts invariably keep out some people who might like to buy." (3) Many manufacturers interested in kid market are strictly seasonal advertisers. (4) Sponsors complain about "overcommercialization" of such shows as *Mickey Mouse*. (5) TV has made kids more sophisticated; they now often prefer adventure and family-type shows to programs aimed especially at moppets . . . **For first time in 5½ years,** a regularly scheduled NBC-TV show out-Trendexed CBS-TV's *Lucy* in Mon. 9-9:30 p.m. period—with contestant Charles Van Doren leading *Twenty-One* to slim 30.6-to-30 victory . . . **ABC-TV had 2 shows** in Trendex Feb. top 10 list, *Wyatt Earp* showing up in third place with 30.7 rating (after *Ed Sullivan's* 34.9 and *Lucy's* 30.8) and *Disneyland* ninth with 27.5 . . . **Top-rated** *I Love Lucy* may become once-a-month 60-min. show if negotiations between Desilu Productions and sponsors General Foods and Procter & Gamble bear fruit . . . **Food products makers** are biggest buyers of syndicated TV films, survey in Feb. 20 *Variety* indicates, with beer, gas-oil-automotive, retail stores, soft drinks, furniture-appliances, banks & financial institutions the runners-up . . . **Screen Gems'** gross from TV film showings in foreign markets is currently at annual rate of $3,000,000 . . . **TPA gets world sales & distribution** rights to Jack Wrather's *Lone Ranger* TV films—**not including** U. S., Canada & England . . . **Batjac Productions,** movie production firm owned by actor John Wayne, moves into TV films with series called *Flight,* based on activities of Air Research & Development Command . . . **"TV's first original 2-hour drama"** is billing given by CBS-TV's *Studio One* for 2-part play, "The Defender," by Reginald Rose, to be presented Feb. 25 & March 4 . . . **New time slot being sought** by NBC-TV for *Robert Montgomery Presents,* being dispossessed next season by new drama series *Crisis,* Mon. 10-11 p.m., which will include 10 filmed shows produced and directed by Alfred Hitchcock and 10 more by a film company he will establish.

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Squall over **"Martin Luther"** film cancellation by WGN-TV, Chicago (Vol. 13:6) blew on this week with (1) filing of formal FCC petition by Action Committee for Freedom of Religious Expression for "appropriate action" against station, (2) admission by Catholic lay weekly *Commonweal* that "deplorable" pressure by Catholics caused WGN-TV to drop movie, (3) comment by Jack Gould in *N. Y. Times* that Action Committee's tactic to force showing of film "borders on the ludicrous." FCC petition, seeking hearings on WGN-TV's application for full-power license, was accompanied by protests signed by 150,000 persons. *Commonweal* said Catholics "damaged the fabric of our democratic society" by inducing station to stop filmed life of Protestant leader. Gould said WGN-TV made "error in judgment," but that attempts by Action Committee to have FCC "order a TV station to run a particular film or be put out of business" are "altogether repugnant." He predicted "almost certain rejection" of complaint by FCC.

Networks face new contest for time between rival Protestant groups, Feb. 18 *Christianity Today* warns. Editorial in new bi-weekly takes side of "fundamentalist" National Religious Broadcasters Inc. against "modernist" National Council of Churches (Vol. 13:5) in claims for free-time religious programming. It assails network recognition given NCC as most representative Protestant coalition, claiming that at "very most" it is entitled to only about 63% of available time.

Network Accounts: ABC-TV's ambitious plans, revealed at special demonstration last week (Vol. 13:7), got shot in arm this week when **AT&T** switched *Telephone Time,* filmed drama series based on true stories, from CBS-TV to ABC-TV starting April 4 or 11, Thu. 10-10:30 p.m., thru N. W. Ayer . . . **American Tobacco and General Foods** to be alt. sponsors of *Tales of Wells Fargo* on NBC-TV starting March 18, Mon. 8:30-9 p.m., thru Sullivan, Stauffer, Colwell & Bayles and Young & Rubicam . . . **Procter & Gamble** to sponsor *Perry Mason Show* on CBS-TV starting in fall, time undetermined; it also becomes full sponsor of *As the World Turns* on CBS-TV starting April 2, Mon.-thru-Fri. 1:30-2 p.m. . . . **Liggett & Myers** cancels Edgar Bergen's *Do You Trust Your Wife?* on CBS-TV, effective March 26, but retains Tue. 10:30-11 p.m. time period for replacement . . . **Colgate Palmolive** to be full sponsor of *Big Payoff* on CBS-TV starting Feb. 25, Mon.-thru-Fri. 3-3:30 p.m. . . . **California Packing Co.** buys 13 alt. week quarter-hours of *Garry Moore Show* on CBS-TV starting April 12, thru McCann-Erickson, San Francisco; **Pittsburgh Paint** buys 6 additional alt. week quarter hours, thru Maxon . . . **Timken Roller Bearing** buys 2 one-hour documentaries on NBC-TV in prime evening time, dates undetermined, thru BBDO; shows are Project 20's "Age of Innocence" and one of "Antarctica" series . . . **Kemper Insurance** buys half of East-West All-Star game and National Invitation basketball tournament March 16, 23 and 30 on CBS-TV, thru John W. Shaw Adv., Chicago . . . **Carter Products** sponsors last 2 programs in NBC-TV's "Racing from Hialeah" series Feb. 23 and March 2, Sat. 4:30-5 p.m., thru Sullivan, Stauffer, Colwell & Bayles.

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Rate increases: KSTP-TV, Minneapolis-St. Paul, has raised base hour from $1550 to $1640, other rates (including min. at $320) being unchanged. KCMO-TV, Kansas City, March 1 raises base hour from $1200 to $1350, min. $250 to $300. KOTV, Tulsa, Feb. 15 raised base hour from $750 to $825, 20 sec. $175 to $200. KVOO-TV, Tulsa, March 1 raises hour from $700 to $750, min. $150 to $175. KAKE-TV, Wichita, March 1 raises hour from $500 to $600, min. $110 to $135. WCSH-TV, Portland, Me. March 1 raises hour from $400 to $500, min. $80 to $100. WRDW-TV, Augusta, Ga. Feb. 1 added Class AA hour (7:29-10:30 p.m. daily) at $350, min. at $75, Class A hour remaining $300. KFDA-TV, Amarillo, Feb. 1 raised hour from $300 to $340 and added Class AA min. only rate (7-10 p.m. daily) at $85. KOOK-TV, Billings, Mont. has raised hour from $150 to $200, min. $30 to $45.

First CBS Extended Market Plan affiliate to become primary affiliate is KLFY-TV, Lafayette, La. (Ch. 10), effective March 1.

CBS Radio appoints Doyle Dane Bernbach to handle expanded consumer advertising campaign.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
February 23, 1957

WESTINGHOUSE CHANGES DISTRIBUTION PATTERN: Major reorganization of Westinghouse consumer products distribution, being announced Feb. 25, is but another step in its determination to become one of the Big 5 of TV manufacturers and to regain ground lost in white goods competition as result of costly strike last year. In nutshell, here is gist of reorganization, announced by v.p.-gen. mgr. Chris J. Witting:

Westinghouse Appliance Sales has been created to take over distribution of TV receivers, major appliances, room air conditioners, dehumidifiers & vacuum cleaners. Beginning March 1, it will replace Westinghouse Electric Supply Co. in all markets on a region-by-region basis. Wesco branches will continue to distribute apparatus and supply products as well as electrical housewares, radio receivers, fans and non-consumer products. In addition, a parallel factory field sales organization has been set up for marketing of TV receivers and appliances to independent distributors, most of whom carry full Westinghouse line.

"The new organizations eliminate split responsibilities between the manufacturing and selling functions of product-producing divisions," said Witting. "For some time we have felt that products such as major appliances and TV receivers call for the services of a specialty organization set up so as to devote all of its time and attention to those products. That objective will be achieved through Westinghouse Appliance Sales. Meanwhile, factory field sales will handle all products that normally flow to market through independent and supplemental distribution."

Richard J. Sargent, gen. mgr. of consumer products marketing & distribution, said Westinghouse Appliance Sales would be headed by Louis Berger, now sales mgr. of consumer products divs. George H. Meilinger, currently marketing director for major appliances, will head the factory field sales organization.

Each organization will operate through 7 regions, each headed by regional manager to be appointed shortly. Regional managers, in turn, will be given responsibility for creating number of districts required for "efficient market coverage."

Two organizations parallel but do not overlap each other, said Sargent, explaining: "Each selling organization has its own clearly defined responsibilities to serve the needs of our franchised dealers and to improve and speed up communications between the point of sale and manufacturer of the product."

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Westinghouse Appliance Sales will have to show profit, like any other organization, said Sargent in denying trade reports that Westinghouse will be able to bypass profit at distributor level to concentrate on profit at factory. He said it was not true that by setting up Westinghouse Appliance Sales as a div. of Westinghouse Electric Supply Co., company was in position to forego distributor profit. If rumors were true, it could mean that Westinghouse would be able to price TVs and appliances considerably under current levels.

"Our action will have no effect on prices, as we see the situation now," said Sargent. "As to its impact on the market as a whole, we'll have to wait awhile." He also said it had not been decided where to start new distribution setup.

Westinghouse's action is latest move in its drive to pep up TV-radio-appliance operations. It has already signed contract for production of TV-radio-appliance line for Montgomery Ward under private label (Airline for TV-radio) and it's continuing negotiations with major dept. stores for more private label business. Meanwhile, discussions are being held with other set makers for contract orders.

Economic Outlook: Mixture of good and bad is found in Feb. report of National Assn. of Purchasing Agents business survey committee. "While purchasing executives refuse to agree entirely with the current talk of a 1957 recession, they are exercising caution in their buying policies," it said, adding that "there is strong evidence of increased buyer resistance to higher prices." At same time, it found no

letdown generally in high production levels, 55% of purchasing agents saying Feb. production was at same level as Jan., 27% reporting higher levels, 18% lower. Also, 65% of agents thought that hours to be worked by their employes in next few months would remain at about same level as 1956. Commerce Dept. this week spelled out what all economists knew -- that country produced more goods and services last year than in any year in history. Gross national product hit $412.4 billion for year, with fourth quarter at annual rate of $423.8 billion. For the year, it represented a 5½% increase over 1955. Commerce also reported that personal income for 1956 totaled $325.2 billion, compared with $306.1 billion in 1955; personal consumption expenditures of $265.7 billion vs. $254 billion; personal savings, $20.9 billion vs. $16.6 billion. All of the 1956 totals, said Commerce, set new records.

Production: TV output totaled 123,225 week ended Feb. 15, compared with 116,134 preceding week and 146,733 in corresponding week of 1956. It was year's 7th week and brought TV production for year to date to about 791,000, compared with 1,023,222 in corresponding period year ago. Radio production totaled 307,909 (126,450 auto) week ended Feb. 15, compared with 319,386 (135,055 auto) preceding week and 284,840 (105,133 auto) in same 1956 week. Radio output for first 7 weeks totaled 1,998,000 (914,000 auto), as against 1,944,764 (864,904 auto) in same period of 1956.

Topics & Trends of TV Trade: RETMA and IUE engaged in verbal duel this week on question of guaranteed annual wage—and the result would have to be called a draw. Irked by still-continuing layoffs in TV plants, IUE's TV-radio-parts conference board served notice on industry that guaranteed annual wage would be included in its demands in new labor contract negotiations, and approved sending letter to RETMA asking it to "reconsider its refusal" to meet with union representatives on wide range of labor problems.

RETMA exec. v.p. James D. Secrest denied that RETMA refused to meet with IUE, said 2 such meetings have already been held and that on Feb. 14 he sent a letter to Daniel Arnold, chairman of IUE's conference board, to inform him that the problems raised by union were in realm of collective bargaining with individual manufacturers, that RETMA could not be a party to such bargaining and that no useful purpose could be served by further meetings on subject.

Arnold fired back that RETMA's premise was incorrect, that problems were industry-wide. "A single employer may be helpless to try to stabilize his production and employment in the face of policies by other companies which are unstabilizing," he declared. He said industry needed a common labor-management approach to basic problems.

"Workers in this industry are being taken for a ride," he said. "Manufacturers hire 5000 one month and the next month turn around and lay off 15,000. Workers have become the pawns in a game of 'glut and market' played according to the rules of automation. Industry has found out that workers displaced by automation cannot buy the increased volume of products which are literally dumped on the market. Shortsighted attempts to reduce [wages] of employes who operate the automated equipment has made the purchasing power problem even more acute."

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Repeal or reduction of excise taxes on TVs and radios was ruled out, for time being at least, by House Ways & Means Committee at closed-door meeting Feb. 19. Committee is reviewing numerous excise tax administrative and technical changes proposed by subcommittee headed by Rep. Forand (D-R. I.). Committee's action doesn't necessarily mean that all possibility of repeal or reduction is dead this session—mainly because it could be tacked on as floor amendment to any revenue-raising legislation which may be introduced.

"Multiple beam" picture tube, which eliminates video amplifier section and is driven directly from video detector, was demonstrated to some midwest set and tube manufacturers this week by Multi-Tron Lab Inc., Chicago picture tube and research & development firm which hopes to license other manufacturers to make the tube. Multi-Tron director Porter Bibb said tube would be demonstrated to eastern manufacturers next week and that samples in sizes from 8 to 21-in. are already being made. Aimed principally at portable market, he said it would make possible savings of $1.50-$3.50 per set at manufacturer level. He said multiple beam tube grew out of research for RCA color tube and that his company has been working on it for 5 years. The chief engineer of a TV picture tube manufacturer, who attended the demonstration, told us he had measured brightness of picture, found it to be 15 ft.-lamberts. "The highlight brightness is very low," he commented, noting that total maximum beam current was 500 microamperes and "our customers demand 1200 microamps." He stated his company and others in field have been working for some time on similar principle in effort to develop tube requiring no video amplifier for cheaper sets. Muntz is said to be interested in coming out this fall with set using the tube.

Federal Judge Igoe overruled motion by RCA requesting that Zenith be ordered to stop interfering with depositions being taken by RCA attorneys from European witnesses in preparation for trial of Zenith's anti-trust patent infringement counterclaim suit against RCA, GE and Western Electric (Vol. 13:7). Judge Igoe told RCA to follow a schedule of European witnesses worked out earlier. Zenith denied any interference and advised Swiss witnesses that an RCA letter was falsely reporting that Zenith was trying to interfere.

"Boudoir TV" is Motorola's latest offering—a 14-in. pink portable covered with pink leather, with controls and carrying handle bejeweled with pink and clear rhinestones. It's for the lady "hard to give to." And for the discriminating male, there's 14-in. portable covered in black-&-white pony skin, with handle engraved in design of Colt .45.

U. A. Sanabria, whose American Television Inc. and deForest-Sanabria Corp. were charged by Federal Trade Commission with using bait advertising and other deceptive claims (Vol. 13:7), this week said the charges were unfounded, added: "We have done no wrong and the complaints against the companies are typical problems of the industry."

Trade Personals: Ross D. Siragusa, Admiral pres., returned to desk Feb. 18 from 15-day around-the-world business trip . . . Meade Brunet, v.p. & managing director of RCA International, named vice-chairman of board of trustees of Union College, Schenectady . . . W. A. Keil, production v.p. of Muntz TV, elected pres., replacing Earl Muntz, resigned . . · George J. Feder, factory supt. of RCA tube div., Harrison, N. J., named manufacturing mgr. of RCA semiconductor plant at Somerville, N. J. . . . Wm. E. Whittaker promoted to service mgr. of DuMont receiver div., replacing Peter Buttacavoli, resigned . . . George Avakian named director of Columbia Records popular album dept. . . . Wm. H. Herrman, director of Hoffman Electronics press relations & ex-*Retailing Daily* staffer on TV-radio, chosen as outstanding publicist in industry classification by Los Angeles Publicity Club . . . E. V. Space promoted to mgr. of equipment & production development, RCA semiconductor div., Somerville, N. J. . . . Robert L. Colfax, ex-Capehart-Farnsworth, named sales mgr. of International Resistance Hycor div., Sylmar, Cal.; Otho C. Lindsey, ex-Erie Resistor, named sales mgr., International Resistance subsidiary Circuit Instruments Inc., St. Petersburg, Fla . . . C. Kenneth Juno named adv. mgr. of Stromberg-Carlson special products div. . . . Paul LaRoche promoted to Cleveland regional sales mgr. of RCA Whirlpool.

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RCA chairman David Sarnoff was presented first Lee deForest Gold Medal of Veteran Wireless Operators Assn. Feb. 21 in recognition of "50 years of outstanding service in the radio art."

Obituary

R. H. MacGillivray, 63, Pacific coast mgr. of Westinghouse International, died Feb. 16 at his home in San Rafael, Cal. after long illness. He joined Westinghouse in N. Y. 35 years ago. A son, R. F. MacGillivray, is currently San Francisco district mgr. of adv. & promotion for Westinghouse major appliances. In addition to his son, he is survived by his widow, another son, 2 brothers & a sister.

DISTRIBUTOR NOTES: Hoffman Electronics appoints Appliance Distributors, Tucson; Graff Motor Supply Co., Sioux Falls, S. D.; D. N. Latus Co., Helena . . . DuMont appoints Sydlee Electronic Supply Co., 453 Worthington St., Springfield, Mass. (Clifford Drafahl, pres.); Penn Appliance Distributors Inc., 825 So. 26th St., Harrisburg, Pa. (Elmer A. Groeme Sr., pres.); Neyhart's Inc., 141 W. 3rd St., Williamsport, Pa. (H. Merrill Winner, pres.) . . . Ohio Appliances, Columbus (RCA) names Frank Rudolph, ex-v.p. & gen. mgr. of Scioto Sales (Crosley-Bendix), as builder sales mgr.

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TV sales by Canadian distributors totaled 612,871 in 1956, compared with 776,536 in 1955, reports Canadian RETMA. Of the 1956 sales, 312,417 were consoles, 286,721 table models, 13,733 combinations. Dec. shipments were 51,281, compared with 63,250 in Nov. Montreal led in 1956 sales, 114,082; Toronto, 90,126; other Ontario, 57,222; British Columbia, 48,357; Alberta, 44,904; Manitoba, 43,575; Quebec City, 41,128; Ottawa & eastern Ontario, 36,079; Hamilton-Niagara, 30,227; Nova Scotia, 27,051; Saskatchewan, 23,530; New Brunswick & Prince Edward Island, 18,122; Windsor, 16,290; other Quebec provincial areas, 15,609; Newfoundland, 6569.

Radio Receptor Co., Brooklyn, announced this week that it will manufacture new line of German-developed selenium rectifiers, which it claimed are substantially smaller yet more efficient than any on U. S. market. Rectifiers were developed by Siemens, which has licensed Radio Receptor for U. S. manufacture and sale.

Portable demonstration room for special showing of color sets is offered dealers by RCA—8x12 or 12x12 ft. pre-fabricated room of metal tubing frame sections, which can be assembled or dismantled in 2 hours. It's available through RCA distributors.

GE will introduce new portable line in late March, 3 months before full line is shown in June.

ELECTRONICS PERSONALS: Leslie A. Skinner, 1950 winner of American Rocket Society's Hickman Award, joins RCA missile & surface radar dept. as mgr. of new RCA missile electronics engineering operation at Army's White Sands, N. M. proving grounds . . . Russel A. Schlegel named gen. sales mgr., John R. Hemion asst. gen. sales mgr., Weston Electrical Instrument . . . Walter E. Kingston, gen. mgr. of Sylvania's atomic energy div., slated to be exec. v.p. of new Sylvania-Corning Nuclear Corp. . . . E. Whiffen named gen. mgr., J. P. Field quality mgr. in missiles section of Bendix Aviation products div. . . . Roy D. Jordan named adv. & sales promotion mgr. of GE's computer dept., transferring to Phoenix from Syracuse, where he was adv. & sales promotion mgr. for GE broadcast equipment.

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Oak Mfg. Co. reports record earnings and sales for 1956, profit amounting to $1,784,105 ($2.72 per share) on sales of $24,902,554, compared with $1,688,483 ($2.57) on $22,783,785 in 1955. Annual statement anticipates increased sales to industrial accounts in 1957, with sales to TV-radio manufacturers about same as 1956.

Sprague Engineering Corp. earned $102,705 (33¢ per share) on sales of $2,257,663 in quarter ended Dec. 31, compared with $68,441 (22¢) on $1,346,441 in corresponding period of 1955. Backlog as of Dec. 31 was $5,400,000, as against $3,400,000 year earlier.

Cornell-Dubilier earned $279,693 (52¢ per share) on sales of $8,506,345 in quarter ended Dec. 31, compared with $377,293 (17¢) on $9,200,134 in corresponding period of 1955.

Tung-Sol sales in 1956 set record of $53,838,822, up 5.3% from 1955's $51,114,549, but earnings declined to $2,909,397 ($3.83 per share on 704,931 common shares outstanding) from $3,239,393 ($4.65 on 649,333 shares) in 1955. Taxes were $2,910,000 vs. $3,615,000 in 1955. Chairman Harvey W. Harper and pres. Louis Rieben told stockholders that production of color TV tubes had been discontinued so that "funds and personnel could be better employed in other activities." They explained that lower earnings last year were due to higher labor and material costs and an expanded research and development program.

Hoffman Electronics had sales of about $46,500,000 in 1956, compared with $44,416,673 in 1955. In letter to stockholders, based on preliminary estimate, pres. H. Leslie Hoffman did not give details of 1956 earnings, but said they were equivalent to about $2.17 per share; Hoffman earned $1,560,596 ($2.15) in 1955. He said that all divisions are in healthy condition, with prospects for improvement this year in both profits and sales. TV inventories, he said, are at "a very low level," and that Jan. sales doubled Jan. 1956. Semiconductor div. has established 1957 sales target at double 1956 level.

Gabriel Co. earned $378,203 (67¢ per share) after taxes of $415,000 on sales of $19,209,638 in 1956, compared with profit of $262,923 (45¢), taxes of $269,000, sales of $15,295,612 in 1955.

Granco Products earned $51,003 (16¢ per share) on sales of $1,543,729 in 6 months ended Dec. 31, compared with $24,690 (8¢) on $1,112,715 in corresponding 1955 period.

Financial & Trade Notes: Television-Electronics Fund reports net assets of $138,055,961 and 11,918,646 shares outstanding as of Jan. 31, compared with assets of $132,-618,446 and 11,083,609 shares as of Oct. 31. During the quarter, these were the changes in its portfolio:

New stocks added: 17,200 shares American Machine & Foundry, market value $584,800; 17,200 American Machine & Foundry rights, $2688; Walt Disney Production warrants, $32,000. Also added were $141,000 worth of Burroughs Corp. 4½% convertible debentures, due Dec. 1, 1981; $180,000 of National Cash Register convertible debentures due Dec. 15, 1981; 3 groups of $2,500,000 Govt. bonds each, due March 7, 14 and 21, 1957; $1,500,000 of G.M.A.C. commercial paper, due Feb. 28, 1957.

Stocks eliminated: 1800 Eastern Industries 5% cumulative conv. preferred, market value $25,650.

Holdings were increased in ACF Industries, Addressograph-Multigraph, Admiral, American Bosch Arma, American Chain & Cable, Babcock & Wilcox, Barry Controls 'B,' Beckman Instruments, Bendix Aviation, Boeing Aircraft, Burroughs Corp., Carborundum Co., Clark Controller, CBS 'A,' Columbia Pictures, Cornell-Dubilier, Corning Glass, Douglas Aircraft, Dresser Industries, Eastern Industries, Eastman Kodak, Eaton Mfg. Co., Eitel-McCullough, Electronics Associates, Emerson Electric, Emerson Radio, Ex-Cell-O Corp., Fansteel Metallurgical, Food Machinery & Chemical, Friden Calculating Machines, General Bronze, General Dynamics, GE, General Mills, General Railway Signal, General Telephone, G. M. Giannini, Goodyear Tire, Harris-Seybold, Hazeltine, Hoffman Electronics, IT&T, Lockheed Aircraft, Magnavox, P. R. Mallory, Glenn L. Martin, W. L. Maxson, Mergenthaler Linotype, Minneapolis-Honeywell, Minnesota Mining, Motorola, National Acme, National Cash Register Co., Neptune Meter, North American Aviation, Otis Elevator, Paramount Pictures, Royal McBee, Sprague Electric, Stewart-Warner, Sylvania, Thompson Products, United-Carr Fastener, Walt Disney Productions, Westinghouse Air Brake, Westinghouse Electric, Zenith.

Part of holdings were sold in Aerovox, Allis-Chalmers, Amphenol Electronics, Bulova Watch, Chance Vought Aircraft, Garrett Corp., General Tire, International Nickel of Canada, International Resistance, Oak Mfg., Raytheon, Reliance Electric, Robertshaw-Fulton, Sperry Rand, Square D, Tung-Sol, Union Carbide, Western Union.

Unchanged during quarter were holdings in Aircraft Radio, AB-PT, AT&T, Ampex, Bell & Gossett, Bell & Howell, George W. Borg Corp., Borg-Warner, Bullard Co., Cincinnati Milling Machine, Clevite, Conrac, Consolidated Electrodynamics, Consolidated Electronics Industries, Curtis-Wright, Cutler-Hammer, DuMont Bcstg., DuMont Labs 'A,' duPont de Nemours, Electronics Corp. of America, Elgin Watch, Elox Corp. of Mich. 'A' & 'B,' Federal Sign & Signal, General Precision Equipment, Globe-Union, Indiana Steel, Industrial Electronics, IBM, Liquidometer, Litton Industries, Machlett Labs, Marchant Calculators, Northrop Aircraft, Penn Controls, Philco, Photon, Pullman, RCA, Ryan Aeronautical, Sangamo Electric, Servomechanisms, Storer, Taylor Instruments, Technicolor, TelAutograph, Telecomputing, Television Associates, Texas Instruments, 20th Century-Fox, United Aircraft, United Utilities, Varian Associates, Vitro Corp.

[For report on Aug.-Oct. quarter, see Vol. 12:46, p. 14.]

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Erie Resistor has called special meeting of common stockholders April 19 to vote on authorization of 200,000 shares of new "Preference" stock, with par value of $12.50 per share, a portion of which will be sold at early date to finance company's growth; authorization of 1,500,000 shares of common ($2.50 par); splitting of each $5 par common share into 2 shares of $2.50 par each; reduction of authorized shares of $20 preferred from 125,000 to 62,-475. If stockholders approve proposals, Erie plans to declare quarterly cash dividend of 10¢ per share, plus 1% quarterly stock dividend, on new shares of common, both payable June 15. Notice to stockholders explained that new "Preference" stock to be issued in immediate future will be convertible into common stock "at a conversion price somewhat above the market price of the common stock at the date of issue." It is also anticipated that the outstanding $1.20 convertible preferred will be called for redemption shortly; each share of convertible preferred is presently convertible into 1.1 shares of present common (2.2 shares under proposed stock split). Erie Resistor sales last year were estimated at $25,090,000, compared with $22,358,644 in 1955 and $14,866,836 in 1954.

Dividends: General Electric, 50¢ payable April 24 to stockholders of record March 15; **Whirlpool-Seeger,** 35¢ March 11 to holders March 1; **Time Inc.,** 75¢ March 9 to holders Feb. 25; **Meredith Publishing,** 45¢ March 11 to holders March 1; **Loew's Inc.,** 25¢ March 30 to holders March 12; **Globe-Union,** 30¢ March 9 to holders Feb. 25; **Clevite Corp.,** 25¢ March 12 to holders March 1.

National Telefilm Assoc. reportedly in discussions with Bache & Co. on possible additional financing through issue of convertible debentures.

Network Color Schedules
(Feb. 24 - March 9, 1957)

Feb. 24—CBS: *The Boing-Boing Show,* 5:30-6 p.m. NBC: *Goodyear TV Playhouse,* 9-10 p.m.

Feb. 25—NBC: *Adventures of Sir Lancelot,* 8-8:30 p.m.; *Robert Montgomery Presents,* 9:30-10:30 p.m.

Feb. 26—NBC: *Matinee Theatre,* 3-4 p.m.; *Noah's Ark,* 8:30-9 p.m.; *Hold That Note,* 10:30-11 p.m. CBS: *Red Skelton Show,* 9:30-10 p.m.

Feb. 27—NBC: *Matinee Theatre,* 3-4 p.m.; *Xavier Cugat Show,* 7:30-7:45 p.m.; *Kraft TV Theatre,* 9-10 p.m.

Feb. 28—NBC: *Matinee Theatre,* 3-4 p.m.; *Lux Video Theatre,* 10-11 p.m.

March 1—NBC: *Matinee Theatre,* 3-4 p.m.; *Xavier Cugat Show,* 7:30-7:45 p.m. CBS: *Bob Crosby Show,* 3:30-4 p.m.

March 2—NBC: *Your Figure Is Your Fortune,* 1-2 p.m.; *Perry Como Show,* 8-9 p.m.

March 3—NBC: *Alcoa Hour,* 9-10 p.m.

March 4—NBC: *Producers' Showcase,* "Romeo and Juliet," 8-9:30 p.m.; *Robert Montgomery Presents,* 9:30-10:30 p.m.

March 5—NBC: *Matinee Theatre,* 3-4 p.m.; *March of Medicine,* "Monganga," 9:30-10:30 p.m.; *Hold That Note,* 10:30-11 p.m. CBS: *Red Skelton Show,* 9:30-10 p.m.

March 6—NBC: *Matinee Theatre,* 3-4 p.m.; *Xavier Cugat Show,* 7:30-7:45 p.m.; *Maurice Chevalier's Paris* (film), 8-9 p.m.; *Kraft TV Theatre,* 9-10 p.m.

March 7—NBC: *Matinee Theatre,* 3-4 p.m.; *Lux Video Theatre,* 10-11 p.m.

March 8—NBC: *Matinee Theatre,* 3-4 p.m.; *Xavier Cugat Show,* 7:30-7:45 p.m. CBS: *Bob Crosby Show,* 3:30-4 p.m.

March 9—NBC: *Perry Como Show,* 8-9 p.m.

Raytheon earned $654,743 (23¢ per share) on sales of $111,844,000 in 7 months ended Dec. 31. No direct comparisons with same 1955 period are available because company has changed to calendar fiscal year, but pres. Charles F. Adams commented that earnings were "somewhat less than half" those of last 7 months of 1955. Raytheon's earnings in last fiscal year ended May 31 were $1,254,633 (45¢) on sales of $175,490,222. Adams blamed lower earnings on close-out of its TV receiver business (sold to Admiral) and highly competitive conditions in tube and transistor fields. He expects "a gradual recovery" of profits in 1957, with sales currently running ahead of 1956 levels. Backlog of defense business exceeded $250,000,000 as of Dec. 31, more than double over year earlier.

GE set records in earnings and sales last year, net profit being $213,756,849 ($2.46 per share on 87,143,662 common shares outstanding) on sales of $4,090,015,685, compared with $208,908,054 ($2.41 on 86,875,994 shares) on $3,463,734,419 in 1955 and $204,371,317 ($2.36 on 86,660,618 shares) on sales of $3,334,708,206 in 1954. Pres. Ralph J. Cordiner expressed dissatisfaction with failure of earnings to keep pace with increase in sales, saying operating profit margins were too low as result of "unfavorable price situation in the electrical manufacturing industry." He gave no breakdown for consumer products, but had previously stated that profits of consumer products divs. had kept pace with other GE sections (Vol. 12:50).

Importance of RKO Teleradio Pictures (formerly General Teleradio) to parent General Tire is revealed in financial statement released this week. It showed RKO Teleradio had net profit of $2,530,961 in 10 months ended Sept. 30, plus indicated profit of additional $1,000,000 for combined Oct.-Nov. period. General Tire's total net profit for 12 months ended Nov. 30 was $10,860,129 ($6.90 per share) on record sales of $390,471,772. General Tire pres. Wm. O'Neil commented that, due to delays in audit of foreign operations, only 10 months of RKO Teleradio's profits were included. None of the RKO Teleradio sales were included because "they are not tangible merchandise," said O'Neil.

Storer Bcstg. Co. reports 4th quarter 1956 earnings after taxes of $1,605,742 (65¢ a share on 2,474,150 common and 'B' common shares), compared with $1,466,159 (59¢) for same 1955 period. For full calendar 1956, net earnings after taxes were $5,517,206 ($2.23 per share) vs. $4,277,928 ($1.73) for 1955.

FCC-FTC liaison on complaints about deceptive commercials—"cooperative arrangement" in which FCC will warn TV & radio stations of any impending FTC action against them—was initiated formally Feb. 21. FCC said it will not attempt to police stations by judging merits of complaints, but will notify them when it receives copies of FTC reports of "questionable advertising." Stations then can "consider taking action consistent with their operations in the public interest." Joint FCC-FTC watch on TV & radio ads was proposed last April by Chairman Magnuson (D-Wash.) of Senate Commerce Committee (Vol. 12:17). After describing new procedure, FCC concluded: "Licensees should not rely solely on the action or inaction of the FTC, nor should they suspend their own continuing efforts in determining the suitability of advertising material to be broadcast over their facilities. Thus, advertising similar to that found to have been deceptive should raise questions on the part of broadcast stations as to the propriety of such material." T. Harold Scott, head of FTC's TV-radio unit, said his group will act shortly against first violators of regulations on TV commercials.

TV has proved "a blessing in disguise" to movie industry, according to prepared speech by Walt Disney—which he never delivered—at Feb. 17 dinner where he received Screen Directors Guild's Milestone Award. Throwing away his prepared text, he spoke informally of his years in movie business. In his prepared remarks, he said movies and TV are at last "coming into a period where both industries can view each other with relative calm and find some methods of common benefit." He added: "TV has given immediate opportunity to young directors, writers and players. They believe in new ideas. They take chances, and if they fall on their faces, they fall forward, and not back on their fannies. TV has opened doors to a new wealth of story and entertainment material. [TV] is forging a new selective audience, with a special capacity for quality entertainment."

One application for a TV station and 6 for translators were filed this week with FCC, bringing total pending to 121 for stations (23 uhf) and 56 for translators. Station application was for Aberdeen, Wash., Ch. 68, by local group with interests in radio KXRO, community antenna systems & electronics distributor. Translator applications were for Brownwood, Tex., Ch. 70, 73, 76, 79 & 82, by John G. Campbell, to rebroadcast KLRD-TV, Dallas; WBAP-TV, Ft. Worth; KCEN-TV, Temple; KRBC-TV, Abilene & KFJZ-TV, Ft. Worth; and for Raymond, Wash., Ch. 76, by Willapa Harbor T.V. Assn., to rebroadcast KOMO-TV, Seattle. [For details, see *TV Addenda 24-G* herewith.]

Thwarted suicide from atop old tower of WBZ-TV, Boston, was telecast live by station Feb. 16 and filmed for *11th Hour News* show that night. Center of drama was Roger Lavelli, who mounted tower in back of studio on Soldiers Field and threatened to leap. He descended after hour-long loudspeaker pleas by wife, Patrolman Charles Feeley, who was at studio rehearsing Brotherhood Week panel discussion, and Rev. Thomas Keane, his pastor.

Cuba can rock 'n' roll again, Communications Minister Ramon Vasconcelos decided this week in a fast switch. In response to protests from parents, he banned rock 'n' roll entirely from TV last week (Vol. 13:7), but counter-protests from teen-agers and TV stations changed his mind sufficiently to okay such TV music—if it isn't accompanied by "suggestive body movements."

Videotape will be used up to 10 hours weekly by NBC-TV for program repeats to affiliates remaining on standard time this spring and summer, affiliates executive committee was told last week. ABC-TV has already announced summer "clock time" videotape repeats.

Operators of unauthorized vhf boosters in state of Washington, whose authority to continue is being weighed by D. C. Court of Appeals, are trying another route to keep going—sponsoring bill in Washington legislature to give state's Public Service Commission authority to license "intra-state" TV stations. In Utah this week, governor signed bill permitting municipalities to finance translators (Vol. 13:7). It's expected state's CATV operators will challenge constitutionality of measure. Utah's action was rated "classic boondoggle of the year" in Feb. 23 *Editor & Publisher* editorial which states: "If the public coffers of Utah are so loaded with cash that they can be tapped to bring entertainment to the taxpayers, why don't the legislators do it right and provide free newsprint and transportation for newspapers and magazines and also build a few movie houses in those remote areas?" Montana state legislature has officially asked President & Congress for legislation authorizing vhf translators in remote areas. Request was submitted to House by Speaker Rayburn.

NCAA college football TV program for 1957 season, announced this week by exec. director Walter Byers—and subject to ratification by member schools—will be almost identical to 1956 program. Principal differences from last year's program: (1) Nine national and 4 regional TV dates are provided, instead of 8 national and 5 regional. (2) Two games will be televised at same time on 2 of 9 national dates, using split network. (3) National series will include a game from each of the 8 NCAA districts. National telecasts will be Sept. 21, Oct. 5, Nov. 28 (Thanksgiving), Nov. 30, Dec. 7; 4 other dates to be chosen by sponsor.

Unusually candid interview with ex-pres. & chairman Paul C. Smith of Crowell-Collier Publishing Co. in Feb. 18 *Wall Street Journal* quotes him: "I didn't do the job I set out to do" with now-defunct *American, Collier's* and *Woman's Home Companion.* Smith's summary, on quitting last week with no severance settlement: "No job. No offers of a job." He said he's "got maybe a net worth of $25,000 or $30,000. Otherwise, it was just another typical experience." He spent most of $60,000 salary "for living expenses."

American Heritage Foundation honored NARTB this week for its outstanding public service in promoting national "Register, Inform Yourself and Vote" campaign of 1956. Brendan Byrne, exec. director of Foundation, praised TV and radio for major role in increasing voting registration by 4,500,000 over record 1952 levels. He spoke at NARTB's Conference of State Presidents of Broadcaster Assns., where broadcasters were also commended by Treasury Undersecy. W. Randolph Burgess for their efforts in selling savings bonds.

First community antenna operator to seek translators is John G. Campbell, who filed for 5 this week for Brownwood, Tex. He operates CATV system in Mineral Wells, had tried unsuccessfully to obtain CATV franchise for Brownwood.

Vastly expanded TV coverage in *Time Magazine* appears to have coincided with Time Inc. purchase of Bitner stations; at any rate, it's paying off—Feb. 11 issue, with Charles Van Doren cover story (Vol. 13:6) broke all records for single-issue sale.

Transoceanic TV in 10 years is predicted by Dr. Lee de Forest in VOA symposium, "The Frontiers of Knowledge and Humanity's Hope for the Future," prepared for Feb. 24 broadcast.

TV study at home, with costs of sets counted against tuition fees, will be offered U of Detroit students for up to ⅔ of college courses in program starting in Sept.

KOOK-TV, Billings, Mont. (Ch. 2) Feb. 15 increased power to 100-kw ERP from new 385-ft. tower.

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SUMMARY - INDEX OF THE WEEK'S NEWS — March 2, 1957

FEE-TV TRIAL PROPOSAL shunned by Senate Commerce Committee, which prefers to wait and ask FCC about issue at hearings; Commission action slated (p. 1).

DEINTERMIXTURE FINALIZED, except in Madison & Hartford, including surprise shift of GE's WRGB, Schenectady, to uhf. Now for the litigation (p. 2).

PUBLIC SERVICE PROGRAMMING explored in 3-day meeting sponsored by Westingohuse; "Showmanship" called vital (p. 3).

FEATURE FILMS ON NETWORKS? CBS & Paramount confirm negotiations for backlog; NBC reported eyeing movies; NTA Network gets second sponsor (p. 4).

HEAVY SALES ACTIVITY—deals moving toward consummation covering WPFH, Wilmington; Bitner stations; WNEW, N. Y. Storer Atlanta deal dead (p. 6).

TV PRICE INCREASES due by midyear, say leading set manufacturers. Philco to be first target of union demands for guaranteed annual wage in industry (p. 10).

TUBE COUNTERFEITING crackdown intensified under RETMA prodding. Worn-out receiving tubes being destroyed. Former Bruno sales official indicted (p. 11).

RECORD MOTOROLA SALES of $227,600,000 reported for 1956, though profit declined to $4.12 per share; $10,000,000 sales increase for 1957 predicted (p. 12).

NEW STATION in Casper, Wyo. starts, taking advantage of 6000 TV homes built by community antenna system. Reports on other near starters (p. 7).

RESURGENCE OF RADIO keeps rolling, with NBC and ABC reporting new sponsorships, CBS disclosing rate adjustment. Culligan gives reasons for boom (p. 9).

SENATORS BALK, LEAVE FEE TV TO FCC: Senate Commerce Committee refused to buy its staff's report urging trial of subscription TV (Vol. 13:7) -- preferring to wait at least until FCC appears before it next Tue. & Wed. March 5-6. Coincidence or not, FCC plans to tackle pay-TV issue March 4, with no decisive action foreseen.

Senate staff report looks dead -- victim of sharp disagreement among members of the Committee -- much to the embarrassment of Chairman Magnuson (D-Wash.), who told TV-radio audience Feb. 24 on CBS's "Face the Nation" that it would be approved by a majority of the Committee, if not unanimously.

Staff's fee-TV report will be used as "basis for questioning" Commission in next week's open hearings, Magnuson told press immediately following closed Committee session Feb. 27. He said Committee took no action because "some members hadn't digested the report" and others "disagreed with some parts of it." But he added his opinion that "toll TV is a matter that should be brought to a head soon."

Closed committee session was hot and argumentative, despite Sen. Magnuson's gentlemanly way of putting it. Though no vote was taken, it's unlikely the report would have garnered majority support after the 90 minutes of warm discussion. It's understood that active opponents of a pay-TV trial were Sens. Butler (R-Md.), Potter (R-Mich.), Thurmond (D-S.C.) & Blakley (D-Tex.).

But the fiery Sen. Pastore (D-R.I.) was credited with administering the coup de grace. Pastore, who has not taken a stand on subscription-TV issue itself, argued that Committee shouldn't jump the gun on FCC, that it was Commission's duty and prerogative to make pay-TV decision and Senate Committee had no right to usurp it.

It's possible the report "died of leakage," as suggested by some observers. Staff's draft, intended for Committee members only, was summarized by trade press 2 weeks ago (Vol. 13:7). Then the pro & anti forces got busy -- the anti-subscription groups admittedly running scared.

CBS prepared detailed 11-page analysis of the unreleased Senate staff report, concluded that Congress -- not FCC -- should decide on fee TV, that test wouldn't prove anything, that FCC doesn't have enough facts to decide on basic factors. NARTB pres. Harold Fellows told Manchester (N.H.) Chamber of Commerce that fee TV would violate rights of millions of Americans. And movie exhibitor-dominated Joint Committee Against Pay-As-You-See TV urged public to write Senators to reject report.

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Commission will be grilled twice next week on fee TV -- first at Senate Commerce Committee's March 5-6 session, then at general "briefing session" March 7 before House Commerce Committee, where issue is certain to come up again. There reportedly is some sentiment on House Committee in favor of Congress' taking pay-TV ball away from FCC -- but both Chairman Harris (D-Ark.) and Rep. Wolverton (R-N.J.) this week denied reports they intended to introduce legislation to that effect. Only subscription-TV bill currently pending is one by Rep. Celler to ban all pay TV.

DEINTERMIXTURE FAVORED IN FINAL ACTIONS: "Inconsistency" -- that's the cry you'll hear from now on, as the wounded parties in deintermixture cases fight to reverse FCC's final actions this week. Commission's decisions were little changed from its tentative votes of a few weeks ago (Vol. 13:3,6). It voted to take vhf channels out of Albany-Schenectady area; Springfield & Peoria, Ill.; Evansville, Ind.; Fresno, Cal.; Elmira, N.Y. Vhfs will stay, it concluded, in Madison, Wis. and Hartford, Conn., while it voted tentatively to add another vhf to New Orleans.

There was one real shocker -- the decision to totally deintermix Albany-Schenectady not only by removing Ch. 10 from nearby Vail Mills but by shifting 17-year-old WRGB from Ch. 6 to Ch. 47, moving Ch. 6 to Syracuse. Commission also voted to move Fresno's KFRE-TV (Ch. 12) and Evansville's WTVW (Ch. 7) to uhf -- but these had been considered possible, though unlikely.

Speculation immediately arose that there had been a "deal" in the WRGB case; that owner GE had given FCC off-the-record assurance it wouldn't fight shift. But this was dispelled when WRGB mgr. R.W. Welpott issued statement asserting intent to contest decision, saying "we have no intention of voluntarily abandoning" audience which would lose service if station shifted to uhf.

It's no secret that GE v.p. Dr. W.R.G. Baker (whose initials form station's call letters) has long favored deintermixture generally, leans toward moving all TV to uhf -- and he restated that to us this week, though refraining from comment on WRGB's case. There was even a rumor that Chairman McConnaughey had previously sounded out GE pres. Ralph Cordiner, was assured GE wouldn't object to shift. But no one at GE or FCC would confirm the report.

FCC decisions considered same factors in each case, whether final action was to deintermix or not. Where deintermixture was ordered, Commission stated that area was already predominately uhf; that addition or retention of a vhf station would jeopardize operating uhfs, with potential loss of service to public; that vhf in the area would cover no significant "white area" that uhfs don't reach or wouldn't be able to reach with more power & height.

Where vhfs were retained -- in Hartford and Madison -- Commission concluded that deletion of the channels would deprive people of existing or potential service; that areas would be invaded by vhf signals from other cities, anyway; that the vhf channels couldn't be used efficiently elsewhere.

The really tough choices involved the definition of "white areas." The Commission finally stated that vast number of imponderables, unknowns, etc. were to be weighed -- then picked the measurements and arguments it considered most reasonable. Sometimes this produced deintermixture, other times not. Briefly, here are the final decisions rendered by FCC, all effective April 15 except those which require operating vhf stations to shift to uhf (which involve hearings):

* * * *

(1) Shift Ch. 6 from Schenectady to Syracuse, ordering WRGB to show cause why it should not go to Ch. 47. Delete Ch. 10 from Vail Mills. Comrs. Doerfer & Mack dissented; Comr. Hyde concurred in result.

(2) Shift Ch. 2 from Springfield, Ill. to St. Louis and Terre Haute. Give Springfield Ch. 2 CP-holder a uhf. Permit KTVI, St. Louis (Ch. 36) to operate temporarily on Ch. 2 pending hearing on competitive applications for the channel. Add Ch. 26 & 36 to Springfield. Reason for giving KTVI Ch. 2 temporarily, FCC said, is to keep St. Louis supplied with the station's service, inasmuch as Ch. 36 is being deleted. Comrs. McConnaughey & Doerfer dissented in part, concurred in part. Comr. Mack dissented; Comr. Craven abstained.

(3) Shift Ch. 8 from Peoria to Davenport-Rock Island-Moline, replacing it with Ch. 25 & 31. Give Peoria Ch. 8 CP-holder WIRL-TV a uhf. Comrs. Doerfer & Mack dissented; Comr. Craven abstained.

(4) Shift Ch. 12 from Fresno to Santa Barbara, replacing it with Ch. 30. Order KFRE-TV to show cause why it should not go to Ch. 30. Comrs. Doerfer & Mack dissented; Comr. Craven abstained.

(5) Shift Ch. 7 from Evansville, Ind. to Louisville, replacing it with Ch. 31. Move Ch. 9 from Hatfield, Ind. to Evansville, reserving it for educators. Order WTVW to show cause why it should not go to Ch. 31. Doerfer & Mack dissented.

(6) Substitute Ch. 30 for Ch. 9 in Elmira, N.Y.

(7) Retain Ch. 3 in Hartford, Ch. 3 in Madison. Comrs. Hyde, Bartley & Lee dissented in both cases.

Commission also announced tentative decision in New Orleans case -- adding Ch. 12, also adding Ch. 12 to Beaumont-Port Arthur, Ch. 3 to Lake Charles-Lafayette, Ch. 11 to Houma. This is expected to be finalized shortly. Vote was unanimous.

All the foregoing are final -- except that the "show cause" orders obviously have to go through hearings. In Hartford case, in fact, grantee WTIC-TV is free to start construction immediately, as far as FCC is concerned, and its goal is to begin operating within 90-120 days.

Commissioners' dissents expressed their long-known views. Opposing deintermixture, Comr. Doerfer said that he couldn't see how creating a few vhf islands would help uhf nation-wide; that removal of vhfs would deprive some people of their only service; that Congress meant FCC to promote service, not equalize competition.

Comr. Mack failed to see how deintermixture would help uhf generally, either. He suggested FCC go further -- delete more operating vhfs, in such cities as Utica and Binghamton, perhaps turning their channels over to safety & special services.

Comr. Hyde, pro-deintermixture, couldn't see how Commission could shift vhf operators to uhf in some markets while refusing to shift a non-operating vhf as in Hartford. Comr. Bartley, also dissenting in Madison & Fresno cases, charged that "the decision which the majority has reached...is clearly inconsistent with the other actions taken this day in similar proceedings."

Balance of current allocations cases, mostly involving vhf drop-ins in Miami, Norfolk, etc. (Vol. 12:26), may not be considered for several weeks.

Emboldened by Commission's actions this week, CP-holder WOCN, Atlantic City (Ch. 52) asked that Ch. 3 be shifted from Philadelphia to Atlantic City. Channel is now occupied by NBC's WRCV-TV. WOCN asserted that New Jersey has no TV stations; that WATV (Ch. 13) is only nominally a Newark station.

The litigation now resumes, and Commission is gearing for it. For example, it plans to assign attorney John Harrington to head hearing activities -- with plenty anticipated from now on.

* * * *

A long-term study of allocations by group of top professional experts -- almost forgotten in the recent allocations hurly-burly -- is now nearing an end, according to Chairman Magnuson (D-Wash.) of Senate Commerce Committee. The ad hoc allocations committee headed by MIT's Prof. Edward Bowles -- selected 20 months ago by Senate group (Vol. 11:24-26) -- is "almost finished," Magnuson told us after he conferred with Bowles March 1. Committe was originally picked to look into engineering aspects of allocations, later was broadened to include all phases of the situation. Senator told us ad hoc group's report probably would be issued as Committee document, separate from final Committee report on allocations. Best guess is that it will be released in couple months.

NATIONAL LOOK AT LOCAL PUBLIC SERVICE: First national conference on public service programming by local stations, held this week in Boston under Westinghouse Bcstg. Co. auspices, was no holiday junket. It turned into a 3-day workshop -- in shirtsleeves -- for 200 invited participants from 100 TV & radio stations across country.

"Showmanship" became theme of Feb. 27-March 1 meeting on subjects which Westinghouse pres. Donald H. McGannon said had become "rather dull, lukewarmly-regarded"

in industry. Conferees stayed up late in Hotel Statler sessions and caught 8:30 a.m. buses to studios of WBC's WBZ-TV & WBZ 6-mi. away to talk about them.

There were 14 panel programs -- some running simultaneously -- in 3 days, ranging from "Freedom" & "Religious Programming" to "Making the Most of Informational Film." Question for panelists, as posed by host McGannon, was how to "display showmanship, excitement & enthusiasm" in non-entertainment program for public which is "more interested in being entertained" than "inspired or instructed."

Consensus of conference was that there's nothing wrong with public service programming that bigger & better "showmanship" can't fix, although definitions of term varied. For example, James T. Aubrey Jr., ABC-TV v.p. for programming, thought it was "making the ordinary seem like the extraordinary," while NBC public service mgr. Edward Stanley said it was "imaginative marriage of technique & content."

"Showmanship" theme pervaded series of panel discussions. Even on such strait-laced topics as civil rights and basic liberties, programs can be made more palatable to audiences by "showmanship," said Jerome R. Reeves, KDKA-TV, Pittsburgh. Panelists agreed, but cautioned that "good taste" must be maintained. Same holds true for religious programming, remarked Rev. Walter L. Flaherty, Boston Archdiocesan TV Center. "You have to make them listen to you; you have to entertain them," he said. Bruce Wallace, WTMJ, Milwaukee, appealed for "simple" religious shows.

Conference started out to be caucus limited to 10 Westinghouse stations to implement slogan that "public service is good business." It was idea of Richard M. Stack, WBC v.p. for programming, to bring in other stations -- including competitors -- and networks to have a look at some common public service programming problems.

SALE OF PARAMOUNT'S 700-feature pre-1948 backlog is imminent—but a report that sale to CBS is virtually consummated was denied by both parties. The report in Feb. 27 *Variety* stated flatly that directors of CBS & Paramount had "agreed in principle" to deal for all rights to the features at $50,000,000.

Paramount pres. Barney Balaban told us story was "not correct in the sense that the deal had been submitted to the boards of directors." He added: "We have been having discussions with every company, large and small, including CBS."

CBS-TV pres. Merle Jones branded story "absolutely untrue." He declared: "Sure, we have had casual meetings with Paramount and others, just as other people in the industry have had. But there's no truth in the statement that there has been any deal, or that anything at all has gone to the top board level of CBS."

Neither president specifically precluded the possibility that there might be a deal between CBS and Paramount—which would almost certainly mean CBS would take the plunge into network showings of top-notch feature films. Among the other networks, ABC-TV has option on RKO's "finest 52" package, and even NBC-TV has been reported in negotiation with United Artists for group of independently released post-1948 features ("Moulin Rouge," "African Queen," "Barefoot Contessa," etc.) as possibility for summer network screenings.

Meanwhile, "the fourth network"—NTA Film Network, owned half-&-half by National Telefilm and 20th Century-Fox—announced second sponsor for its 90-min. weekly feature film show on 128 stations beginning April 1. Sponsoring 30-min. weekly will be P. Lorillard Co. (Old Golds), thru Lennen & Newell, for 39 weeks—joining Warner-Lambert Pharmaceutical, sponsoring remaining 60 min. Total revenue from joint sponsorship for 39 weeks "will approximate $4,000,000," NTA Network said. Pictures will be new-to-TV features supplied by 20th Century.

With tremendous supply of features now on market, demand for films—and the prices asked and paid—have gone up, paradoxically. Even old-to-TV features are now commanding stiffer prices than formerly. A new feature film distributor—Signet TV, headed by Nat Gassman—Jan. 1 took over Paramount's 35 Pine-Thomas features (not considered Class A), and has already sold them in 14 major markets.

Meanwhile, Republic Pictures pres. Herbert J. Yates told stockholders his company's TV sales of pre-1948 features have already grossed more than $11,000,000 and that he anticipates $15-$20,000,000 from 210 post-1948 films.

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Wired pay-TV movie system for Bartlesville, Okla., planned by Video Independent Theatres and Jerrold Electronics Corp. (Vol. 12:42, 48), is featured in TV-radio section of March 4 *Time Magazine*. Principals aim for start of operations in June, expect to begin wiring up town in a few weeks. Jerrold spokesman says company has received inquiries from many other exhibitors anxious to start similar systems in their areas. Project will go ahead regardless whether FCC authorizes tests of telecast toll TV, he said, reiterating that Jerrold welcomes comparison of the 2 techniques. Jerrold was also subject of cover story in Feb. 25 *Electronic Week*.

Investigation of "conspiracy by TV & radio networks to deny the public a free choice of music" was urged by delegation of 5 songwriters headed by ASCAP v.p. Otto Harbach in March 1 visit to Senate Commerce Committee Chairman Magnuson (D-Wash.). Representing "Songwriters' Protective Assn.," they presented brief urging full probe, were assured that request would be given "full study."

Community antenna operators have hands full nowadays, putting out regulatory brush fires—latest being introduction of bill in Arizona legislature to put systems under state utility regulation. So far, operators have been extremely successful in preventing adoption or implementation of such measures in about a dozen states.

TV film commercial production represented $35,000,000 gross in 1956, according to Ross Reports-Television Index, 551 Fifth Ave., N. Y., based on production reports in its *1956 Survey of TV Film Commercials* (84 pp., $7.50).

Personal Notes: Wm. H. Hylan reassigned as CBS-TV v.p. in charge of sales administration, succeeded by Thomas Dawson as v.p. in charge of network sales; Wm. B. Lodge, v.p. in charge of general engineering, reassigned as v.p. of station relations & engineering; Edward P. Shurick named v.p. & dirctor of station relations; Jay Eliasberg promoted to research director, succeeding Oscar Katz, now v.p. in charge of daytime programs . . . Don Durgin, v.p. in charge of ABC Radio, joins NBC-TV March 11 as v.p. & director of sales planning, reporting to Walter D. Scott, v.p. & national sales mgr. for TV . . . Maurice E. McMurray, representing WJBK-TV, Detroit & WJW-TV, Cleveland, in Storer's N. Y. sales office, promoted to national sales director of Storer stations, succeeding late Robert Wood and continuing to headquarter in N. Y. . . . Arnold Kaufman elected a v.p. of RKO Teleradio Pictures . . . John T. Griffin named chairman of KTVX, Muskogee-Tulsa and KATV, Pine Bluff-Little Rock; James C. Leake succeeds him as pres. of stations; managing director Mike Shapiro succeeds Leake as exec. v.p. . . . Ralph W. Nimmons, ex-WFAA-TV, Dallas, named gen. sales mgr. of upcoming WFGA-TV, Jacksonville (Ch. 12), due in spring . . . Richard L. Geismar promoted to exec. asst. to Bernard Goodwin, pres. of DuMont Bcstg. Corp. (WABD, N. Y., and WTTG, Washington) . . . Stacy W. Norman, chief of Inspection & Examination Div. of FCC's Engineering & Monitoring Bureau, retired Feb. 28 after serving Commission and predecessor agencies since 1929 . . . Robert D. L'Heureux, asst. to FCC Chairman McConnaughey and liaison with Congress, will establish private law practice in Washington Sept. 1 . . . Stanley H. Pulver resigns as Lever Bros. TV-radio adv. mgr., due to be succeeded by Howard Eaton, ex-Young & Rubicam . . . Lynn E. Knox, ex-WHAS-TV, Louisville, named sales mgr. of WINT, Ft. Wayne . . . John P. Sholar promoted to sales mgr. of WNOK-TV, Columbia, S. C. . . . Wm. J. Taylor, gen. mgr. of radio KSLR, Oceanside, Cal., named director of So. Cal. Bcstrs. Assn., replacing Frank Crane, now with radio KPOP, Hollywood . . . Peter Kalischer, ex-*Collier's* Far East correspondent, joins CBS News for N. Y. & Washington assignments before reassignment overseas . . . Ed Wallis, adv. & promotion mgr. of KYW-TV & KYW, Cleveland, named sales mgr. of KYW . . . Frank Young, ex-Screen Gems & NBC, named publicity director of NTA Film Network . . . Charles Heaton, ex-Bell Syndicate, named promotion director of WTTG, Washington . . . W. J. Carter resigns as chief engineer & engineering director of CKLW-TV & CKLW, Windsor, Ont., after 25 years to join architectural firm of Pennington & Carter; Stewart Clark succeeds him as engineering director . . . Tex Schramm, onetime sports editor of *Austin* (Tex.) *Statesman*, serving since 1948 as gen. mgr. of Los Angeles Rams football team, joins CBS as asst. sports director . . . Norman Prevatte promoted to asst. TV production mgr., WBTV, Charlotte; Dan Givan promoted to TV program development supervisor.

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John J. Sirica, head of trial dept. of Hogan & Hartson, was nominated to be a Federal District judge in Washington, D. C. He began his law career 30 years ago and in 1944 served as general counsel for a House select committee which investigated FCC. He quit after 6 months, denouncing investigation as a "whitewash."

Promotions in CBS-TV legal dept., announced by Thomas K. Fisher, v.p. & gen. attorney: Leon R. Brooks (Washington), Richard A. Forsling, Richard W. Jenks, Charles C. Woodward named asst. gen. attorneys; E. Thayer Drake and Robert V. Evans named senior attorneys.

J. L. Van Volkenburg, who retired Jan. 1 as CBS-TV pres., was presented with cabin cruiser Feb. 21 as gift of CBS-TV affiliates. Meeting of affiliates executive committee in N. Y. watched his acceptance at nearby CBS studio on closed-circuit hookup.

Former Sen. Burton K. Wheeler (D-Mont.), onetime chairman of Senate Commerce Committee now in law practice with son Edward, celebrated 75th birthday this week. Gift from his 6 children was establishment of scholarship in his name at U of Montana Law School.

Obituary

John C. Spearman, 55, of Washington law firm Spearman & Roberson, died Feb. 25 in a St. Petersburg, Fla. hospital following heart attack. He retired from active practice last year after being treated for heart ailment for several years. Surviving are his widow, his mother, 2 brothers, 3 sisters.

Gene Buck, 71, noted song writer, founder and pres. of ASCAP from 1924 to 1941, died Feb. 24 in North Shore Hospital, Manhasset, N. Y.

Freedom Foundation's TV awards, presented Feb. 22: top award, WTVJ, Miami, for "Listen to the People," public service program for Independence Day. TV series—WBKB, Chicago, for *Father Rigney Speaks;* WBZ-TV, Boston, for *History for Small Fry;* WFIL-TV, Philadelphia, for *Benjamin Franklin—The Compleat Man.* Single telecasts: CBS, for "The History of American Political Parties" on *Bandwagon '56;* NBC, for "The Bill of Rights," on *Open Mind;* WTOP-TV, Washington, for "Blessings of Liberty"; Campbell Soup, for "Local Election" on *Lassie* (CBS-TV); The Christophers, for "Knock on Every Door" syndicated program; E. I. duPont de Nemours, for "The Boy Who Walked to America," on *DuPont Cavalcade Theatre* (ABC-TV); Firestone Tire, for "Springtime, U. S. A." on *Firestone Hour* (ABC-TV); General Motors, for "Birth of an American" on *Wide Wide World* (NBC-TV).

AWARE Inc. lost a round in legal battle when appellate div. of N. Y. Supreme Court upheld libel suit brought against the anti-communist pamphleteering group by WCBS commentator and AFTRA New York v.p. John Henry Faulk (Vol. 12:27, 32). Appellate div. dismissed AWARE's defense of "fair comment," clearing case for Supreme Court hearing this year.

National Brotherhood Media Awards of National Conference of Christians & Jews: "Noon on Doomsday" on *U. S. Steel Hour* (CBS-TV); *Medical Horizons* (ABC-TV); "Brotherhood Week Salute" on *Kukla, Fran & Ollie* (ABC-TV); "What's Happening in This Country Now?" on *Dean Pike* (ABC-TV); "Tragedy in a Temporary Town" on *Alcoa Hour* (NBC-TV); "The Man With the Beard" on *Telephone Time* (CBS-TV); "The Gift" on *Frontiers of Faith* (NBC-TV); "Report from Africa" on *See It Now* (CBS-TV); *The Open Mind* (WRCA-TV, N. Y.).

Some of educational programs to be transmitted by NBC-TV to non-commercial stations starting March 11 (Vol. 12:50) will also be shown via kine on WRCA-TV, N. Y., first commercial station to announce such plans. The 5 separate 13-week series will cover American literature, geography, mathematics, American govt., music.

Educational TV got $8,000,000 last year from its No. 1 benefactor—Ford Foundation. Annual statement revealed that funds went to Educational TV & Radio Center at Ann Arbor for direct grants to educational stations for programming improvement, for technical and professional assistance and to citizens groups promoting educational TV stations and programming.

STATION SALES activity burgeoned this week, along with spring weather here and there—and the prices don't get smaller. The latest:

(1) Storer's application to purchase WPFH, Wilmington (Ch. 13), with radio WIBG and subsidiary National Wired Music Corp., for $5,626,312 and assumption of about $1,000,000 liabilities (Vol. 12:51), was filed with FCC this week. To keep within Commission's ownership limits, Storer said it would sell either WAGA-TV & WAGA, Atlanta, or WBRC-TV & WBRC, Birmingham.

(2) Storer's proposed sale of Atlanta properties for $6,500,000 to *Washington Post* (Vol. 12:42) fell through when agreement expired Feb. 15. Sale had been contingent on FCC approval of Storer's acquisition of WMUR-TV (Ch. 9)—but Commission has questioned plans to move station closer to Boston.

(3) Time Inc. purchase of Bitner stations for $15,750,000 (Vol. 12:50-52) was formalized this week after Bitner stockholders approved deal in meeting Feb. 25.

(4) Radio WNEW, N. Y., was persistently reported to have been sold to DuMont Broadcasting Co. for $7-$7,500,000—despite assertions of principles that things were still in negotiation stage. In 1954, station went for $2,100,000; about year later, present owners got it for $4,100,000.

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Unique sale approval by FCC this week resulted in 4-3 vote giving Herman M. (Hank) Greenspun, controversial Las Vegas publisher (*Las Vegas Sun*), control of KLAS-TV (Ch. 8). Comrs. McConnaughey, Doerfer & Lee dissented, Doerfer noting that Greenspun had pleaded guilty to violation of Neutrality Act by shipping load of arms from California to Mexico with Israel as destination; that he'd been fined $10,000 for it July 17, 1950; that he'd lost civil rights as result—including right to vote, serve on jury, hold public office. Doerfer asserted that Communications Act's requirements regarding licensees' citizenship and character should disqualify Greenspun; that broadcasters' participation in Conelrad and other defense activities requires "extraordinary caution" in choosing licensees. Comr. Lee said that although there appeared to be "mitigating circumstances" regarding Greenspun's violation of Neutrality Act, he should not have control of station unless his civil rights are restored. Greenspun increases holdings from 22.77% to 67.5% by acquiring 124½ shares from R. G. Jolley for $50,000. Jolley also sells his remaining shares back to company for $270,000 (shares to be cancelled) and gets payment on $20,000 promissory note (Vol. 12:25).

Sale of 50% of KNAC-TV, Ft. Smith, Ark. (Ch. 5) to George T. Hernreich under option obtained from late H. S. Nakdimen (Vol. 13:7) was approved this week by FCC. Hernreich becomes partner in stock subscription agreement, buying half of 1500 shares to be issued at $100 each, in addition assumes half of obligations under agreement to advance $150,000 to station, if needed. Approval of transfer is subject to any action FCC may be required to take when Court of Appeals comes to decision on suit filed by Donald Reynolds, owner of KFSA-TV, Ft. Smith (Ch. 22). Claiming he had contract to buy KNAC-TV, Reynolds argued FCC erred in extending CP and approving transfer of control to Nakdimen estate.

Radio station sales and transfers approved this week by FCC: WSMB, New Orleans, 50% by Paramount Gulf Theatres Inc. to Founders Corp., Bankers Securities Corp. retaining 50%. (Vol. 13:3). WJQS, Jackson, Miss. by D. W. Gavin to Milner Enterprises Inc. for $75,000 (Vol. 12:50). KWIK, Pocatello, Ida. by Pocatello TV Corp. (Robert S. Howard, pres.) to owners of KOIL, Omaha, Neb. (Don W. Burden & John D. Buchler, principals) for $33,000 plus $9600 5-year building lease (Vol. 13:1).

Radio station sales and transfers reported this week: KLBS, Houston, by Howard Bcstg. Corp. (Howard W. Davis, pres., also owner of KMAC & KISS-FM, San Antonio) for $525,000 to McLendon Investment Corp., which dismissed Houston AM application. McLendon also owns KLIF, Dallas and KTSA, San Antonio. WCTC, New Brunswick, N. J. & WCTC-FM by Chanticleer Bcstg. Co. (James L. Howe, pres., also owner of WIRA, Ft. Pierce, Fla.) for $215,000 to group headed by Joseph L. Rosenmiller Jr. and Peter A. Bordes—also included with buying group is Louis J. Appell Jr., pres. of WSBA-TV & WSBA, York, Pa. Rosenmiller-Bordes interests control WESO, Southbridge-Webster, Mass. KIOA, Des Moines, by Town & Farm Co. Inc. (Don Searle, pres., also 6% of KOA-TV & KOA, Denver) for $185,000 to Houston adman Lester Kamin's Public Radio Corp., owner of KAKC, Tulsa. Kamin also has minority interest in KCIJ, Shreveport, WMRY, New Orleans and CP for WCKG, New Orleans (Ch. 26). Town & Farm stations are KMMJ, Grand Island, Neb.; KXXX, Colby, Kan.; WFNF, Shenandoah, Ia. WHKK, Akron, O. 50% by Jackson B. Maurer for $54,000 to parent corp., making Philip R. Herbert 100% owner. KBIF, Fresno, 51% by John Poole for $40,800 to David T. Harris and Ephram Bernstein, both from KMJ, Fresno. Poole Bcstg. Co. retains 49% along with "certain assets with long term lease." Poole also owns off-air KBID-TV, Fresno (Ch. 53), radio KBIC, Avalon, Cal. and CP for KBIC-TV, Los Angeles (Ch. 22). KMLW, Marlin, Tex. by KMLW Inc. (Charles E. Reagan, pres.) for $47,500 to M-L Radio Inc.—buying principals being Louis F. Leurig, San Angelo adman, and Peter Miller, publisher of *LaSalle* (Ill.) *News-Tribune* (WPLO). Miller is also buying $38,000 of preferred stock.

Sale of KEYT, Santa Barbara (Ch. 3) for $1,640,000 was announced by pres.-gen. mgr. Colin M. Selph (Vol. 12:52). Buyer is new Key TV Inc., headed by Richard C. D. Bell, ex-v.p. of KPIX, San Francisco, with 16⅔%; his cousin Wm. F. Luton, 41⅔%; Robert H. Dunlap, Pasadena attorney, 41⅔%. Sellers include Selph; rancher C. H. Jackson Jr.; actor Ronald Colman; Chicago adman Arthur F. Marquette, who will serve as a director of Key TV Inc.; Maj. Gen. P. M. Hamilton; Harry C. Butcher, ex-CBS v.p. and now owner of radio KIST, Santa Barbara; Cecil I. Smith, and others. According to transfer application, KEYT has been edging toward the black, having cut $100,662 deficit as of June 30, 1955 to $41,212 by June 30, 1956 and in 5 months since then has reduced it to $18,768. Balance sheet for 5 months ending Nov. 30, 1956 lists $190,264 fixed assets, $133,221 current assets out of $365,198 total assets.

Loan of $425,000 to Glenn H. McCarthy from Houston investment banker Milton R. Underwood included option for Underwood to buy KXYZ, Houston, with CP for KXYZ-TV (Ch. 29), for $600,000, with loan to be applied to purchase price if option was exercised, it's revealed this week in transfer application filed with FCC. Exercising option is new Houston Bcstg. Corp., owned by Underwood, his wife and son. Underwood, Neuhaus & Co. (M. R. Underwood, pres. & 45%; Philip R. Neuhaus, v.p. & 25%), has agreed to dispose of 3.75% interest in Houston radio KTHT, but will retain 9.9% in radio KRYS, formerly KRIS, Corpus Christi, sold for $255,000 by T. Frank Smith family, which retained KRIS-TV on Ch. 6 (Vol. 12:43).

McLendon Investment Corp. had surplus of $239,391 as of Dec. 31, according to balance sheet filed with application to sell KILT, El Paso (Ch. 13) & radio KELP to owners of KXLY-TV, Spokane, Wash. (Vol. 12:49). Its balance sheet also lists $433,852 in investments (stocks and leases), $204,784 in accounts receivable, $344 235 in land, buildings and equipment, out of $976,073 total assets.

THANKS TO CATV SYSTEM, new KTWO-TV, Casper, Wyo. (Ch. 2) began test patterns March 1 with some 6000 TV sets in use, plans March 8 program debut with NBC-TV & ABC-TV, also will carry CBS-TV on per program basis. Community antenna system there, operated since Dec. 23, 1953 by Bill Daniels, pres. of National Community TV Assn., gets live network programs from Denver via phone company microwave. City also has another CP—KSPR-TV (Ch. 2), which hasn't reported target date. This week's starter is year's 4th, brings on-air box score to 497 (95 uhf).

KTWO-TV starts interim operation with 500-watt RCA transmitter and 1-bay antenna, has ordered 5-kw DuMont transmitter, will shift to 116-ft. self-supporting Ideco tower with 3-bay antenna. It hopes to establish own microwave link with Denver, according to principals.

Grantee Harriscope Inc., Beverly Hills TV packager, is also applicant for Ch. 9, Sheridan, Wyo., to be operated as KTWO-TV satellite. Owners are Burt I. Harris, ex-gen. mgr. of defunct XELD-TV, Matamoros, Mex. (Ch. 7), pres., 40%; Irving B. Harris, v.p., 40%; Don Paul Nathanson, v.p., 20%. Personnel: Lawrence S. Burger, ex-Standard TV (TV film distributor), exec. v.p.; C. Van Haaften, ex-KOA-TV, Denver, gen. mgr.; Pete Bennett, ex-KVOC, Casper, sales mgr.; Robert Lebsock, ex-KREX-TV, Grand Junction, Colo., chief engineer. Base hour is $150. Reps are Meeker and John L. McGuire (Denver).

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In our continuing survey of upcoming stations, these are latest reports from principals.

WSOC-TV, Charlotte, N. C. (Ch. 9) has ordered 50-kw RCA transmitter for March 5 delivery, plans April 28 start with NBC-TV, reports pres.-gen. mgr. E. J. Gluck. It will be second vhf there, WBTV (Ch. 3) having started in mid-1949 as basic CBS-TV affiliate. Transmitter building near Newell, N. C., also housing temporary studio, is 75% ready; permanent studios will be in city at 1925 N. Tryon St. RCA 12-bay antenna is scheduled for installation on 1000-ft. Ideco tower April 20. Base hour will be $900. Rep will be H-R Television.

WPSD-TV, Paducah, Ky. (Ch. 6) has ordered 10-kw RCA for early April delivery, plans May 1 start with NBC-TV, reports pres.-gen. mgr. E. J. Paxton Jr., for grantee *Paducah Sun-Democrat*. Studio-transmitter building on south edge of town is nearly ready and foundations are being poured for 500-ft. Ideco tower due to arrive in early April. Base hour will be $400. Rep will be Pearson.

KTVC, Ensign, Kan. (Ch. 6) hasn't definite target, although it's signed agreement to pick up programs of ABC-TV affiliate KAKE-TV, Wichita (Ch. 10), reports v.p.-gen. mgr. & 5.65% owner Wendell Elliott. Raytheon microwave is due by mid-March and station hopes to have hook-up with Stafford, Kan. ready in 30 days. Studio-transmitter building is ready and 5-kw GE transmitter is being installed. It has 6-bay GE antenna on hand, but 600-ft. custom-built tower isn't due to arrive until April 3. Base hour will be $100. Rep not chosen.

WRLP, Greenfield, Mass. (Ch. 32) plans mid-May test patterns, June 1 programming start as satellite of WWLP, Springfield (Ch. 22), reports WWLP mgr. Wm. L. Putnam. It has 12-kw RCA transmitter ordered for delivery in about 2 weeks. Walls of new studio-transmitter building are up at Bolton Rd., Winchester, N. H.; 620-ft. Ideco tower is scheduled to be ready by end of April. WWLP plans to raise base hour from $600 to $700 when WRLP begins. Rep is Hollingbery.

KPLO-TV, Reliance, S. D. (Ch. 6) has ordered 10-kw RCA transmitter for March-April delivery, plans June test patterns, reports principal N. L. Bentson. It will operate as semi-satellite of parent KELO-TV, Sioux Falls (Ch. 11), also operating satellite KDLO-TV, Florence, S. D. (Ch. 3). Butler steel building to house entire operation is about 25% complete on Medicine Butte. It will use 700-ft. Stainless tower with 6-bay antenna. Still to be built is microwave to Sioux Falls. KELO-TV base hour is $450. Rep is H-R Television.

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Order for 25-kw Standard Electronics amplifier by WORA-TV, Mayaguez, P. R. (Ch. 5) is reported by Visual Electronics Corp.

Gates ships 500-watt transmitter with 2-ring antenna March 8 to upcoming CFCR-TV, Kamloops, B.C. (Ch. 4), without target as yet.

Pagosa Springs, Colo. translator K74AD began tests Feb. 25, repeating KOB-TV, Albuquerque, consulting engineer John Morgan has informed FCC.

British Commonwealth International Newsfilm Agency has been established jointly by BBC, Rank Film Organization, CBC & Australian Broadcasting Commission to supply newsfilm for TV and theatres. New agency "will provide service with international news on film for subscribers anywhere in the world who may operate TV services, produce cinematograph newsreels or who require news film for other purposes, as for example universities," the newsfilm trust announced this week. Trust was formed, according to announcement, to "ensure that the company remains under British control and that newsfilm is supplied impartially without restrictions as to the way it is cut or presented." Organization began operations Feb. 27 from headquarters at Acton, England, in studios vacated by British Paramount News which recently went out of business. BCINA has been established as a trust similar to Reuters news agency. It will be controlled by board of trustees consisting of 3 representatives each from BBC & Rank, one each from CBC & Australian Broadcasting Commission. Lord Radcliffe, wartime director-general of British Ministry of Information is chairman of board and CBC gen. mgr. Alphonse Ouimet represents Canada on board. Kenneth Dick, ex-asst. head of BBC's TV news dept., is managing editor in charge of company, and CBC chief news editor W. H. Hogg is Canadian director.

Call letters of KDWI-TV, Tucson (Ch. 9) change to KGUN-TV, effective March 14.

TV newsfilm will be shown in Los Angeles' Newsreel Theatre because of shortage of theatrical newsreel programming following demise of Warner-Pathe and Paramount newsreels. Theatre has made deal with Clete Roberts' World Reports TV Service for weekly newsfilm and is negotiating with CBS-TV for daily newsfilm coverage. Newsreel Theatre features large-screen projection TV in lobby as added attraction to patrons. Meanwhile, another of nation's 3 remaining newsreel theatres—New York's Embassy—has scheduled March 6 showing of "Drew Pearson's Report on the Holy Land," 60-min. documentary originally presented Jan. 27 on NBC-TV. Film has been acquired by Joseph Brenner & Assoc., which is aiming at further TV & theatrical showings.

Emphasizing that uhf can succeed under proper circumstances, Wm. L. Putnam, gen. mgr. of WWLP, Springfield, Mass. (Ch. 22) reports station had net profit of $133,444 on income of $923,001 in 1956. Income breakdown: NBC, $134,451; ABC, $26,181; national spot, $344,547; regional spot, $48,249; local, $291,434; miscellaneous, $78,136. Agency commissions were $73,755. Expense breakdown: engineering, $194,440; program, $236,403; sales, $152,755; administration, etc., $132,019.

Third anniversary of NBC-TV's *Home* was celebrated March 1 with 778th consecutive show. Plans for coming year include Arlene Francis film interviews in London and Paris, plus remotes from U. S. educational centers.

NEW STATION equipment was described this week by RCA at a special seminar for consulting engineers in Washington. Among highlights—though there's not much demand for it at present—was new 5-megawatt uhf package. This consists of 150-kw transmitter TTU-150A and high-gain antenna. Heart of transmitter is A2335 triode—2 used in visual section, one in aural section. RCA officials said 5-megawatt station package would be priced somewhere between $500,000 & $750,000, depending on timing and quantity of orders. RCA's 1-megawatt package is $165,500 for 25-kw transmitter and $59,500 for 46-gain antenna.

Among other new equipment discussed in all-day seminar:

(1) New traveling wave vhf antenna, claimed to be simple, provide nearly ideal pattern, have low wind loading and high power handling capacity. Cost of new type antenna was said to be roughly parallel to superturnstile —approximately $33,000 for 8-gain, $55,000 for 16-gain high-band antenna.

(2) "Precise carrier frequency control" for TV stations, markedly reducing co-channel interference (Vol. 12:37), is now ready to be offered commercially by RCA. Tested for several months on co-channel (Ch. 4) WRCA-TV, N.Y. & WRC-TV, Washington, use of equipment was said to be "equivalent to a tenfold power increase at nominal investment" for stations suffering from co-channel interference. Gear maintains precise station frequency with tolerance of plus-or-minus 2½ cycles, as proposed to current tolerance of 10 kc either way.

(3) New color monitor, to be priced at $3500-$4000, completely new slide projector at $2450 and stabilizing amplifier at $1250, were also described.

Multiple antenna installations were described by broadcast antenna equipment mgr. I. T. Newton, who stated that RCA has supplied stacked or candelabra antenna installations in 8 U. S. cities and 4 in Cuba and Canada. He gave us some details of KRON-TV's proposed 15-antenna tower in San Francisco (Vol. 12:32-33), which would employ both the candelabra and stacked approaches. Platform at top would accommodate several antennas above, several hanging below. Remainder would be built around sides of tower. Tower would cost about $1,000,000. Why 15 antennas for San Francisco? Newton said this number would cover any eventuality—for example, if FCC should some day order move of all stations to uhf, there would be room for enough antennas to permit simultaneous vhf-uhf operation by stations.

Technical presentation was capped by non-technical pitch for stations to convert to color, by TV studio equipment sales mgr. G. W. Bricker. Taking tax depreciation into consideration, he said cost of converting station for local color in 1957 would be only about $25,000. "Color is the growth dimension" in TV, he stated, pointing out that if stations help dealers sell color sets by providing plenty of color programming, it will hasten the day when advertisers will be willing to pay premium prices for color shows. He forecast industry-wide sales of 400,000 color sets in 1957, 1,200,000 in 1958 and 1,800,000 in 1959. Next year, he added, "more than 5% of the TV homes will be color in better than 2 out of 3 markets." He termed 5% color saturation the figure at which stations can begin charging premium for color.

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GE announced "price adjustment" for its complete line of TV-radio broadcasting equipment at week's end—first general price change for its broadcast gear. Broadcast equipment marketing mgr. Paul L. Chamberlain estimated revised price schedules will add "in the order of 10% to over-all equipment costs for new stations going on the air." He emphasized that move was not a general increase but involved "reductions in some products and increases in others." Biggest price increases were understood to be in studio equipment—studio image orthicon camera chain going from $15,000 to $16,800, though vidicon camera chains (live $6300, film $5200) and film scanners are unchanged. Prices of antennas have been "readjusted somewhat," transmitters are "virtually unchanged," a GE spokesman said. Amplifiers, power supplies, cabinets, etc. have gone up about 10%.

Assured of no local vhf competition by FCC's decision to delete Ch. 8 from Peoria (p. 2), WTVH (Ch. 19) announced it's shooting for power hike to 1000 kw as soon as possible, will use RCA 25-kw transmitter with present 50-gain antenna. It's also aiming for more height.

Telecasting Notes: **"You can control TV programming** by writing to the networks," advises Feb. 24 *Parade Magazine* in article titled "What's Wrong with TV?" Article complains about "the sameness of current video offerings, the excess of quiz and juvenile programs, the seemingly endless commercials, the general lack of creative programming." It attacks overdependence on ratings and concludes with plea to public: "If you like a program, say so; if not, say that. The networks are sensitive to public opinion. [So] let the networks know how you feel. In the long run, where TV goes from here is to a large extent *your* decision" . . . **"Hardy perennials"** of TV comprise 29 shows still going strong in the time periods they occupied in 1953—out of some 140 programs making up evening network TV fare—reports A. C. Nielsen Co. The "durable 29" still average a healthy 25.6 average audience rating or 40% share of audience—down from 32.4 and 51% in 1953 . . . **If you follow the overnight Trendexes** you know that NBC-TV's *Twenty-One* (Charles Van Doren) beat out CBS-TV's *I Love Lucy* 33.3-to-26.9 this week . . . **CBS-TV has turned down** request by Warner Bros. to postpone *Playhouse 90* drama, "Helen Morgan Story," until Warner movie on same subject is completed . . . **Metropolitan Opera** and Ed Sullivan have agreed to terminate their TV contract March 10—Sullivan expressing dissatisfaction with ratings of shows featuring opera segments and Met gen. mgr. Rudolph Bing reportedly unhappy with the way Sullivan "was handling the opera presentations" . . . **Albert McCleery**, exec. producer of successful *NBC Matinee Theatre*, has agreed with network on new 5-year contract, said to make him one of highest paid production executives in TV . . . **First-run syndication successes:** NTA announces its *Sheriff of Cochise* series is now telecast in 174 markets; TPA's *Hawkeye & the Last of the Mohicans* now sold in 74 markets, with worldwide gross totaling $1,600,000 (including CBC-TV network showing and airing on British TV . . . **TV film production costs** are 20-40% higher this year than last, reports Ziv, "while the price outlook is for no more than 10-15% increase by this fall." Ziv also reports new TV film purchases by networks and stations in Britain, Italy, Germany & Japan, accompanied by stepped up program of foreign language soundtrack dubbing for Ziv shows . . . **TV Key, program preview-review service** distributed to newspapers by McClure Syndicate, adds new service—"TV Key Movie Previews"—rating more than 9000 movies released for TV showing . . . **Magicular:** NBC-TV's *Producers' Showcase* schedules 90-min. magic show May 27, featuring 7-(count 'em)-7 magicians from all over world . . . **Hillbilly music** invades early morning TV beginning April 8 when CBS-TV presents daily *Country Style*, featuring Jimmy Dean, 7-7:45 a.m.—originating from (of all places) Washington, D. C.—replacing *Good Morning with Will Rogers Jr.*

RADIO's UPSURGE continues to roll in high gear, with NBC and ABC reporting significant sponsorships and CBS announcing new rate adjustments designed to reflect network radio's changing patterns in programming and listening habits.

R. J. Reynolds (Camels) will spend $1,000,000 on ABC Radio starting in mid-March for 20 five-min. newscasts a week, extending perhaps into week end, thru Wm. Esty Co. At same time, Camels also invested estimated $168,000 net in *News of the World* on NBC Radio Mon.-thru-Fri. 7:30-7:45 p.m. for 26 weeks as part of $500,000 net billings racked up by NBC this week from 7 advertisers. Other purchases were for *Monitor*, *One Man's Family* and several daytime dramatic programs.

CBS Radio, while not reporting additional sponsorships, adjusted its rates this week. Effective March 10, night rates were cut by 33%, while daytime rates were raised 5%. Cut was designed to put CBS evening shows on more competitive basis, while daytime increase was apparently intended to soften impact on affiliates. John M. Rivers, pres. of WCSC-TV & WCSC, Charleston, S. C., chairman of CBS Radio affiliates board, said that even with the whopping price cuts, CBS rates are "at a level significantly higher than those of competitors." Spokesmen for ABC Radio and NBC Radio said, on the contrary, that CBS rates would be lower than theirs.

ABC Radio had previously announced rate increase, effective April 1. Next to adjust rates is likely to be NBC Radio, Feb. 27 *Variety* reporting that plans there are for establishment of an all-day base rate, with variations by time periods. It said that 7-9 a.m. time period might be 20% higher than rest of day. Separate 20% increase on week-end *Monitor* rates is also due shortly.

NBC Radio v.p. Matt Culligan, meanwhile, took stock of radio's comeback in Feb. 25 address to Chicago's Broadcast Advertising Club. He listed 6 basic reasons for the resurgence: (1) Stability of audience. (2) Improved research, showing value of network radio as supplementary buy to other media. (3) Return of merchandising "excitement" from TV to radio. (4) High cost of TV advertising. (5) Better and smaller radio receivers. (6) More attractive purchase terms for sponsors on network radio. Culligan commented:

"One business truth all of you will recognize is that the most difficult single task in business is to arrest a downward trend, hold a plateau of stability, then claw your way back up. That is precisely what I suggest is now in progress in network radio. And I should like now to publicly pay tribute to the stout-hearted men of network radio—in our network and at CBS and ABC—who stood firm in the face of the TV onslaught and waited out the passing of the storm.

"This miraculous turnabout in the fortunes of network radio is definitely not a matter of luck, the failure of the competition, or the charity of advertisers and agencies. It is the result, we think, of identifiable, measurable causes, all of which contribute in varying degrees."

Note: Apropos of radio boom, we received this quoteworthy comment from an old school friend now with a midwest advertising agency: "In my travels around the Central West I gain the impression that radio really has taken a new lease on life—and TV is pricing itself right out of this world. Still, who knows where the saturation point is?"

ADVERTISING AGENCIES: Humboldt Greig, ex-pres. & gen. mgr. of WHUM-TV & WHUM, Reading, Pa., most recently v.p. of WPFH-TV & WIBG, Philadelphia, named head of timebuying dept. of C. J. LaRoche & Co. (Revlon) . . . **H. L. (Hay) McClinton**, onetime TV-radio v.p. of N. W. Ayer, resigns as pres. of Calkins & Holden, announcing "basic differences of opinion as to management policies" with chairman **J. Sherwood Smith** . . . **Roger A. Pardon**, ex-Bryan Houston, named McCann-Erickson v.p. & group head of Chrysler account in N. Y. . . . **Woodrow Benoit** joins J. Walter Thompson TV-radio dept. as group head . . . **John G. O. Webster**, mgr. of J. Walter Thompson's office in Santiago, Chile, named mgr. of new office in Lima, Peru, its 8th Latin American office and 38th international office . . . **Thomas A. Wright Jr.**, ex-NBC & BBDO TV-radio dept., named media mgr. of Leo Burnett Co., Chicago . . . **Lloyd Gaynes**, ex-WTVJ, Miami, named TV-radio production director of newly formed John S. Allen & Assoc., Miami . . . **Sherman Slade**, ex-Foote, Cone & Belding, where he was supervisor of Hoffman Electronics account, named a director of Dan B. Miner Co., Los Angeles . . . **Wm. D. Stroben**, serving on Westinghouse TV-radio div. account, resigns from McCann-Erickson, will announce plans following vacation.

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Ten top agencies of 1956, out of 70 which did $10,000,000 or more business each, are ranked in Feb. 25 *Advertising Age* in this order (in millions): J. Walter Thompson, $255 vs. $220 in 1955; McCann-Erickson, $219 vs. $166; Young & Rubicam, $200 vs. $182; BBDO, $194.5 vs. $162.5; N. W. Ayer, $97 vs. $92; Benton & Bowles, $92 vs. $68; Kenyon & Eckhardt, $83 vs. $68; Foote, Cone & Belding, $81 vs. $76; Leo Burnett, $79 vs. $71; Grant Adv., $78.5 vs. $67.9.

California National Productions, NBC subsidiary, appoints Grey Adv. for its 4 divs.—NBC-TV Films, NBC theatrical, merchandising, film services.

Rate increases: WKY-TV, Oklahoma City, March 1 raised base hour from $920 to $950, 20 sec. from $225 to $240. WHBQ-TV, Memphis, March 1 raised hour from $800 to $900, min. $175 to $200. KSLA-TV, Shreveport, April 1 raises hour from $400 to $500. WDAY-TV, Fargo, N. D. March 1 raised hour from $400 to $450, min. $80 to $90. KBAK-TV, Bakersfield, Cal. March 1 added Class AA hour (7-10 p.m. daily) at $350, min. at $70, Class A hour going from $300 to $280. KCEN-TV, Temple, Tex. March 1 raised hour from $300 to $350, min. $60 to $70. KTTS-TV, Springfield, Mo. March 1 raised hour from $250 to $325, min. $62.50 to $81.25. Spot increases: KPIX, San Francisco, March 1 raised base min. from $425 to $500. KFJZ-TV, Ft. Worth, has raised min. from $180 to $225. WREC-TV, Memphis, March 1 raised min. from $175 to $200. WMCT, Memphis, has raised min. from $180 to $200. Note: WFIE, Evansville, Ind. has withdrawn Rate Card No. 7; base hour remains $350, min. $70.

NBC-TV affiliates grossed over $1,000,000 from local co-op sales of network shows in 1956, second straight year such sales topped $1,000,000 mark. Analysis reveals 133 stations sold 12,797 partic. in NBC-TV co-op programs. Largest single co-op revenue producer was *Meet the Press*, with 48 stations selling aggregate of 1270 such programs.

ABC-TV bagged another star this week in signing Gary Cooper to hour filmed show starting in fall, probably Thu. 8-9 p.m. Allied Artists, thru subsidiary Interstate TV, starts production in April on 39-week series.

New edition of ANA survey, "Magazine Circulation & Rate Trends" of 64 publications, 1937-1955, is available from ANA, 155 E. 44th St., New York 17, N. Y., free to members, $15 to non-members.

Article on ABC's drive for competitive network status is now in preparation for April *Fortune Magazine*.

Blair TV Assoc. named rep for WPTV, Palm Beach, replacing Venard, Rintoul & McConnell.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
March 2, 1957

TV PRICE INCREASES DUE IN NEXT FEW MONTHS: There's widespread industry support for Motorola pres. Robert W. Galvin's "anticipation" that industry-wide price increase of $10 to $20 a set will take effect "within the next 3 or 4 months." Galvin made the statement in address to N.Y. Society of Security Analysts Feb. 26 -- and our informal canvass of TV industry's pace-setters drew unanimous agreement.

Robert A. Seidel, RCA exec. v.p. for consumer products, said that "it's quite likely TV prices will go up in view of the continuing problem faced by the industry in the form of rising costs and steadily declining list prices."

Wallace Johnson, Admiral sales v.p., said "I agree with Mr. Galvin that TV prices will have to be raised. It just has to happen. We can't go on at this rate, despite the fact that in units our TV business is ahead of last year."

GE and Philco spokesmen expressed complete agreement. A GE official, who did not wish to be quoted by name, authorized following statement to us: "The TV market is under constant surveillance by GE in order to keep our marketing policies current with economic changes. It is academic that all products are subject to price change under the influences of a competitive market and the fluctuations in the cost of labor and materials. We anticipate that TV prices will tend to increase, but it is impossible at this time to predict the extent of such price change in the event such price change is determined as necessary."

Philco "will go along with price increases," said spokesman, recalling that recently introduced portables averaged $10 higher than counterparts in old line.

Galvin's estimate of "3 or 4 months" for price increases would embrace the traditional midyear introduction of new models -- and it seems manifest that he had that in mind. But it would take only one manufacturer to raise prices before then to set an industry-wide trend in motion, so determined are set makers to reverse a downward price skid which had begun to assume the aspect of a psychological complex. To some, the downward trend almost appeared irreversible -- to say nothing of the attitude of consumers, who have come to expect nothing but lower TV prices.

Galvin's statement thus came as welcome relief to manufacturers, who have been belaboring necessity for raising prices in private sales meetings for some time. The young Motorola president has now communicated that need to the public.

Labor Rumblings: As if it didn't have enough trouble (see financial statment, p. 12), Philco now faces disquieting prospect of being first TV manufacturer to come to grips with an IUE intent on pressing for guaranteed annual wage as means of offsetting enforced furloughs at electronics plants. Four IUE contracts with Philco expire in May -- and union officials are talking in terms of package demands to include guaranteed annual wage, shorter work week with no loss of pay and improved severance benefits. If accepted by Philco, union officals left no doubt that they would regard settlement as a pattern for entire TV-radio-electronics industry.

Philco has never recovered fully from crippling 45-day strike at 10 plants in 1954 (Vol. 10:25) and, at least on surface, would appear to be in position of being unable either to yield to demands of labor or of risking another strike by refusing to yield. Company spokesman said no strategy had been worked out yet. Only other major TV manufacturer facing IUE wage demands this year is Emerson, which recently reported profit of $84,852 (4¢ per share) in fiscal year ended last Oct. 31, way down from profit of $2,468,063 ($1.28) in preceding fiscal year.

Big test will come in negotiations with RCA, whose contract does not expire until June 1, 1959. Union spokesmen have made no secret of their intention to go all-out in their drive for full acceptance of their demands, plans to step up their membership campaign at 2 unorganized RCA plants in Harrison and New Brunswick, N.J. A union conference board was recently created at RCA, representing about 20,000.

Production: TV output totaled 117,891 week ended Feb. 22, compared with 123,225 preceding week and 138,861 in corresponding week of 1956. It was year's 8th week and brought TV production for year to date to about 909,000, compared with 1,164,629 in corresponding period year ago. Radio production totaled 344,507 (131,108 auto) week ended Feb. 22, compared with 307,909 (126,450 auto) preceding week and 278,271 (92,648 auto) in same 1956 week. Radio output for first 8 weeks totaled 2,359,000 (1,041,000 auto), as against 2,172,130 (957,259 auto) in same period of 1956.

Topics & Trends of TV Trade: Tube and set manufacturers are now destroying worn-out receiving tubes returned on warranties as part of cooperative effort to dry up one of the sources for tube counterfeiting, RETMA gen. counsel Glen McDaniel disclosed this week prior to his Feb. 27 testimony before Bronx grand jury investigating the problem. He also revealed that RETMA has established special committee to alert all segments of industry and public to fraudulent tube practices and is encouraging its members to cooperate with law enforcement agencies in tracking down tube counterfeiters. He said:

"Thousands of old and worn out receiving tubes inevitably become available for purchase. Some of them come into the hands of the service technician when he removes worn out tubes from your set and replaces them with new tubes. Others are taken from old sets which are traded in for new ones and cannibalized—that is, stripped of their tubes. Others are turned in to distributors or set manufacturers for replacement under the terms of warranties applicable to their original sale.

"Certain persons make a practice of purchasing these old tubes by the thousands for a few pennies per tube. Some legitimate operators cull out the tubes that are still useful, and sell them as used tubes. This practice, so long as it does not involve misrepresentation, is a legitimate one, and should be distinguished from the fraudulent practices."

Day after McDaniel's testimony, Bronx grand jury indicted a former parts sales mgr. of RCA distributor Bruno-N. Y. and 2 associates on charges of conspiracy to defraud RCA. Bronx District Attorney Sullivan said that the alleged conspiracy may involve merchandise with total value of $400,000.

Named in indictment were Sidney Pressler, former parts sales mgr. of Bruno-N.Y.; Murray Frankel, pres. of Television Maintenance Corp., and Robert Mintz, v.p. of that company. According to indictment, the 3 defendants met in N. Y. hotel in April 1953 and Pressler "suggested and discussed with Frankel and Mintz a plan and scheme so they could all make money . . . by cheating and defrauding RCA."

Indictment said Pressler supplied the other defendants with defective TV and radio tubes which were rebranded with new warranty dates and forwarded to RCA for good ones, which were then sold to various dealers for cash. Pressler took 50% of profits, said indictment. Defendants pleaded innocent, and Pressler was released in $5500 bail, other 2 defendants in $3000 bail each.

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Whirlpool-Seeger will acquire Birtman Electric Co., major manufacturer of vacuum cleaners and electric housewares for Sears Roebuck, subject to approval of stockholders of both companies March 29 in Chicago. Effective date of merger is proposed for April 1. RCA and Sears Roebuck each owns about 20% of Whirlpool-Seeger. Birtman reported 1955 profit of $430,415 on sales of $17,572,731.

Admiral signed agreement this week to place its full major appliance line in 106 Western Tire & Auto stores in 9 midwest states. Items to be handled are refrigerators, freezers, ranges, room air conditioners & dehumidifiers.

Trade Personals: Wm. Balderston, Philco chairman, re-elected a director of National Industrial Conference Board . . . **Mulford M. Brandt**, RCA mgr. of govt. sales administration for commercial electronic products, awarded citation by alma mater Drexel Institute of Technology for achievement in electronics . . . **R. W. Frisbee** promoted to industrial sales coordination mgr., RCA tube div.; **A. K. Mallard** promoted to entertainment sales coordination mgr., succeeded by **R. K. Joslin** as Dallas district mgr. . . . **R. A. Moe** promoted by RCA Service Co. to mgr. of west coast facilities, systems engineering operations, govt. service dept. . . . **M. M. (Pete) Elliott**, ex-gen. mgr. of Motorola Canada Ltd. & onetime gen. sales mgr. of Canadian Marconi, named pres. of Caldwell A-V Equipment Co. Ltd., 400 Jarvis St., Toronto, newly formed subsidiary of S. W. Caldwell Ltd. . . . **Frank M. Viles Jr.** appointed v.p. in charge of semiconductor manufacturing of IT&T's Federal Telephone & Radio . . . **Francis E. Abt** promoted to sales coordinator of DuMont receiver div. . . . **Howard B. Jansen**, ex-DuMont, named midwest district mgr. of Hoffman Electronics . . . **J. Calvin Affleck**, ex-DuMont receiver adv. mgr., joins Monogram Art Studios . . . **Irving Jerome**, N. Y. district sales mgr. of Capitol Records, named v.p. & national sales mgr. of newly formed subsidiary Prep Records Inc., with headquarters at 1730 Broadway, N. Y.; Prep's first single-record release is due about April 1 . . . **Cliff Knoble**, ex-Raytheon TV-radio merchandising mgr., appointed gen. sales mgr. of Coroaire Heating Corp., Cleveland . . . **Wm. W. Price** named public relations director of Bendix Radio . . . **Murray Baird**, ex-Gerald O. Kaye Assoc. (Crosley-Bendix), named gen. sales mgr. of Granco Sales Corp. . . . **Daniel S. Reed** rejoins Packard-Bell as contracts administrator of technical products div., having served last 2 years with Pacific Mercury.

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Tribute to RCA chairman David Sarnoff, published by N. Y. City's *East Side News* on his 66th birthday, was inserted in Feb. 26 *Congressional Record* by Rep. Farbstein (D-N. Y.).

Gershon Fishbein, *Television Digest* trade reports editor, resigns, leaving next month to enter medical writing field in Washington.

Obituary

Jesse W. Lewis, 76, who retired in 1947 as treas. of GE, having previously served as asst. to pres., died Feb. 26 in N. Y. after brief illness.

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DISTRIBUTOR NOTES: Philco Distributors Inc. abolishes Newark branch, replacing it with Fineburgs', Trenton, which will set up E. Orange branch; move reduces Philco factory branches to 5—N. Y., Philadelphia, Detroit, Chicago, Los Angeles . . . DuMont appoints Sunset Electric Co., N. 703 Division St., Spokane (Raleigh M. Spiger, v.p.) and Hogan Vickair Sales Co., Dearborn, Mich. (Detroit) . . . Hotpoint Appliance Sales Co., Newark, appoints Richard C. Dahlman sales mgr. . . . Krich-N. J. (RCA Whirlpool) names Daniel Pliskin as adv. mgr., replacing James Cohan, resigned . . . Graybar Pittsburgh appoints Edward A. Grimes as district mgr. of major appliance div.; Melvin Schloss promoted to sales mgr. of appliances.

Financial & Trade Notes: Motorola had net profit of $7,970,000 ($4.12 per share) on record sales of $227,600,000 in 1956, compared with $8,490,539 ($4.39) on $226,653,953 in 1955 and $7,572,024 ($3.91) on $205,226,077 in 1954. Pres. Robert W. Galvin revealed the figures in Feb. 26 address to N. Y. Society of Security Analysts, also disclosing that 4th quarter profit was $3,149,000 ($1.63) on sales of $64,900,000, compared with $3,604,691 ($1.87) on $72,675,721 in corresponding 1955 quarter.

Galvin attributed earnings decline to expenses entailed in activating transistor manufacturing operations, low prices and short profit margins on TV, conversion from subsidiary manufacturing to licensing arrangement in Canada, lower volume of auto radio sales. He predicted a $10,000,000 sales increase in 1957.

Referring to bitter competition in TV industry last year, which caused several manufacturers to leave business, Galvin said some of larger TV manufacturers "are now performing more in the interests of their stockholders than to satisfy the vanities of their own managements." He said that TV market conditions have become more stable as result of drop-outs.

* * * *

Philco's net profit in 1956 fell sharply to $398,690 (1¢ per share) from $8,423,329 ($2.13) in 1955 and $6,768,965 ($1.69) in 1954. Sales last year totaled $347,901,014, compared with $373,359,297 in 1955 and $349,278,998 in 1954. Chief reasons for Philco's decline, said pres. James M. Skinner Jr., were heavy inventory liquidations by companies leaving TV & appliance business, low average unit price of TV receivers and 6-week strike at Connersville, Ind. appliance plant which sharply reduced shipments last Oct. & Nov. But he added: "The record of earnings does not reflect the many positive steps taken during the year to strengthen Philco's position in the industries in which it is engaged and the substantial economics which were effected in the cost structure of all divisions." He cited purchase of Bendix laundry div., installation of automation equipment, expansion of govt. business. Philco has been operating on profitable basis thus far in 1957, with inventories "in balance," he said. Reflecting steep drop in earnings, Philco board deferred action on dividend until late spring when "working capital requirements and earnings may be more definitely indicated than at present." It was second straight quarter that dividend action had been deferred.

RCA's annual report, released this week, spelled out earlier estimates by chairman David Sarnoff in detailed year-end statement (Vol. 12:52). Sales came to $1,127,774,000 last year, second straight year that volume has topped $1 billion, 7% over 1955's $1,055,265,655. Profit before taxes was $80,074,000, after taxes $40,031,000 ($2.65), comparing with $100,107,000 and $47,525,000 ($3.16) in 1955. Taxes last year totaled $87,803,000. Company currently has 80,000 employes, including 8500 overseas. Wages and salaries paid to domestic employes in 1956 amounted to $390,000,000, or 35 cents out of each sales dollar. Last year was company's second highest in black-&-white sales, with phono sales more than double 1955.

Dividends: Sylvania, 50¢ payable April 1 to stockholders of record March 11; Hoffman Electronics, 25¢ March 30 to holders March 15; Wells-Gardner, 20¢ March 15 to holders March 6; Sprague Electric, 30¢ March 14 to holders Feb. 28; Amphenol Electronics, 30¢ April 26 to holders April 12; Sperry Rand, 20¢ March 29 to holders March 8; General Precision Equipment, 60¢ March 15 to holders March 8; Gabriel Co., 15¢ March 15 to holders March 11; Canadian GE, $2 April 1 to holders March 15; General Dynamics, 50¢ May 10 to holders March 25; RCA, 25¢ April 29 to holders March 18; Radio Condenser Co., 5¢ March 20 to holders March 1.

Olympic Radio sales in 1956 exceeded $23,000,000, an increase of 26% over 1955, reports parent Unitronics Corp. Indicated net profit also set record in 1956, reports Unitronics, though no figures were revealed. Olympic's 1956 military sales were up 17% over 1955, and entered 1957 with military backlog of more than $7,000,000. First 6 weeks of 1957 showed sales increases over comparable period of 1956, with inventories in a "well-balanced position."

Republic Pictures reports consolidated net income of $758,401 (18¢ per share on 2,004,190 common shares outstanding, after preferred dividends) on gross revenues of $42,236,306 in fiscal year ended last Oct. 27, compared with $919,034 (26¢ on 1,908,753 shares) on $39,621,099 in preceding fiscal year.

Consolidated TV & Radio Broadcasters, the Bitner station chain sold to Time Inc. last Dec. for $15,750,000 (Vol. 12:50-52), reports consolidated net income of $767,370 ($1.21 per share) in fiscal year ended Nov. 30, compared with $701,940 ($1.11) in preceding fiscal year.

GE's successful Edison Award program, honoring nation's outstanding amateur each year, climaxed with dinner in Washington's Mayflower Hotel Feb. 28. Winner Mrs. Mary (Mae) Burke accepted kudos from speakers including Rear Adm. H. C. Bruton, director of naval communications. Since 1949, Mrs. Burke has sent 312,000 free messages, (CW, at 30 words a minute) mostly to overseas servicemen, running up to 10,000 monthly and including one stretch of 1825 days without vacation or day off.

Radio shipments to dealers, excluding auto sets, totaled 8,422,823 in 1956, compared with 7,076,722 in 1955, reports RETMA in state-by-state and county-by-county tabulations available to members on request to RETMA. Auto radio production, regarded as equivalent to retail sales, totaled 5,057,409 in 1956, compared with 6,863,676 in 1955. Excluding auto sets, radio shipments in 5-week Dec. totaled 1,544,987 compared with 797,011 in Nov. and 1,273,181 in Dec. 1955.

More appliance layoffs: Westinghouse furloughs 650 workers (out of 5000) at Mansfield, O. laundry equipment and range plant; Whirlpool-Seeger lays off 239 (out of 2500) at Clyde, O. washer-ironer factory. GE and Frigidaire had previously announced appliance furloughs.

Closed-circuit TV will be bonanza for TV serviceman in future, says Sylvania marketing v.p. B. F. Wickstrum in talk to group of Phoenix servicemen in connection with TV Servicemen's Week. "Some people predict that closed-circuit TV will eventually involve more electronic equipment than entertainment TV," he said. "Every system is going to require maintenance—specialized, expert TV maintenance. It's up to each and every serviceman to keep sharp technically, to be on hand to meet the demand with proper know-how."

Plamondon Magnetics Co., manufacturer of permanent magnets for electronic equipment and headed by onetime RETMA pres. A. D. Plamondon Jr., this week filed petition under Chapter XI of Bankruptcy Act. Partial schedule filed in Chicago Federal Court listed assets of $659,384, liabilities of $862,329.

Japanese manufacturers produced 312,000 TV sets last year, compared with 134,700 in 1955, reports Ministry of International Trade & Industry. Radio production last year totaled 2,965,000, compared with 1,784,000 in 1955.

Americanization via TV: Sylvania has provided several TV and hi-fi sets to Camp Kilmer, N. J. reception center for use in teaching English to Hungarian refugees.

Electronics Investment Corp., specialized mutual investment fund organized in 1954 by ex-San Diego broadcaster Charles E. Salik, its pres., reports total net assets increased by 23% to $13,466,893 in quarter ended Jan. 31. New holdings added during Oct. 31-Jan. 31 quarter were 5000 shares of American Machine & Foundry; 5000 Amp Inc.; 4800 Amphenol Electronics; 2000 Fischer & Porter; 2000 Friden Calculating Machine; 2700 Minnesota Mining & Mfg.; 2000 Collins Radio pfd.; 3500 Eastern Industries conv. pfd.; $250,000 U. S. Industries 5½% bonds due 1971. Sold during quarter were 1000 AT&T; 1000 Corning Glass; 2000 Eastman—entire holdings; 3500 Minneapolis-Honeywell, 500 retained; 3900 No. American Aviation, 100 retained. These portfolio increases were also reported; 3000 Airborne Instruments, now holds 4000; 2000 Allis-Chalmers, now 5000; 5000 American Bosch Arma, now 10,000; 475 Babcock & Wilson, now 5200; 600 Bendix Aviation, now 5000; 1000 Burroughs, now 9000; 3500 Combustion Engineering, now 9000; 4000 General Tire, now 4160; 900 IT&T, now 8000; 4900 Litton Industries, now 5400; 5000 Glenn L. Martin, now 5250; 2000 Motorola, now 5000; 50 Philips Gloeilampenfabrieken, now 400; 4000 Speer Carbon, now 5000; 1000 Sperry Rand, now 10,000; 300 Storer Broadcasting, now 10,300; 1000 Worthington Corp., now 4080. [Note: For full list of holdings and Jan. 31 market values, request latest report from fund's headquarters, Bank of America Bldg., San Diego.]

Standard Coil has proposed a liberalized conversion rate on its 5% convertible subordinated debentures, due Sept. 1, 1967. Under new proposal, debentures will be convertible into common stock at $12 per share if converted on or before Dec. 1, 1957; at $13.50 per share through Dec. 1, 1962; at $15.25 thereafter. This compares with present conversion prices at $18.50, $20 & $21.75, respectively. In letter to debenture holders, who must approve amendments at meeting March 7, pres. James O. Burke explained: "The proposed amendment will give you a more valuable conversion privilege by reducing the conversion prices to levels more closely related to present market values of the company's common stock."

Texas Instruments expects first-quarter profits & sales to be "well above" the $540,000 (17¢ per share) earned on $8,853,000 sales in first quarter of 1956, pres. J. E. Jonsson told stockholders. He had previously predicted full 1957 earnings of about $1 per share on sales of about $65,000,000. In 1956, earnings were about $2,100,000 (70¢) on sales of $45,500,000.

General Precision Equipment Corp. earned $2,394,729 ($1.73 per share on 1,125,806 common shares outstanding) on record sales of $153,261,864 in 1956, compared with $2,530,758 ($2.05 on 1,031,644 shares) on $133,337,819 in 1955. Pres. Hermann G. Place said backlog of unfilled orders totaled $167,660,000 as of Dec. 31, compared with $127,192,000 year earlier.

Collins Radio is called attractive "growth" firm, with annual sales of more than $125,000,000, in report by brokers Kidder, Peabody & Co., 17 Wall St., N. Y. It estimates 1956 earnings of $3,130,000 ($1.92 per share) on sales of $125,100,000, compared with $3,470,000 ($2.32) on $108,200,000 in 1955.

New compromise board of directors, headed by pres. Joseph R. Vogel, was elected unanimously by Loew's stockholders Feb. 28. Vogel told stockholders in New York that MGM's pre-1948 feature film library has been leased to 32 TV stations, representing gross revenue to Loew's of more than $34,000,000 over 5-7 year period.

Capitol Records earned $1,515,331 ($3.18 per share) on sales of $17,374,924 in 6 months ended Dec. 31. No direct comparison with same 1955 period is available because close of fiscal year has been changed from Dec. 31 to June 30.

Network Color Schedules
(March 3-16, 1957)

March 3—NBC: *Alcoa Hour*, 9-10 p.m.

March 4—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "Romeo and Juliet," 8-9:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.

March 5—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *March of Medicine*, "Monganga," 9:30-10:30 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

March 6—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Maurice Chevalier's Paris* (film), 8-9 p.m.; *Kraft TV Theatre*, 9-10 p.m.

March 7—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

March 8—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

March 9—NBC: *Perry Como Show*, 8-9 p.m.

March 10—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Washington Square*, 4-5 p.m.

March 11—NBC: *Club 60*, 1:30-2:30 p.m.; *Adventures of Sir Lancelot*, 8-8:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.

March 12—NBC: *Club 60*, 1:30-2:30 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

March 13—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Kraft TV Theatre*, 9-10 p.m.

March 14—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.

March 15—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

March 16—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Color Carnival*, "TV Emmy Awards," 9-10:30 p.m.

After testing **color commercials** for 2 years, researcher Horace Schwerin states that "the average color commercial has been about 1½ times as effective as its black-&-white counterpart." He asserts that color will "enormously advance the effectiveness of mood commercials by adding another emotional dimension."

Co-op color *Club 60*, 1:30-2:30 p.m., originated daily by NBC's WNBQ, Chicago, and originally scheduled for NBC's 7 o-&-o stations, is now being carried by total of 46 stations.

Kansas City color set sales were 205 in Jan., bringing total to date to 1662, according to city's Electric Assn.

Annual roundup on color is featured in Feb. *Television Age Magazine.*

Defense Dept. **moved further** from basic scientific research in favor of heavy emphasis on military research on specific technological projects this week as it placed all weapons development under supervision of a production engineer. Secy. Wilson announced appointment of former asst. secy. of defense for engineering Frank D. Newberry, 76-year-old retired Westinghouse v.p., to new post of asst. secy. of defense for research & engineering. Wm. M. Holaday, former acting asst. secy. for research & development, becomes Newberry's deputy in move combining the research & development and engineering posts.

First commercial pocket-sized FM receiver for mobile communication service was announced by RCA as in advanced stage of development—and as forerunner of pocket 2-way sets, and even "wristwatch 2-way radios." Planned for production later this year, tiny receiver measures 1x2¾x6½-in., weighs 10 oz., operates in 150-mc band, with range of "several miles."

General Transistor Corp., Jamaica, N. Y., acquires 80% interest in Magne-Head Electronics Co., 6110 Venice Blvd., Los Angeles, which changes name to General Transistor Western Co. and manufactures recording heads for electronic computers, automation equipment, tape recorders, etc.

Dr. Marshall G. Holloway, ex-director of MIT's Lincoln Lab, named pres. of nuclear products div., ACF Industries, replacing Rudolph Furrer, who becomes staff v.p. of manufacturing & engineering for all ACF divs.

Equal access of TV with other media in covering proceedings of N. Y. City Council will be debated by Council subcommittee March 5, at request of TV and newsreel representatives. Long-smoldering dispute flared up last week when TV and newsreel cameras were excluded from Council deliberations on fitness of a Councilman to hold office. At that time, sergeant-at-arms was ordered to clear room of all equipment. Meanwhile, ranks of those opposing admission of TV to cover court trials were joined by Telford Taylor, former FCC gen. counsel & ex-chief prosecutor at Nurenberg war crimes trials. In letter to *N. Y. Times*, he said true test is whether public is a "rightful participant" in a trial, then went on to say public isn't. "That is why trials are not held in Madison Square Garden or Yankee Stadium, and that is why they should not be 'staged' before a TV audience. The same considerations apply to legislatures when they are acting in a judicial capacity, as in impeachments." He went on to say that only "the most sensational trials would be attractive to commercial TV." Note: U. S. Supreme Court this week affirmed a Pa. decision forbidding photographers right to take pictures in courthouse corridors of persons on trial.

Two applications for TV stations were filed this week with FCC, bringing total pending to 120 (23 uhf). Applications were for Ch. 11 satellite in Garden City, Kans., by KCKT, Great Bend (Ch. 2) and for Ch. 9 in Manchester, N. H. by Television For New Hampshire Inc., local group with insurance man Robert P. Burroughs and businessman Richard S. Robie each owning 38.45%. Latter group states it has offered to purchase WMUR-TV, Manchester (Ch. 9) and that if offer is refused, this application should be considered in any license renewal hearing for WMUR-TV following its expiration April 1. There were no applications for translators, leaving 20 on air, **55 applications pending.**

Investigation of TV-radio-electronics patent pooling is planned by Senate Judiciary Committee's subcommittee on patents, trademarks & copyrights, headed by Sen. O'Mahoney (D-Wyo.). Subcommittee's report on its investigation of patent system made no recommendations with regard to pools, but noted that staff had conducted investigation of "the electronics patent pool." In paragraph reviewing govt. & private suits involving RCA's licensing system, subcommittee stated: "In view of the importance of the electronics industry to the welfare of the United States in both peace and war, the subcommittee will make further inquiry into the patent system and determine if legislation is appropriate and necessary."

Vehement rebuttal by WGN-TV, Chicago, to complaints to FCC against station for cancellation of "Martin Luther" film (Vol. 13:8) was filed March 1. WGN-TV said FCC should deny petition by Action Committee for Freedom of Religious Expression seeking "drastic action" against it. Station said FCC "is not set up to blue pencil particular programs, nor does it have authority to deny a license or designate a license application for hearing on the allegation that a licensee has refused to carry a particular program."

TV saved one viewer from possible electrocution but nearly cost life of another this week. Alwyn Barnett, 44, stayed motionless in car when Brooklyn trolley pole broke and fell on it. He remembered episode 2 weeks earlier in *Loretta Young Show* in which couple escaped shock from fallen high tension wire. In Dallas, Gilbert Noble, 39, was knocked unconscious when portable antenna fell in his bath. Wife tugged him from tub and revived him.

Two CP's were granted by FCC this week—Ch. 3, San Angelo, Tex. to banker Lowell Smith and auto dealer-rancher Joe N. Weatherby; educational Ch. 7, Jacksonville, Fla., to Educational TV Inc., headed by Heywood A. Dowling.

Modification of equal-time rule (Sec. 315 of Communications Act) **is provided in S-1369, reintroduced this week by Chairman Magnuson (D-Wash.) of Senate Commerce Committee.** Identical to his S-4250, introduced last July, it would provide that equal TV-radio opportunities must be granted to presidential & vice presidential candidates (1) of parties whose presidential candidate received at least 4% of national popular vote in preceding election or (2) whose candidacy is supported by petitions bearing signatures equal to at least 1% of total total popular vote cast in preceding presidential election.

NBC-TV fought back this week in "battle of ratings," reporting that latest Nielsen pocketpiece covering 2 weeks ended Jan. 26 shows NBC-TV daytime adult entertainment programs "now lead those of the closest competitor by 9% in average ratings, making this the first time NBC has topped its competition since complete daytime programming was started by the opposition in July 1954." NBC says it leads closest competitor by 12% in 2:30-5:30 time period and has scored 20% gain in average audience ratings in 11 a.m.-1 p.m. time period.

Application by Louisville's WHAS-TV (Ch. 11) for 1818-ft. tower 14 mi. east of city will require hearing, FCC notified station in McFarland letter this week. FCC noted that Airspace Panel had rejected proposed tower as "unacceptable hazard to aviation" and had stated that maximum acceptable height at that location would be 1318-ft. Commission also listed issue of impact on uhf WLEX-TV, Lexington (Ch. 18), stating that new site would provide Grade A coverage to Lexington.

"Equal access" suit will be filed by KING-TV, Seattle, in attempt to bring its viewers the Apple Cup hydroplane race May 5 at Chelan, Wash., v.p.-gen. mgr. Otto Brandt announced this week. Noting that race will be held on public property, Brandt accused sponsors of "attempting to exclude all TV stations but one from televising the race."

Is FCC encouraging "monopolistic network practices" through "arbitrary decisions"? Sen. Hennings (D-Mo.) wants to know—in fact, has written FCC letter asking a number of questions about its policies. At week's end, Commission had replied but spokesman for Hennings said he had not yet read the reply.

Sir Thomas Beecham thinks movies started good music on road to ruin, radio made it "a public nuisance," TV is "most terrifying experience in mass communication." What bothers him most about TV, 77-year-old British conductor said during lecture in Washington Feb. 25, is looking down throats of singers while they "howl."

Proposal to let TV-radio stations share in state election advertising was rejected this week by Judiciary Committee of Maryland House of Delegates. Committee turned thubs down on bill which would have required supervisors of elections to broadcast as well as publish in newspapers required of notices of elections and lists of candidates.

Change in membership of Senate Commerce Committee is due in April, when Sen. Blakley (D-Tex.) resigns. Blakley this week announced that he would not be candidate to succeed himself in April 2 special Texas election. Best guess as to his successor on Committee: his Texas successor in Senate (assuming a Democrat wins).

ANA spring meeting March 13-16 at Holmstead, Hot Springs, Va. will include presentation by Teleprompter pres. Irving Kahn on "Group Communications—A New Dimension in Advertising" and interim report on ANA study of agency services & compensation methods.

Anti-trust complaint was filed against jukebox maker Rudolph Wurlitzer Co. this week by Justice Dept., charging company conspired with its distributors not to compete with each other in sale of Wurlitzer machines.

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Television Digest

with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — March 9, 1957

DISAGREEMENT ON ALLOCATIONS among legislators and Commissioners stands out in hearings (p. 1). Celler network probe report completed at staff level (p. 9).

FEE-TV DECISION BY FCC due in month, but there's increasing conjecture that problem may be tossed to Congress. Senate questioning due next week (p. 2).

WIRED SYSTEM FRANCHISES in 25 Texas cities sought by Interstate Circuit, as theatre owners weigh "insurance" of Bartlesville-type systems (p. 3).

NBC EDUCATIONAL PROJECT starting March 11 represents $300,000 investment in prestige, offering 23 educational stations top programming fare (p. 4).

CANADA'S 38th TV goes on air in Quebec as English-language adjunct to operating French station; reports on plans of upcoming stations (p. 7).

STABILITY OF TV market reflected in lower inventories, absence of widespread dumping. Appliance makers retrench. Consumer spending plans remain high (p. 10).

RETMA TO BE HOST to quarterly meetings March 13-15 in Washington. Congressmen, other Govt. officials to celebrate 50 years of military electronics (p. 11).

RCA STOCK OPTION plan, covering issuance of maximum of 300,000 shares, up for approval May 7. Burns' salary $150,000 first year as pres. (p. 13).

CROSLEY WINS INDIANAPOLIS' Ch. 13 in 4-3 vote. St. Louis & Seattle decisions due soon. Share-timers favored in Parma-Onondaga initial ruling (p. 8).

NBC CUBAN STATION ownership under consideration. Network invited to acquire 25% of $3,000,000 six-station setup sparked by Mestre brothers (p. 14).

CONGRESS, FCC FLOUNDER ON ALLOCATIONS: FCC appeared before 2 committees of Congress this week. The hearings proved one thing: There's still plenty of disagreement among lawmakers and Commissioners on allocations -- and probably always will be.

Allocations and uhf problems took up most of the 2-hour Senate Commerce Committee hearing, while "briefing" on functions and actions of FCC by Chairman McConnaughey occupied major part of one-hour House Commerce Committee session -- both hearings being cut short by floor debates on Middle East situation. Commissioners return for more quizzing by House group March 12, by Senators March 14.

Free give-&-take among Senators and Commissioners marked harmonious session this week. Committee counsel Kenneth Cox didn't get to ask any questions, but is expected to do so next week. Presumably, subscription TV will be a prime topic at next Senate Committee session -- it was barely touched upon this week (see p. 2).

Excise tax exemption for all-channel sets is still Chairman Magnuson's prime prescription for uhf's ills, he made clear, asking the FCC to redouble its lobbying efforts on that project and indicating he'll never say die. But 2 other Senators -- Pastore (D-R.I.) and Potter (R-Mich.) -- have just about given up after 2 unsuccessful attempts to convince House Ways & Means Committee. "There's not much chance," Potter conceded. And Sen. Pastore added:

"We've tried twice and I don't think we have a chance. We're kidding ourselves, and I say, as grown men let's just stop it." Without tax exemption, he stated, uhf is a "pretty cooked industry unless FCC does something."

To save uhf, only alternative to tax relief would be "artificial stimulation by Govt.," McConnaughey said under questioning by Pastore. As example, he cited "deintermixing great areas of the United States," quickly adding that no such step could be taken until there's much more technical knowledge about uhf. These opinions on allocations and uhf were volunteered by the Senators:

Butler (R-Md.): Cautioned FCC against "rushing into deintermixture if you don't know where you're going; there are too many imponderables."

Bricker (R-O.): Indicated he felt Govt. will some day need vhf channels for defense, so "we must utilize the uhf spectrum."

Magnuson: "I can't conceive that we would sit idly by with uhf channels avail-

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able and not utilize them. Surely something can be done since this vhf [military] situation is going to get worse and worse."

Potter: "If you're going to make a [selective deintermixture] move into the uhf band, you might as well make it a big one and move everything at once."

Commissioners disagreed with one another along their traditional patterns. Craven presented separate statement, urging abandonment of allocation plan and the institution of vhf-uhf simulcasting in big cities. Doerfer recommended vhf drop-ins in top 100 markets, and suggested rule barring multiple-network affiliations by outlets in 3-station intermixed markets. Mack expressed opinion that "uhf will continue despite everything" and asked for more deintermixture.

* * * *

At House hearing, Congressmen asked questions reflecting conditions in their home districts. Rep. Beamer (R-Ind.) complained of absentee ownership, saying all Indianapolis stations are owned by "New York interests," and promised to re-submit his newspaper "anti-discrimination" bill on which hearings were held last year.

Deintermixture is "very unsuccessful," volunteered Rep. Mack (D-Ill.), of rural Carlinville, 40 mi. from Springfield. He said he is forced to view St. Louis vhf stations instead of "home town" outlet, and voiced objection to "the trend toward bigness and big business" which he said involved giving vhf allocations to the bigger cities, leaving small towns with only uhf assignments.

"Network monopolies" are killing uhf, Rep. Macdonald (D-Mass.) charged, saying that Boston area's only uhf died because it couldn't get programs.

For report on Celler network investigation and blast by Sen. Hennings (D-Mo.) at "network monopolies," see story on page 9.

* * * *

FCC finalized a couple of deintermixture actions which it had announced tentatively last week (Vol. 13:9): Adding Ch. 12 to New Orleans and to Beaumont-Port Arthur, Ch. 3 to Lake Charles-Lafayette, La., Ch. 11 to Houma, La.

It denied requests by 3 uhf stations in those areas to move to newly assigned vhf channels, arguing that their present channels haven't been removed -- unlike the case of St. Louis' KTVI (Ch. 36), which will be permitted to operate on new Ch. 2 there. The 3 uhf stations turned down for shifts to vhf channels were New Orleans' WJMR-TV, Lake Charles' KTAG-TV and Beaumont's KBMT. Commission also removed the restrictions from New Orleans Ch. 4 grant to WWL (Loyola U), leaving it free to build.

Decision on week's allocation changes was unanimous, Comr. Lee issuing "concurring statement" saying he would have preferred to make New Orleans predominantly uhf market by moving one vhf channel out instead of adding one.

Retention of allocations table pending TASO's collection of propagation data was urged this week by AMST, in report on action taken at its Feb. 21 board meeting. It expressed concern lest present service be degraded and uhf harmed if table is to be abandoned without adequate technical information.

SUBSCRIPTION TV HEADED FOR CONGRESS? There's not a man alive who can safely predict what FCC will do about pay TV -- certainly the Commissioners themselves don't know yet -- but there's increasing evidence FCC may toss problem in Congress' lap.

FCC examined issue again at March 4 meeting, hopes to study it some more in next 2 weeks, with the aim of some kind of action by mid-April. Last week end, at Westinghouse broadcasters' public service seminar in Boston (Vol. 13:9), Chairman McConnaughey told press conference decision would come "in about 30 days."

Only reference to fee TV in this week's Senate hearing was in McConnaughey's prepared statement -- the "hope" for decision "in the near future." On House side, during questioning of McConnaughey, Commerce Committee Chairman Harris (D-Ark.) expressed impatience with FCC for attempting to pass such "hot potatoes" back to the Congress, while not seeking aid on other "policy matters," such as allocations.

McConnaughey had just outlined to Committee the "policy" questions involved in pay TV on which "we may have to come to you." He specifically mentioned: "Whether

[TV] is free or paid; to what extent it may be; whether it is a common carrier; whether it is practical; whether it must be regulated."

There are so many facets to fee-TV question that some observers think it's extremely likely Commission will find one angle on which its authority is uncertain. For example, it could decide it has authority to give go-ahead to subscription TV, but decide it hasn't power to limit tests as recommended in Senate Commerce Committee staff's recommendations (Vol. 13:7). If FCC should go to Congress -- even to ask for right to set strict limits on experimental pay-TV tests -- it would cause great jubilation among toll TV's opponents, since such a request for legislation would almost certainly mean delays stretching into years, possibly into eternity.

As Senate Commerce Committee prepares to question Commissioners on pay-TV issue next week, lobbying -- both pro and con -- continues at almost frantic pace. For example, Theatre Owners of America exec. committee this week sent out emergency call for support of Rep. Celler's bill to ban subscription TV and requested immediate contribution of $10 from every theatre in country for anti-pay-TV war chest.

THEATRES EYE 'INSURANCE' IN WIRED SYSTEMS: "Home Theatre" idea being pioneered in Bartlesville, Okla. (Vol. 12:42,48) is beginning to catch on -- at least the bigger theatre operators are moving to protect themselves. That's what's behind action this week by AB-PT subsidiary Interstate Circuit and Texas Consolidated Theatres -- which asked city councils in the 25 cities where it operates theatres to give it franchises, constituting permission to string cables along streets to homes.

"Early planning stage" is Interstate's posture at the moment, according to v.p. John Q. Adams. "We're busy educating ourselves," he told us. "We've been in touch with people engineering such systems, and they tell us they cost about $3000 a mile. We're interested in anything dealing with movies. This looks like an extension of the movies. We don't yet know whether it's likely to be economical, but an awful lot of people seem to be excited about it."

Adams said he didn't believe producers had been contacted for permission to feed current features through system, but he implied expectation that go-ahead would come by saying: "We've been getting film ever since we've been in business. We got it for 'hard-top' theatres, then we got it for drive-ins."

That Interstate is anxious to protect itself was evident in statement by its attorney Van Holloman, who said: "If someone is going to pipe movies in Dallas, we want to do it. After all, movies are our business." Thus, Interstate is apparently serious about it -- but in no desperate hurry to start stringing cable.

Interstate operates theatres in following Tex. cities: Abilene, Amarillo, Arlington, Austin, Brownwood, Brownsville, Corsicana, Dallas, Denison, Denton, El Paso, Ft. Worth, Galveston, Harlingen, Houston, McAllen, Mercedes, Paris, Pharr, San Antonio, Temple, Tyler, Vernon, Waco, Wichita Falls. In Little Rock, Ark. this week, Rowley United Theatres went to city council with similar request, said it wants to nail down franchise before someone else does.

Upshot of Interstate's action may well be precipitation of fantastic rush of theatre owners all over the nation -- to glom onto franchises, certainly inexpensive insurance if economics of such systems are right. Furthermore, exhibitors have an exceptionally well-developed psychology of follow-the-leader.

* * * *

The Bartlesville proposal, meanwhile, has stirred up so much fuss that Henry Griffing, head of Video Independent Theatres, was constrained to give his colleagues a fill-in during convention of United Theatre Owners of Okla. in Okla. City March 7.

"Telemovies," he said, "are the hope for the future of the motion picture business. The biggest mistaken idea is we're involved in some kind of subscription TV. We are still in the motion picture business. This is not toll TV but TM -- telemovies, made by motion picture producers and shown by motion picture exhibitors. As a matter of fact, TM is the best weapon the exhibitor has to fight toll TV and restore the audience we have lost in the last 10 years."

Video Independent Theatres has no monopoly on the wired concept, he said, adding that anyone can jump in without payment of royalty or fees. "We're not try-

ing to keep people out of it," he said. "We want them to get into it, because we feel it's the hope for the future of the motion picture business."

Griffing said VIT expects to break even in Bartlesville (pop. 28,000) with 1500 subscribers at $9.50 monthly, get its capital investment back when it reaches 3000 homes. Plan is to feed 13 first-run pictures monthly, running each day's programs continuously 8-9 hours to "get away from the disadvantage of TV movies -- that you have to be in front of your set at a given hour."

NBC-TV's MANY-SIDED CULTURAL INVESTMENT: For total outlay of mere $300,000, NBC-TV launches an ambitious venture in educational programming March 11 that seems certain to return it dividends many times over in form of programming experience & prestige. And, if it's successful, look for other networks to follow suit in some form.

NBC-TV's educational project consists of transmitting 5 series of live 13-week programs, each covering a different subject on a different day, to 23 educational stations. But there's also evidence that commercial stations see an opportunity to increase their audiences as well. WRCA-TV, N.Y., & WRC-TV, Washington, have announced plans to carry the programs via kine on a delayed basis -- and chances are that other commercial stations will do likewise.

Educators are pleased as punch with developments since plan was announced at NBC's 30th anniversary party last Dec. (Vol. 12:50). Educational TV & Radio Center at Ann Arbor, financed by Ford Foundation, is matching NBC's outlay of $300,000, and regards the investment as well-spent. One educational station, WYES, New Orleans, pushed up its starting date to March 12 to take advantage of the series. Jubilant attitude of educational groups was thus summarized by JCET's Ralph Steetle:

"It's a wonderful venture. It will give the networks and the educational stations excellent programming experience. The stations particularly will benefit from the added know-how, and as a result of it, will be in a position to improve their own programming schedules. It all adds up to a very plus deal."

* * * *

Each program will be transmitted from N.Y. 6:30-7 p.m. EST, and will be conducted by a distinguished leader in his field. Dates and subjects: Mon., American literature; Tue., world geography; Wed., mathematics; Thu., American govt.; Fri., music. Each series will run same day for 13 weeks. New series starts in fall.

NBC is going all out to make first week a big one. As guests, it has lined up such figures as Dr. Charles Malik, Lebanese Foreign Minister; Dr. Karl Menger of Illinois Tech; author Walter Edmonds; actor Ed Begley; actress Julie Harris.

FTC action to stop TV commercials it regards as "misleading" (Vol. 13:8) is imminent, FTC Chairman John W. Gwynne said March 8 in House Commerce Committee hearing. Describing 4-month monitoring investigation of TV & radio commercials by special FTC unit, Gwynne said "in very near future" it "could result in complaints against illegal claims, including visual misrepresentations." It's a "significant undertaking," he said. Rep. Jarman (D-Okla.) observed that one commercial promoted dentifrice for people who can't brush teeth after every meal. "I have wondered many times while watching TV advertisements what possible justification the advertisers could have for some of the claims they make for their products," he said. Gwynne assured him the FTC was investigating "the same type of thing."

Sale of TV rights to title bouts has been monopolized by International Boxing Club of N. Y., Federal Judge Sylvester J. Ryan ruled March 8 in convicting it of violating anti-trust laws. He held that IBC, its Chicago affiliate, Madison Square Garden and officers James D. Norris & Arthur M. Wirtz were guilty of conspiracy "to exclude competitors from the promotion of championship contests." In suit started in March, 1952 (Vol. 8:10, 12), Govt. said defendants conspired to control "sale of radio, TV and motion picture rights," including theatre-TV rights.

Legislative "watchdog" subcommittee was appointed March 6 by Chairman Harris (D-Ark.) of House Commerce Committee to investigate govt. agencies, including FCC, but no plan for any immediate inquiry was in sight. Subcommittee is composed of Reps. Moulder (D-Mo.), chairman; Williams (D-Miss.), Flynt (D-Ga.), O'Brien (D-N. Y.), Moss (D-Cal.), O'Hara (R-Minn.), Hale (R-Me.), Heselton (R-Mass.), Bennett (R-Mich.). It is assigned "to review, study & examine the execution of laws" by govt. agencies.

Salaries average $28,742 for chief executives of ad agencies whose billings total $1,000,000-$5,000,000 annually, March 8 *Printers' Ink* reports. Survey by Ira Rubel shows $14,000-$52,000 range for top executives, $7500-$24,750 (average $12,927) for account executives, $5,000-$15,000 (average $8964) for copy writers. Top chief executive's pay among 116 agencies surveyed was $65,000, lowest $8000.

Agency contests for station promotion mgrs. "should be actively discouraged by all stations," David Partridge, pres. of Broadcasters Promotion Assn. and Westinghouse Bestg. adv.-sales promotion mgr., told Ohio Assn. of Radio & TV Broadcasters March 8 in Dayton. He denounced contests in behalf of specific advertisers as "not-too-subtle attempt to unduly influence" promotion mgrs. at expense of other advertisers.

Personal Notes: J. English Smith, from Hollywood office, promoted to new position of mgr. of ABC-TV network programs, N. Y.; Sandy Cummings, ABC-Disney coordinator, promoted to mgr. of TV network programs, Hollywood, both reporting to James T. Aubrey, v.p. in charge of programs & talent . . . J. Milton Lang, ex-gen. mgr. of tube dept., appointed gen. mgr. of GE's broadcasting station operations (WRGB & radios WGY and WGFM, Schenectady), succeeding Robert B. Hanna, now gen. mgr. of industrial heating dept., Shelbyville, Ind.; station operations, as well as Maqua Co., wholly owned affiliate which is one of largest printing companies in nation, are transferred to adv. & sales promotion dept. of apparatus sales div. . . . Karl Lambertz promoted to asst. to Alex Keese, managing director of WFAA-TV & WFAA, Dallas . . . Richard Campbell, ex-KOTV, Tulsa, named acting gen. mgr. of KNAC-TV, Ft. Smith, Ark., replacing Cecil M. Sansbury, who becomes gen. mgr. of WSEE, Erie, Pa.; Roger Garrett also resigns from KNAC-TV to become asst. gen. mgr. of WSEE . . . Stephen Willis promoted to gen. mgr. of WPTV, Palm Beach, succeeding Theodore A. Eiland . . . Donald P. Menard resigns as station mgr. of KMGM-TV, Minneapolis-St. Paul, to become mgr. of new Minneapolis branch of Guild Films . . . Walter C. Johnson promoted to v.p. of Travelers Bcstg. Service (CP for WTIC-TV) and gen. mgr. of radio WTIC, Hartford; Leonard J. Patricelli to programs v.p.; Bernard Mullins to public relations v.p. . . . Wm. P. Mullen promoted to sales mgr. of ABC-TV's new Detroit div., will continue to headquarter in N. Y. . . . Wm. Carlisle promoted to mgr. of NARTB station relations dept., succeeding Jack Barton, who becomes southeast rep of new station brokerage firm of Hamilton, Stubblefield, Twining & Assoc., headquartering in Atlanta . . . Kenneth I. Tredwell Jr., v.p.-managing director of WBTV, elected to board of Charlotte Chamber of Commerce . . . Robert C. Jones, partner of Jones, Kreeger & Hewitt, Washington investment firm, elected a director of DuMont Bcstg. Corp. . . . George Rice, program director of WABC-TV, N. Y., transferred in same capacity to KGO-TV & KGO, San Francisco . . . John Curtis, ex-WABD, named mgr. of sales development & research, WABC-TV, N. Y. . . . Sam Gifford named program director of WHAS-TV, Louisville, succeeding Ralph Hansen, now program director of KYW-TV, Cleveland, is in turn succeeded by George Walsh as radio WHAS program director . . . Mrs. Edward H. Butler, pres. of *Buffalo Evening News*, elected v.p. of WBEN-TV & WBEN . . . Joseph K. Fletcher, ex-WCAU-TV, Philadelphia, joins N. Y. office of reps Peters, Griffin, Woodward Inc. . . . John W. Meaney promoted to director, TV-radio-film center of educational KUHT, Houston, following resignation of station mgr. Paul Owen, now program director of upcoming KTCA-TV, St. Paul-Minneapolis (Ch. 2, educational), due shortly; Ray Yelkin, promoted to TV operations director of KUHT; Jim Bauer named film operations director, taking over from Richard Uray who remains news director . . . Francis C. (Bob) Wood Jr., production v.p. of Sound Masters Inc., elected pres., replacing Harold E. Wondsel, who will form own N. Y. film production company, to be joined by Tom Dunphy as v.p. in charge of TV . . . Richard Dinsmore promoted to mgr. of Screen Gems' Los Angeles office . . . Walter Pierson promoted to director of production facilities planning, CBS-TV operations dept.; Charles G. Barkley promoted to assoc. production mgr. of program dept. . . . Robert G. (Bud) Weston moves from FCC Rules & Standards Div. to engineering asst. to Comr. Robert E. Lee, succeeding Wm. B. Campbell who joins network study group . . . George L. Kenyon elevated to promotion & merchandising mgr., WJBK-TV, Detroit.

Obituary

Mrs. Arthur Stringer, 59, widow of NARTB's promotion director who headed NARTB's convention exhibits as a consultant for several years after his retirement, died March 6 after illness of several months. She is survived by a son, Arthur C. Stringer of Blair TV, and a daughter, Tippy, "weather girl" of WRC-TV, Washington.

Right of Jesuits to own TV stations was challenged March 3 in widening controversy over cancellation by WGN-TV, Chicago, of "Martin Luther" movie (Vol. 13:9). In "counterattack" on Catholic pressure blamed for Chicago action, Protestants & Other Americans United for Separation of Church & State urged FCC to deny licenses to Loyola U & St. Louis U on ground they are controlled by Jesuit Order whose superior general is alien. Similar issue was rejected by Commission in granting WWL-TV, New Orleans (Ch. 4) to Loyola last July (Vol. 12:28), FCC holding that school is operated locally under state charter. (Protestant Radio & TV Center, Atlanta, recently cited Loyola's WWL for fairness in presenting religious radio programs.) St. Louis Telecast Co., 60% owned by Jesuit-operated St. Louis U, was applicant for Ch. 11 there which FCC decided in Jan. to give to CBS (Vol. 13:3). In contest for St. Louis license, competitor 220 TV Inc. also had raised Jesuit question. Meanwhile, "Martin Luther" was scheduled for Chicago showing after all. ABC's WBKB set it for April 23 under sponsorship of Robert W. Kendler, Chicago builder. A Christian Scientist whose wife & daughter are Catholic, brother-in-law Jewish, Kendler said: "All I want to sell is tolerance." WISN-TV, Milwaukee, planned to show movie March 8.

What is "local" and what is "national" advertising is an uncertain thing, FCC Chairman McConnaughey stated this week, answering query of GOP Congressional chairman Richard M. Simpson, who questioned why House candidates were sometimes charged national rates for political time. Communications Act, McConnaughey said, doesn't permit FCC to require uniformity—hence "categorical" answers can't be given.

New directors of NARTB radio board, each for 2-year terms: Dist. 1, Daniel W. Kops, WAVZ, New Haven; Dist. 3, Donald W. Thornburgh, WCAU-TV & WCAU, Philadelphia; Dist. 5, Hugh M. Smith, WCOV-TV & WCOV, Montgomery, Ala.; Dist. 7, Robert T. Mason, WMRN, Marion, O.; Dist. 9, WPLO, LaSalle, Ill.; Dist. 11, Ray Eppel, KORN, Mitchell, S. D.; Dist. 13, Alex Keese, WFAA-TV & WFAA, Dallas; Dist. 15, J. G. Paltridge, KROW, Oakland, Cal.; Dist. 17, Tom Bostic, KIMA-TV & KIMA, Yakima, Wash. At-large (2-year terms): Harold Hough, WBAP-TV & WBAP, Ft. Worth; J. Frank Jarman, WDNC, Durham; Wm. C. Grove, KFBC-TV & KFBC, Cheyenne; Ben Strouse, WWDC, Washington. At-large (1-year terms): John M. Outler, WSB-TV & WSB, Atlanta; Todd Storz, KOWH, Omaha; J. R. Livesay, WLBH, Mattoon, Ill.; Merrill Lindsay, WSOY-FM, Decatur, Ill.

Ten-year religious plan for TV & radio, including $10,000 000 capital fund, $300,000 for initial surveys & promotion, national 3-faith programs, was proposed this week by S. Franklin Mack, exec. director of Broadcasting & Film Commission of National Council of Churches. As first step, Commission agreed to explore possibilities of joining with Catholics & Jews to make NBC-TV's *Frontiers of Faith* a joint undertaking. Dr. Mack said long-range project could demonstrate "real potential of TV & radio for the spiritual undergirding of American life." He denied assertions by "fundamentalist" National Religious Broadcasters (Vol. 13:5, 8) that "modernist" National Council is trying to control religious broadcast time. Commission elected Rome A. Betts, exec. director of American Heart Assn., as chairman.

Network Accounts: E. I. duPont will sponsor ten 90-min. special shows on CBS-TV starting in fall, thru BBDO; no details of new shows are available, but it's known that plans call for dropping *duPont Theatre* on ABC-TV . . . **Ford** is reported preparing to spend $4,000,000 for 10 spectaculars this fall to support introduction of its new Edsel auto line. Only program definitely announced is "Annie Get Your Gun" in late Oct. or early Nov. on NBC-TV, but company is dickering with CBS-TV as well as NBC-TV for additional shows. Unconfirmed reports had ex-NBC chairman Sylvester L. (Pat) Weaver Jr. serving Ford as consultant on big TV splurge . . . **Lever Bros.**, out of daytime TV for 4 years, returns this fall with purchase of four 15-min. segments of *Tic Tac Dough* Mon.-thru-Fri. 12-12:30 p.m. and *It Could Be You* 12:30-1 p.m., both NBC-TV, starting in May, thru BBDO . . . **L&M Cigarettes** to sponsor *Spike Jones Show* as replacement for *Do You Trust Your Wife?* on CBS-TV starting April 2, Tue. 10:30-11 p.m., thru Dancer-Fitzgerald-Sample . . . **Mennen Co.** to sponsor *O.S.S.*, 30-min. filmed series based on wartime adventures, on ABC-TV this fall, probably Fri. 9:30-10 p.m., thru McCann-Erickson . . . **Gillette** renews *Cavalcade of Sports* boxing bouts on NBC-TV Fri. 10-10:45 p.m. for 2 years, paying reported $10,000,000 to International Boxing Club, thru Maxon; bouts are currently in 13th year on air . . . **Speidel** and **Purex** to cancel *Big Surprise* on NBC-TV, but will retain Tue. 8-8:30 p.m. time period for replacement . . . **Pet Milk** to drop out as alt. sponsor of *George Gobel Show* on NBC-TV, Sat. 10-10:30 p.m., **Armour** remaining as sole sponsor; future status of show is undetermined, but it definitely won't return this fall as weekly program . . . **Johnson & Johnson** and **Sweets Co. of America** cancel *Heckle and Jeckle* on CBS-TV Sun. 1-1:30 p.m. and **General Mills** cancels *Tales of the Texas Rangers* on CBS-TV Sat. 11:30-noon . . . **General Foods** to cancel *Roy Rogers Show* on NBC-TV Sun. 6:30-7 p.m. at end of current season . . . **Singer Sewing Machine Co.** drops out as alt. 30-min. sponsor of *Playhouse 90* on CBS-TV, Thu. 9:30-11 p.m. . . . **Sterling Drug** to sponsor *True Story* on NBC-TV starting March 16, Sat. noon-12:30 p.m., thru Dancer-Fitzgerald-Sample.

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TV is on 7 hours a day in average home, reports TvB pres. Norman E. (Pete) Cash in citing "universality" of the medium. Based on Pulse study for TvB, in which 3000 homes were sampled, he said that the amount of time spent by all households on TV is 3 times amount spent with newspapers. In presentation at Miami Beach March 5, he stated further that educational level or income of viewer had little effect on time spent in viewing TV. "The study demonstrates the universality of TV," he said. "This can well be defined in terms of education-income levels, and time spent with the medium. The advertiser who wants to reach everybody, and the advertiser whose market consists of specific income or educational groups, both find TV the ideal way to create more sales faster."

Partic. schedules totaling $1,500,000 from 13 sponsors on *Today, Home & Tonight* are reported by NBC-TV: International Swimming Pool Corp., thru Wilson, Haight, Welch & Grover; McKesson & Robbins, thru Dancer-Fitzgerald-Sample; Wash. State Potato Commission, thru J. Howard Ryan & Son; Midas Inc., thru Bozell & Jacobs; Juvenile Shoe Corp. of America, thru Storm Adv.; General Time, thru BBDO; Insurance Co. of North America, thru N. W. Ayer; Yardley of London, thru N. W. Ayer; Sloane-Delaware Inc., thru E. T. Howard Co.; Cal. Packing Corp., thru McCann-Erickson; Olin Mathieson Chemical, thru Van Sant, Dugdale & Co.; Quality Courts United, thru Larrabee Assoc.; Beltone Hearing Aid Co., thru Olian & Bronner.

ADVERTISING AGENCIES: **Robert L. Foreman**, TV-radio v.p. of BBDO, elected an exec. v.p. . . . **Robert M. Watson** elected chairman of Ruthrauff & Ryan, replacing **Paul E. Watson**, who retired but will remain as a director . . . **H. B. Groseth** named exec. v.p. in charge of Ruthrauff & Ryan Chicago office; **R. W. Metzger** promoted to chairman of exec. committee, succeeding **F. B. Ryan Jr.**, retiring April 1; **W. D. Watson** appointed v.p. in charge of client services . . . **Lee M. Montgomery** named TV-radio mgr., N. W. Ayer, Honolulu . . . **J. Taggart Simler**, ex-Adam Young, joins TV sales staff of Joseph Katz Co., Chicago, replacing **Charles Dwyer**, now with WTVN-TV, Columbus, O.; **Thomas H. Belviso Jr.**, ex-CBS, joins Katz in N. Y. . . . **Rollin C. Smith** named recording director, Ted Bates TV-radio dept. with **Jack Ringstad** as asst. . . . **Arnold Benson**, ex-CBS, joins copy dept. of Dowd, Redfield & Johnstone.

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CBS-TV raised rates this week, in releasing to agencies and advertisers its new Rate Card No. 13 and Production Manual No. 13, both effective March 10. New rates call for increase of 7.1% for basic required and optional group of 106 stations, bringing Class A hour rate to $98,975 from previous $92,385 for 107 stations. Basic required group is raised from 55 to 56, while basic optional group is reduced from 52 to 50. Class C time is extended to include Sun. 1-2 p.m., formerly Class B time. Also under new card, Class A hour rate for basic required group of 56 is $75,825, with 30-min. rate $45,495. Hour rate for 50-station basic optional group is $23,150, 30-min. $13,890. Hourly rate for WCBS-TV, N. Y., has jumped to $8000, a $500 increase. On production, charges were increased all along the line for first time in 2 years. Charge for 3-camera rehearsals was increased to $500 an hour. New rate card resulted from recent Nielsen Coverage Service No. 2, CBS-TV sales administration v.p. Wm. Hylan explaining: "Until the recent release of this new NCS report, we had withheld a considerable number of rate adjustments." He said increases affected less than 50% of CBS-TV affiliates and "are in general long overdue."

Rate increases: WNEM-TV, Bay City-Saginaw, March 1 raised base hour from $690 to $800, min. $138 to $160. KTVX, Muskogee-Tulsa, March 15 raises hour from $500 to $600, 20 sec. $100 to $120. WIS-TV, Columbia, S. C. March 1 raised hour from $400 to $450, min. $100 to $110. KDAL-TV, Duluth-Superior, March 1 raised hour from $400 to $450, min. $80 to $101.25. WNCT, Greenville, N. C. March 1 added Class AA hour (7:30-10:30 p.m. Mon.-Sat., 6:30-10:30 p.m. Sun.) at $400, min. at $100, Class A hour going from $350 to $300. WDXI-TV, Jackson, Tenn. April 1 raises hour from $200 to $250, min. $40 to $50.

Revision of program & sponsor lineups on NBC-TV this fall: Chevrolet to sponsor *Chevy Show* starring Dinah Shore alt. Sunday. 9-10 p.m., dropping her once-a-month series and Thu. 15-min. program. Alcoa and Goodyear will drop out of *Alcoa Hour* and *Goodyear Playhouse* Sun. 9-10 p.m., with Alcoa buying Mon. 9:30-10 p.m. time period for undetermined show. Goodyear hasn't disclosed fall TV plans, but may alternate with Alcoa Mon. night.

TV on the diamond: NBC-TV will carry 26-game schedule of N. Y. Yankees, N. Y. Giants & Brooklyn Dodgers on 130 stations each Sat., blacking out stations within 50 miles of major league park. CBS-TV also plans continuance of its major league baseball game-of-the-week on Sat.

General Mills will be second only to Chrysler as top spender on ABC-TV next fall, buying alt. 30 min. of *Disneyland* Wed. 7:30-8:30 p.m., alt. Wed. & Fri. of *Mickey Mouse Club* Mon.-thru-Fri. 5:30-6 p.m., alt. Sat. 5:30-6:00 p.m. of *Lone Ranger*.

Katz rep firm opens St. Louis office at 915 Oliver St., Alan Axtell, mgr. (Central 1-1868).

CANADA'S 38th TV station—CKMI-TV, Quebec City (Ch. 5)—began test patterns March 5 as English-language adjunct to CFCM-TV (Ch. 4).

New Quebec outlet—which begins programming March 17—marks first dual French-English operation by a private owner, though CBC operates French & English station pairs in Montreal & Ottawa. Principal owner (50%) of new station is Famous Players Canadian Corp., which also owns 50% of CKCO-TV, Kitchener, Ont. CKMI-TV has 2-kw RCA transmitter and will diplex into CFCM-TV antenna on 400-ft. tower. Executives are Gaston Pratte, pres.; A. C. Picard, exec. director; J. A. Pouliot, gen. mgr.; A. P. Fitzgibbons, CKMI-TV operations director; E. W. Miller, CFCM-TV operations director. CKMI-TV base hour is $250; CFCM-TV hour $460. Reps for both stations are Weed (N. Y., Chicago); Jos. A. Hardy (Montreal, Toronto); John N. Hunt (Vancouver).

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In our continuing survey of upcoming stations, these are latest reports from principals:

WIIC, Pittsburgh (Ch. 11), plans to resume construction as soon as FCC approves change to 316-kw, with 842-ft. tower, Court of Appeals having dissolved stay order March 4. It's hoped to get station going within couple months. Litigation holding up construction was dropped by WENS (Ch. 16) as result of agreement whereby it gets $500,000 for expenses and sale of building and land to WIIC. WIIC is owned by *Pittsburgh Post-Gazette's* WWSW, with Pittsburgh Radio Supply House holding option for 50%, contingent on sale of its radio WJAS. For years, city's sole commercial vhf has been KDKA-TV (formerly WDTV). Third commercial vhf channel, Ch. 4, is still in hearing status, with KQV holding initial decision. FCC this week turned down request of Ch. 4 contestant WLOA that declaratory ruling favoring trusteeship for station be issued, Commission saying that proceedings were in advanced stage; that there's no assurance all parties would go along with trusteeship proposal.

WNYT-TV, Buffalo (Ch. 59) this week asked for change to Ch. 29, now allocated to Niagara Falls—and if FCC approves switch, station hopes to be on air by Aug. 1, reports v.p. & ⅓ owner Dick Levy, an officer of W. Bergman Co., Buffalo Philco distributor. Owners are buying WBUF's old studio-transmitter building and tower at 2077 Elmwood Ave., adjacent to WBUF's new plant. Equipment would require only change of antenna, filterplexer and crystals for station to begin tuning up for operation on Ch. 29. Rep not chosen.

KGEZ-TV, Kalispell, Mont. (Ch. 9) began construction March 4 at Flathead site, hopes to begin with CBS-TV June 1, reports Richard K. Vick, v.p.-gen. mgr. and 2.4% owner. It has 5-kw RCA transmitter, hopes to have it installed by May 1. Construction of 300-ft. Ideco tower with 6-bay antenna is delayed until ground thaws. Base hour will be $125. Rep will be Donald Cooke.

WYES, New Orleans (Ch. 8, educational), now testing 5-kw DuMont transmitter into dummy load and installing 12-bay RCA antenna on roof of Hibernia Bank Bldg., is aiming for March 12 start with NBC-TV live half-hour educational programs as well as about 2 hours of films daily from Educational TV-Radio Center, Ann Arbor. Local live programming won't begin until mid-May when studio is scheduled to be ready at Isaac Delgado Central Trades School. Duff Browne, ex-educational WUNC-TV, Chapel Hill, N. C., is gen. mgr.

KTCA-TV, St. Paul-Minneapolis (Ch. 2, educational) began factory service tests of 25-kw DuMont transmitter Feb. 28, plans mid-March test patterns, reports chief engineer Berten A. Holmberg for Twin City Area Educational TV Corp. It plans Sept. 1 programming; work on studio building on St. Paul farm campus of U of Minnesota hasn't begun. However, temporary slide & film facilities are almost ready at transmitter site, a mile north of farm campus. Installation of 6-bay RCA antenna on 450-ft. Stainless tower is under way.

WETJ, Jacksonville, Fla. (Ch. 7, educational), granted CP Feb. 27, expects to start next July-Sept., reports Heywood C. Dowling, pres. of Educational TV Inc. It will use 5-kw GE transmitter donated by WMBR-TV, Jacksonville (Ch. 4), with antenna on 900-ft. Ideco tower of upcoming WFGA-TV (Ch. 12), due on air this spring. It will use studios of WMBR-TV, but transmitter and film equipment will be in WFGA-TV transmitter house.

KUED, Salt Lake City (Ch. 7, educational), call changed from KUTA, has advanced target to Aug. 12, reports consultant C. Richard Evans, ex-KGMB-TV, Honolulu, due to become mgr. when station gets on air. Grantee U of Utah plans to use 5-kw RCA transmitter, other equipment not specified.

WMUB-TV, Oxford, O. (Ch. 14, educational), reporting Feb. target earlier, now hasn't specific date, reports S. C. Hathaway, director of TV-radio for Miami U, stating "We will go on as soon as possible . . ."

KDSJ-TV, Deadwood, S. D. (Ch. 5) has requested an extension of CP, telling FCC that heavy snows and sub-zero weather have prevented all outside construction. It has completed half-mile road to transmitter site near White Rocks elevation, has also cleared way for construction of track to haul equipment up steep incline. Tower and antenna are at hand.

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Equipment shipped this week by RCA: 50-kw transmitter March 5 to upcoming WSOC-TV, Charlotte, N. C. (Ch. 9); used 2-kw transmitter March 7 to upcoming KHVH-TV, Honolulu (Ch. 13); custom-built 12-section superturnstile antenna to upcoming WFGA-TV, Jacksonville (Ch. 12).

Poland has ordered full TV station from British Marconi in order valued at about $560,000. Station will be built at Katowice in southern Poland with 200-kw ERP. Transmitting equipment comprises two 7½-kw visual transmitters, two 2-kw sound transmitters, 2 combined units and 16-stack high-gain quadrant antenna. Studio equipment includes one complete 2-camera studio, master control room, 2 vidicon telecine channels, test gear.

Italy's TV & radio networks have been placed under jurisdiction of new Ministry of State Participations, charged with revamping and streamlining the hundreds of business enterprises controlled by Govt. New ministry is headed by Giuseppe Togni, leader of right-wing faction of dominant Christian Democratic Party.

Call letters of KBST-TV, Big Spring, Tex. (Ch. 4) changed to KEDY-TV.

Armed Forces TV Station at Seoul, Korea, has been tentatively approved by Defense Dept., contingent upon Korean Govt. approval. Equipment is nearly ready or being shipped for Armed Forces TV's first 3 uhf stations at Ramey Air Force Base, Puerto Rico (Ch. 21), Bitburg Air Base (Ch. 24) & Landstuhl Air Base (Ch. 20), Germany. All 3 have April 1 target date. Equipment is also available for shipment to Whittier, Alaska for Ch. 8 station there, due May 1. All equipment for the new stations is supplied by Dage.

Help in setting up translators is offered by KTVT, Salt Lake City, now that state law has been enacted permitting municipalities to use tax funds for stations (Vol. 13:7-8). Engineering facilities and staffs will be provided.

Britain had 6,570,097 licensed TV sets at end of 1956.

BREAKTHROUGH in log-jam of big vhf decisions, continuously predicted, is again expected, following this week's grant of Ch. 13, Indianapolis, to Crosley. Reportedly, final votes are due next week on St. Louis' Ch. 11 (with CBS still in lead) and Seattle's Ch. 7 (KIRO holding edge).

Crosley won 4-3 decision in Indianapolis, Commission concluding that its experience is so great that it overwhelms local ownership merits of competitors WIRE, WIBC, Midwest T.V. Corp.

Commission had been deadlocked 3-3, so Comr. Craven voted for Crosley, tipping scales. He said he'd intended to abstain because WIRE had been client of his engineering firm before he joined Commission. However, he added, Commission informed him it was "hopelessly deadlocked" and its general counsel had advised that he was "authorized, if not legally obligated" to participate.

Comr. Hyde dissented because majority gave "scant attention" to local ownership and he noted that WIRE was "practically disqualified" because of newspaper affiliations (*Indianapolis Star*, et al), yet Crosley wasn't given demerit for its ownership of 3 TV stations in the area—WLWT, Cincinnati; WLWD, Dayton; WLWC, Columbus. Comr. Bartley said he'd favor WIBC; furthermore, he said, court decisions indicate that Commission should have permitted Midwest T.V. to amend application and show resignation of 37.7% stockholder George Sadlier. Majority's decision said Midwest suffered "some demerit" because of Sadlier's failure to file income tax returns in 1941-45.

In initial decision for Ch. 10, Parma-Onondaga, Mich. (Jackson area), examiner Annie Neal Huntting favored share-time proposals of TV Corp. of Mich. Inc. and State Board of Agriculture (Mich. State U)—in 224 pages, one of the fattest such documents in Commission history. The favored applicants, she said, looked as if they had best program proposals and would be most responsive to community needs. TV Corp. of Mich., headed by John C. Pomeroy, once operated WILS-TV, Lansing (Ch. 54), now off air. State Board runs educational WKAR-TV, E. Lansing (Ch. 60), which it would have to drop if decision becomes final. Losers: Triad TV Corp., headed by C. Wayne Wright, from sales dept. of WBCK, Battle Creek; WIBM, Jackson; WKHM, Jackson.

In Miami, National Airlines' Public Service TV Inc. is now clear to build on Ch. 10, Court of Appeals this week denying petitions of WKAT and Eastern Airlines requesting stay of construction.

Two petitions for channel changes were filed this week: (1) WNOW-TV, York, asked that Ch. 33 be shifted from Reading and that station be permitted to move from Ch. 49. (2) WNYT-TV, Buffalo (Ch. 59 CP) asked for allocation of Ch. 29, to which it seeks to move.

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Fight to protect educational channels in any allocations changes was pledged this week by convention of audio-visual education dept. of National Education Assn. Resolution adopted by convention said the group would "participate in public hearings before the FCC in support of the continuation of TV channels already allocated for educational purposes." Second resolution recognized "the need for experimentation" on subscription TV to determine if it offered educational possibilties. In address supporting preservation of educational reservations, Charles F. Schuller, director of Audio-Visual Center at Michigan State U, said: "We do not feel that education, by and large, has had the opportunity it needs to effectively experiment with and find out how best to make a go of TV." Another speaker was Richard B. Hull, director of broadcasting at Ohio State U and former mgr. of WOI-TV, Ames, Ia. He said "educational TV is here to say . . . Its aim is to contribute to the improvement of instruction." Note: Educational TV drew bouquets and brickbats at National Conference for Higher Education, meeting in Chicago. John W. Taylor, exec. director of Chicago's educational WTTW, said educational TV saves classroom space and increases productivity of teachers. But Earl C. Kelley, professor of secondary education at Wayne U, Detroit, said "TV is a real and present menace to the freedom of the teacher and learner," and that widespread use of educational TV threatens to destroy human element and individuality of classroom.

Radio station sales & transfers reported this week: WAFB, Baton Rouge, by WAFB-TV (Ch. 28), controlled by WDSU-TV, New Orleans, for $175,000 to group of 14 local businessmen, headed by Louis Prejean, who has sold 2% interest in WAFB-TV and resigned as secy. KMOD, Modesto, Calif. by Radio Modesto Inc. (Don C. Reeves, pres.-gen. mgr.) for $170,000 to owners of Radio KSRO, Santa Rosa (Mrs. Ernest L. Finley, pres.). KOWB, Laramie, Wyo. by John Alexander and George Dent for $75,000 to Richard P. McKee, ex-WINS, N. Y. and recently instructor at Berkshire School, Sheffield, Mass. WLDL, LaCrosse, Wis. by Lyons Bcstg. Co. (Lyle D. Lyons, pres.) for $35,000 to LaCrosse Radio Inc., headed by 51% owner Joseph H. Rohrer, once 51% owner of KRDO-TV, Colorado Springs (Ch. 13) & KRDO. Blackburn & Co. was broker for WAFB; Hamilton, Stubblefield, Twining & Assoc. for KMOD; Allen Kander & Co. for KOWB.

Radio station sales approved this week: KNEW, Spokane, by Inland Empire Bcstg. Co. (Burl C. Hagadone, pres.) to co-owners Lester M. Smith & Lincoln Dellar for $422,648 (Vol. 13:5). WACR, Columbus, Miss. by J. W. Furr to J. W. Eatherton, ex-sales mgr. of WCBI, Columbus, for $60,000 (Vol. 13:6). WPTX, Lexington Park, Md. by Patuxent Radio Inc. (Wm. J. Thomas, pres.) to Arthur Snowberger, gen. mgr. of WOOK, Washington, and Washington adman James S. Beattie for $35,000 (Vol. 13:3).

Independent KLOR, Portland, Ore. (Ch. 12) has been sold for $2,500,000 to Detroit attorney George Haggarty, who also has Michigan manufacturing interests and is part owner of Adams & Haggarty oil firm in native Texas. Selling principals are Julius L. Meier, of Meier & Frank dept. store; Henry A. White, retired banker & shipbuilder; Stephen E. Thompson, lumber & paper businesses; estate of Wm. A. Healy, furniture manufacturer. Broker was Hamilton, Stubblefield, Twining & Assoc.

Merger of WGR Corp. with Transcontinent Television Corp. will be voted on March 25 by stockholders of both firms. WGR Corp. operates WGR-TV, Buffalo (Ch. 2) & WGR. Seymour H. Knox III, J. Fred Schoellkopf IV and Paul A. Schoellkopf Jr., board members of WGR Corp., also are officers of Transcontinent, which owns 100% of WROC-TV, Rochester, N. Y. (Ch. 5) and 50% of WSVA-TV, Harrisonburg, Va. (Ch. 3) & WSVA.

TV studio planning problems—and solutions here and in England—are discussed in detail by Feb. *Architectural Design* in special section edited by Sol Cornberg, director of NBC studio & plant planning. Features in the British magazine (26 Bloomsbury Way, London W.C. 1) cover NBC commercial & news facilities in N. Y., BBC & ITA facilities in London & Manchester.

"Still negotiating" was word this week on expected purchase of radio WNEW, N. Y. for $7-7,500,000 by DuMont Bcstg. Co. (Vol. 13:9).

REP. CELLER'S anti-trust subcommittee report on its investigation of network practices has been completed at staff level, and copies probably will be circulated among subcommittee members next week. Action—or at least discussion—on the report could also come next week, since subcommittee has cancelled its scheduled hearings on non-TV matters, thus could arrange time to consider report in executive session. Printed record of subcommittee's TV hearings are due within couple weeks.

On Senate side of Capitol, Sen. Hennings (D-Mo.) this week released exchange of correspondence with FCC on "network monopoly" question. In letter to Commission dated Feb. 12, Hennings expressed concern over "monopolistic developments in the critical field of broadcasting," and especially "the position of the dominant networks in the United States and particularly their ownership of broadcast stations."

"I feel strongly," said the Senator, "that it would be improper for your Commission to defeat the results [of investigations by Congressional committees, FCC network study group and Justice Dept.] by expanding the monopolistic position of the networks through their ownership in broadcast stations until these related studies have been terminated . . ." He asked FCC whether it intends to continue to act on applications by networks for "increased broadcast facilities." He also announced he intends to attend March 14 hearings of Senate Commerce Committee to question Commission on the subject.

Reply to Hennings' letter—dated Feb. 28—by Comr. Hyde as acting chairman, cited FCC rules and procedures on multiple ownership, adding: "The Commission has no present plans to modify or deviate from the rules or procedures explained above."

Comr. Bartley dissented, sending separate letter explaining his views, at Hennings' request. Bartley said he felt Commission's letter "was not sufficiently responsive" to questions raised in original letter. He expressed opinion that "such increasing concentration of ownership by networks and other multiple owners, particularly in major markets, could have a serious impact on our present competitive broadcast structure . . ." Such applications by multiple owners, he said, should be set for hearing.

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Patent infringement suit has been filed against Jerrold Mid-Atlantic Corp., Jerrold Electronics subsidiary, by Entron Inc., Bladensburg, Md. manufacturer of community antenna equipment, in Baltimore Federal Court. Civil complaint charges Jerrold violated 2 Entron patents "basic to coaxial cable distribution systems." The patents allegedly cover devices which tap coaxial cable and connect subscribers' homes to community systems. Suit asks that Jerrold "cease & desist" alleged infringement. Suit is docketed as Civil Action 9308 in Md. District Court. Entron is represented by Wm. D. Hall of Moore & Hall, Washington.

Panels of TV Allocations Study Organization—the FCC-inspired group conducting "crash research" program on uhf—were announced this week by TASO exec. secy. George R. Town. There are 92 names on the 5 panels, chairmen & vice chairmen of which were announced previously (Vol. 13:5). Members represent good cross section of stations, manufacturers, networks, consulting engineers.

NBC will televise NCAA college football games next fall for sixth time in 7 years. Football TV plan, formally approved this week by NCAA member colleges, is essentially same as last year's (Vol. 13:8). NBC reportedly paid about $1,250,000—same as last year—for TV rights.

New Bob Dore Assoc. TV-radio rep firm, 250 Park Ave., N. Y. (Yukon 6-6899) has been formed by Bob Dore, ex-Forjoe and Edmond & Dore ad agency.

Telecasting Notes: First network to announce American feature film series on regular basis is ABC-TV, which this week officially disclosed it had acquired 26 RKO pictures, to be slotted Sun. 7:30-9 p.m., beginning April 7. The other networks will be watching public reaction, as ABC televises such pictures as "Abe Lincoln in Illinois," "Gunga Din," "Enchanted Cottage," "King Kong," "Mr. Blandings Builds His Dream House," "Top Hat," "Story of Vernon & Irene Castle," etc. . . . **MGM is breaking** its 725-feature library up in smaller packages for lesser markets, having made whole-hog sales in 32 markets. Features will soon be available in 3 separate packages of 100 each and package of 300 . . . **Which trade paper do you read?** Headline in March 9 *Billboard:* "Answer to Who Gets Para's Movies Is Any Man's Guess." Headline in March 6 *Variety:* "Par-CBS-TV Is Still Pending." Latter story says $50,000,000 deal for 700 features "should be wrapped up some time in April" . . . **NTA said to be negotiating** for independently produced features "High Noon," "Cyrano de Bergerac" and "The Men" . . . **A credit to TV** was NBC-TV's Old Vic production of "Romeo & Juliet" (*Producers' Showcase*)—which received greater praise from professional reviewers than any TV show we can remember. It averaged "only" a 13.8 Trendex (to CBS-TV's 29.6 for same time segment), but even that is a tremendous audience—more than 5,000,000 families watching Shakespeare! . . . **Broadway musical** "Wonderful Town" on next season's NBC-TV spectacular schedule, possibly with original star Rosalind Russell . . . **Screen Gems enters live program** packaging field with *The Brain & You*, quiz in which live contestants compete against electronic brain . . . **Commentator's right to editorialize** is subject of upcoming CBS-TV *Studio One* drama, "The Commentator," written by ABC Washington news bureau chief John Secondari . . . **Barry & Enright**, packagers of NBC-TV's hit *Twenty-One*, will gross $5,000,000 this year on their 4 network TV properties (others being *You're on Your Own & Winky Dink* on CBS and *Tic Tac Dough* on NBC), reports March 6 *Variety*, which says team is peddling 3 or 4 new quiz and panel shows . . . **Number one show** in ARB's first Feb. ratings is a sleeper—NBC-TV's *Perry Como Show*, which also ranked first in number of viewers per set . . . **"Vigorous and creative efforts"** of NBC-TV in planning future programming were unanimously endorsed by recent NBC-TV Affiliates Executive Committee meeting, network reported this week . . . **CBS-TV Film Sales** has sold *Phil Silvers Show* to BBC-TV . . . **New Columbia Pictures** package of 50 pre-1948 features has been put on TV market, first sale being to New York's WABC-TV, at reported price of $750,000.

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Top European ad agencies in 10 countries have formed new American joint representative agency—Continental Adv. & Marketing Agencies Inc., 60 E. 56th St., N. Y. Job is to advise European advertisers on U. S. markets and vice versa. Agency was organized by United European Marketing & Advertising, 2-year-old group of major agencies in Belgium, Denmark, Finland, France, Germany, Netherlands, Norway, Sweden, Switzerland, United Kingdom. Officers of Continental: Werner Gabler, pres.; Sterling R. Wheeler, exec. v.p.

Charles Van Doren, spectacular *Twenty-One* performer on NBC-TV, remarked in luncheon speech at Westinghouse Bcstg. Co.'s local public service programming conference last week in Boston (Vol. 13:9) that he didn't even own TV set. He did by time he got back to N. Y. apartment, compliments of Westinghouse.

Contempt citation for taking TV pictures outside court is faced by cameraman Jack Murphy of WTVT, Tampa. Municipal Judge John Rudd instructed Murphy to appear before him March 11 to answer charge.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
March 9, 1957

LOWER INVENTORIES REFLECT TV STABILITY: Though it's still predominantly low-end, with portables still getting the biggest attention, TV market is beginning to show some signs of stability. Production is being curtailed in line with demand, thereby reducing inventories at all levels. Factory and distributor sales in first 2 months ran behind same period of 1956 (though Feb. showed encouraging pickup) while retail sales kept pace with last year. It's too early to tell about March yet.

Feb. factory sales of estimated 525,000 were only slightly below Feb. 1956 and showed excellent increase over 450,000 in Jan. (compared with 622,741 in Jan. 1956). At distributor level, sales to dealers totaled 510,000 in Feb. (vs. 529,226 in Feb. 1956), up nicely from 425,000 in Jan. (vs. 623,790 in Jan. 1956).

Increase in distributor sales to dealers was especially gratifying, indicating that retailers had cut deeply into their inventories with excellent Jan. and were once again in a buying mood. If so, distributors welcomed opportunity to cut into their own high stockpiles. Layoffs and production cutbacks have pretty well taken care of that problem at the factory level.

Net effect of this internal readjustment in inventories is to eliminate problem of dumping. While there's no doubt that a customer can pick up real bargains in TV at below list virtually anywhere in the country, there has been little dumping of the type that has flooded market with distress merchandise in past years.

There hasn't been a single drop-out among TV manufacturers of consequence so far this year, pointing up still further the element of stability. To be sure, TV market has stabilized itself at lower levels than 1956 -- but you can get bets that sales will pick up by midyear, even allowing for near-certain price increases.

Appliance Cutbacks: Like their TV brethren, white goods manufacturers are instituting some sharp retrenchments because of high inventories. Plant layoffs, cutbacks in production have become commonplace as part of the over-all readjustment. Westinghouse plans to shut down its appliance plant in Mansfield, O. for week beginning March 18, an action announced only one week after 665 workers were laid off there -- all because of high inventories. Maytag says it has cut first-quarter output 10% below last quarter of 1956, dropping 210 workers in process. Kelvinator had previously announced furloughing of 1700 workers, GE dropped 800 temporarily. Only refrigerators and air conditioners are due for production increases this month -- but that sort of seasonal build-up is proving scant solace to manufacturers.

Consumer Finances: Important to all marketing men, 1957 Survey of Consumer Finances, conducted by Federal Reserve Board in coperation with U of Michigan Survey Research Center and released March 11, shows little slackening in consumer plans to buy major home appliances and furniture. Conducted in Jan., survey indicated 28.8% of 3000 sample interviewees said they planned to make such purchases this year, compared with 28% year ago. Median expenditure for purchase of major home appliances and furniture was placed at $300, compared with $290 year ago. About 41% of respondents report total incomes of at least $5000 in 1956, compared with 36% in 1955 and 26% in 1952. About 17% reported incomes in excess of $7500 in 1956, somewhat higher than 1955 and twice as large as in 1952. About 40% expect further increases in income in 1957, a slightly higher percentage than in 1956 or 1955.

Production: TV output, reflecting plant layoffs, dwindled to 97,949 week ended March 1, compared with 117,891 preceding week and 145,143 in corresponding week of 1956. It was year's 9th week and brought TV production for year to date to about 1,007,000 compared with 1,300,630 in corresponding period year ago. Radio output totaled 345,342 (135,700) week ended March 1, compared with 344,507 (131,108 auto) preceding week and 286,004, 112,780 auto) in corresponding week year ago. For 9 weeks, radio output totaled 2,705,000 (1,176,000 auto) vs. 2,444,152 (1,052,913).

Topics & Trends of TV Trade: RETMA will show off its new 4-floor headquarters building in Washington as host to quarterly meetings March 13-15, with members of Congress and other govt. officials as guests. Business meetings will be at Sheraton-Park Hotel, but RETMA will welcome guests at a "house warming" in its headquarters March 14.

Another special highlight will be March 13 dinner celebrating "Fifty Years of Military Electronics" for members of military products division. Defense Dept. and Congressional leaders will attend, and Western Electric's Fred R. Lack, director of div., will review history of military electronics and its importance today.

RETMA board meets final day to act on committee reports and recommendations, including nomination of 1957 recipient of RETMA "Medal of Honor." In addition, board will receive special report by RETMA manpower committee to Albert Kay, director of Defense Dept. Office of Manpower Supply, covering activities of electronics manufacturers designed to ease shortage of electronic engineers and technicians.

Progress report on industry-sponsored closed-circuit educational TV project at Hagerstown, Md. will also be given. RETMA industrial dept. meeting March 13 will feature addresses by BDSA Administrator Horace B. McCoy and Asst. Commerce Secy. Harold McClellan.

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How Admiral became No. 1 set maker in Australia, despite early difficulties with Govt. there, is told in highly interesting story in March 2 *Business Week Magazine*. Its troubles began shortly after organizing Admiral of Australia Ltd. in 50-50 combination with General Industries Ltd., a leading Australian appliance manufacturer. Article says: "The 'established' radio and electronics companies . . . had already decided they would make 17-in. TV sets. Likewise the Australian Broadcasting Control Board had already set up certain standards for transmission and reception. But Admiral, drawing on its U. S. experience, thought 21-in. sets would be the big seller, also settled on an 'intermediate frequency' for reception—different from that selected by the Canberra government but achieving the same technical results." Then Admiral raised a new furore by introduction of printed circuits. "Members of Parliament who hardly knew the difference between a transistor and a vacuum tube rose up to deliver denunciations of Admiral's 21-in. sets," says article. "Government ministers, egged on by purebred Australian TV makers, gave the impression Admiral was trying to dump a second-rate product on the Australian TV market." Because of criticism, Admiral issued unconditional guarantees on its sets, forcing competitors to make similar guarantees. Even after an official inquiry found Admiral not guilty of unfair competition, the Postmaster-General withdrew import licenses for Admiral products—a step later reversed because of pressure from press and public. At long last, says article, things have quieted down and Admiral has plans for expanding Sydney plant.

Support for independent dealers will be emphasized in CBS-Hytron sales promotion program this year, says distributor sales mgr. John H. Hauser. Initial plan includes localized ads in 44 regional editions of *TV Guide*, listing independent dealers "who elect to participate," emblems identifying independents, "don't-do-it-yourself" consumer pamphlets.

False claims for radios promoted under trade names of Transi-Mite Labs & Electronic Miniature Labs were charged March 7 in FTC complaint against Edward Earl McGowan Jr., 9533 12th St., E. Ocean View, Norfolk. FTC said he operates no labs and misrepresented price & operation of miniature radio kits.

DISTRIBUTOR NOTES: **DuMont** appoints Albuquerque Music & Appliance Co., 2624 Central Ave., S. E., Albuquerque (Thomas W. Ewing & Earl M. Andrews, partners) . . . **Whirlpool-Seeger** appoints Radio & Appliance Distributors Inc., E. Hartford, Conn. (Louis K. Roth, pres.) . . . **Olympic Radio** transfers Lew Jesser from Los Angeles to San Francisco as sales administration mgr. of factory branch, replacing Ed Davis, resigned . . . **Westinghouse Electric Supply Co.**, San Antonio, names A. B. LeCrone, from Lubbock branch, as TV-radio-appliance mgr. . . . **Hoffman Electronics** appoints Thompson & Holmes Ltd., San Francisco & Sacramento, replacing factory branches.

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Westinghouse's first appointees to its newly formed Westinghouse Appliance Sales distribution organization for TV-radio-appliances, and to its factory field sales organization, which will market directly to independent distributors, were announced this week. Under gen. mgr. Louis G. Berger, following will serve as regional mgrs. for Westinghouse Appliance Sales, all transferring from Westinghouse Electric Supply Co. branches: Middle Atlantic, Leo M. Cronson, headquartering in Philadelphia; southeast, L. G. Hardy, Atlanta; central, Jess W. Haynes, Cleveland; northwest, W. A. Douglass, Chicago; southwest, J. J. Eagan, St. Louis; Pacific Coast, Martin B. Sauer, San Francisco. Under gen. mgr. George H. Meilinger, following will be regional mgrs. for factory field sales organization: east, Wm. H. Loeber, N. Y.; Middle Atlantic, Elmer M. Binns, Philadelphia; southeast, M. E. Lanning, Atlanta; Pacific Coast, Walter T. Baker, San Francisco. Also this week, Westinghouse announced opening of a Pacific Coast regional distribution center at Ogden, Utah, as a warehousing operation "to provide faster service and shorter delivery for Westinghouse customers." It will handle consumer products as well as apparatus, and will be headed by Joseph C. Belloni, Pacific Coast order service mgr. More distribution centers will be set up elsewhere.

Grand jury probe of international patent licensing in radio-electronics began this week in New York, with officials of several companies and their records reportedly subpoenaed. Although Justice Dept. officials declined to comment on investigation, it apparently is centered on patent licensing agreements between American and European radio producers. Among those reportedly subpoenaed are officials of North American Philips, Siemens New York Inc., American Elite Inc. (sales agent for Telefunken radios) and Emerson Radio.

Consumer products accounted for 65% of Philco's $347,000,000 gross sales in 1956, pres. James M. Skinner Jr. estimating that TV sales in 1957 will be about same level as last year. As result of acquisition of Bendix laundry line, he said he anticipated over-all 10% increase in company's sales this year.

Excise tax collections on TVs, radios & phonos totaled $69,467,000 in 6 months ended Dec. 31, compared with $76,117,000 in corresponding 1955 period, reports Internal Revenue Service. Collections in quarter ended Dec. 31 were $42,865,000, compared with $42,634,000 in same quarter of 1955.

Majestic International has acquired 50% interest in Shelbern Industries Canada Ltd., Montreal radio manufacturer. Shelbern will manufacture and distribute Grundig line of radios and hi-fi consoles for Majestic in Canada, continuing to make own Shelbern radio line.

National Assn. of Music Merchants (NAMM) schedules annual convention and trade show June 22-25 in New York's Hotel New Yorker.

DuMont Labs international div. moves South American and Caribbean regional office to 7000 NE 4th Court, Miami.

Trade Personals: Joe Marty Jr., with Admiral 11 years, resigns as gen. mgr. of electronics div., will announce future plans shortly . . . R. H. G. Mathews, director of Magnavox public relations and asst. to Leonard F. Cramer, v.p.-gen. mgr. of TV-radio-phono div., joins Westinghouse as mgr. of new hi-fi radio-phono dept., Metuchen, N. J.; TV-radio gen. mgr. Edward J. Kelly said appointment marks "serious entry" of Westinghouse into hi-fi . . . Dr. Leslie J. Woods, Philco exec. v.p. for research & engineering, left March 4 on business trip to Australia, stopping off at San Carlos, Cal., for dedication of new plant of Philco subsidiary Sierra Electronics Corp. . . . John F. Myers, Westinghouse consumer products v.p., assumes additional duties of gen. mgr. of distribution subsidiary Westinghouse Electric Supply Co., replacing Victor D. Kniss, who resigned as pres. "to pursue other fields of business activity" . . . Wm. R. Patton, ex-Argus Cameras, new Sylvania subsidiary, appointed director of purchases for Sylvania . . . Stanley J. Koch promoted to gen. mgr. of DuMont tube divs., in over-all charge of TV tube div. (formerly CR tube div.) and industrial tube div. (formerly tube research div.); Joseph P. Gordon promoted to mgr. of industrial tubes, Alfred Y. Bentley continuing as mgr. of TV tubes . . . Raymond W. Andrews promoted to mgr. of finished goods planning & tube industry sales for Westinghouse electronic tube div. . . . Herbert Kabat resigns as gen. sales mgr. of new consumer products div. of Emerson's Jefferson-Travis Inc. subsidiary after 2 months in position; he's ex-sales v.p. of Olympic Radio . . . Harry G. Marpole, secy. of RCA Victor Co. Ltd., Montreal, elected a v.p.; F. T. Nyles, distribution operations mgr. for Toronto area, becomes treas., succeeding R. C. Ludlow, who joined Canadian Aviation Electronics Ltd., Montreal . . . Reginald A. Young Jr., manufacturing supt. of Sylvania's radio tube feeder plant in Houtzdale, Pa., named mgr. of receiving tube plant in Mill Hall, Pa., succeeding Michael Balog, now gen. manufacturing mgr. of new semiconductor div. . . . M. E. Krumrey promoted to mgr. of Quam-Nichols jobber div. . . . James J. Parks elected sales v.p. of Fisher Radio . . . Max H. Kraus, Jerrold, appointed chairman of RETMA's newly formed closed-circuit and TV distribution systems committee, to operate as part of broadcast & closed-circuit TV equipment section of technical products div.; Ben Edelman, Western Electric, appointed chairman of new RETMA educational coordinating committee . . . Victor A. Monner resigns as sales mgr. of Majestic International . . . Ed Ruttledge, ex-Hallicrafters, named sales mgr. of Videola-Erie Corp., Brooklyn, importers of Tonfunk & Fonovox hi-fi radios and combinations from Germany.

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Dr. France B. Berger promoted to research planning director of General Precision Lab's Avionic div., Ivan A. Greenwood to asst. director, in realignment in which G. Stavis heads radar research; A. Block, systems analysis; J. W. Gray, computer research.

Carl W. McCardle, who recently resigned as Asst. Secy. of State for Public Affairs, joins Penn-Texas as special asst. to chairman Leopold D. Silberstein, headquartering in Washington. Penn-Texas is industrial giant which number Hallicrafters among its subsidiaries.

Max Enderlin promoted to chief engineer of semiconductor div. of IT&T's Federal Telephone & Radio Co., James Conto to sales mgr.

Obituary

Harold C. Tipping, 43, industrial relations director of Avco's Crosley div., died of heart attack March 2 in Charleston, W. Va., en route to his Cincinnati home from Fla. vacation. Before joining Avco in 1953, he was with Cincinnati law firm of Pruitt, Desvernine & Coursen, where he handled Avco labor relations functions. He is survived by his widow, 2 daughters, mother, 2 brothers.

Network Color Schedules
(March 10-23, 1957)

March 10—CBS: *The Boing-Boing Show,* 5:30-6 p.m. NBC: *Washington Square,* 4-5 p.m.

March 11—NBC: *Club 60,* 1:30-2:30 p.m.; *Adventures of Sir Lancelot,* 8-8:30 p.m.; *Robert Montgomery Presents,* 9:30-10:30 p.m.

March 12—NBC: *Club 60,* 1:30-2:30 p.m.; *Hold That Note,* 10:30-11 p.m. CBS: *Red Skelton Show,* 9:30-10 p.m.

March 13—NBC: *Club 60,* 1:30-2:30 p.m.; *Matinee Theatre,* 3-4 p.m.; *Xavier Cugat Show,* 7:30-7:45 p.m.; *Kraft TV Theatre,* 9-10 p.m.

March 14—NBC: *Club 60,* 1:30-2:30 p.m.; *Matinee Theatre,* 3-4 p.m.; *Lux Video Theatre,* 10-11 p.m. CBS: *Shower of Stars,* 8:30-9:30 p.m.

March 15—NBC: *Club 60,* 1:30-2:30 p.m.; *Matinee Theatre,* 3-4 p.m.; *Xavier Cugat Show,* 7:30-7:45 p.m.; *Red Barber's Corner,* 10:45-11 p.m. CBS: *Bob Crosby Show,* 3:30-4 p.m.

March 16—NBC: *Perry Como Show,* 8-9 p.m.; *Saturday Color Carnival,* "TV Emmy Awards," 9-10:30 p.m.

March 17—CBS: *The Boing-Boing Show,* 5:30-6 p.m. NBC: *Hallmark Hall of Fame,* "There Shall Be No Night," 7:30-9 p.m.; *Alcoa Hour,* 9-10 p.m.

March 18—NBC: *Club 60,* 1:30-2:30 p.m.; *Matinee Theatre,* 3-4 p.m.; *Adventures of Sir Lancelot,* 8-8:30 p.m.

March 19—NBC: *Club 60,* 1:30-2:30 p.m.; *Matinee Theatre,* 3-4 p.m.; *Hold That Note,* 10:30-11 p.m. CBS: *Red Skelton Show,* 9:30-10 p.m.

March 20—NBC: *Club 60,* 1:30-2:30 p.m.; *Matinee Theatre,* 3-4 p.m.; *Xavier Cugat Show,* 7:30-7:45 p.m.; *Kraft TV Theatre,* 9-10 p.m. CBS: *Bell System Science Series,* "Hemo the Magnificent," 9-10 p.m.

March 21—NBC: *Club 60,* 1:30-2:30 p.m.; *Matinee Theatre,* 3-4 p.m.; *Lux Video Theatre,* 10-11 p.m.

March 22—NBC: *Club 60,* 1:30-2:30 p.m.; *Matinee Theatre,* 3-4 p.m.; *Xavier Cugat Show,* 7:30-7:45 p.m.; *The Chevy Show,* 9-10 p.m.; *Red Barber's Corner,* 10:45-11 p.m. CBS: *Bob Crosby Show,* 3:30-4 p.m.

March 23—NBC: *Perry Como Show,* 8-9 p.m.

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Complete Philco CineScanner studio package has been purchased by KVOO-TV, Tulsa, including 16mm film transport equipment, dual slide changer, color switching equipment, etc. It's 7th station to install CineScanner gear.

Sylvania raised color prices by $50 on its table and console models, bringing table model to $645, console to $745. RCA, Admiral and Hoffman had previously announced color price hikes.

Fashionable housing project of 99 homes near Ft. Lauderdale, Fla., with prices $25,000-$45,000, will be equipped with RCA color sets as standard equipment, along with RCA Whirlpool major appliances.

Elaborate medical color TV facilities of Walter Reed Hospital, Washington, are described in excellent feature in RCA's Feb. *Broadcast News.*

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RCA's "Bizmac" computer—first entry by company in electronic data processing field and billed as "world's largest"—went into operation March 7 at Army Ordnance tank-automotive command headquarters, Detroit (Vol. 11:19, 50). Big system cost $6,000,000 installed, weighs 217 tons, covers 20,000 sq. ft., frees 200 employes. Maj. Gen. Nelson M. Lynde Jr., commander of center supplying 10 depots in U. S. & 2 overseas, estimated Bizmac will save "many millions of dollars" on $2 billion inventory of 1,000,000 parts. It takes minutes for processing procedures that have required months.

Lamme Gold Medal of AIEE will be presented June 24 at Montreal summer meeting to Dr. Harold H. Beverage, RCA Communications v.p. and director of RCA Labs' radio research lab. He's co-inventor of wave antenna & diversity system for high frequency reception and holder of more than 40 patents in radio communications.

Kollsman Instrument Corp., Elmhurst, N. Y., subsidiary of Standard Coil, has received $26,000,000 Air Force contract for production of new Automatic Astro Compass, bringing Kollsman's order backlog to nearly $60,000,000.

Financial & Trade Notes: RCA has proposed new stock option for issuance of maximum of 300,000 shares to key employes who will be required to give assurance that options will be exercised for investment only and that they will remain with RCA or its subsidiaries for at least 5 years or the term of the option, whichever is longer. Proposal is key issue up for approval of stockholders at annual meeting May 7.

John L. Burns, who took office March 1 as RCA pres., will have salary of $150,000 for first year, increasing by $12,500 each year until he reaches $200,000. In addition, it's proposed to grant him an option to buy 50,000 common shares at $33.75 per share, the closing price on March 1. His option can be exercised over 10-year period, but no more than 10,000 shares can be picked up in each of first 5 years.

Burns was proposed for stock option plan, said proxy statement, "in consideration for leaving his former employment to become president of the corporation." Before joining RCA, Burns was a partner in management consulting firm of Booz, Allen & Hamilton. No other key employes eligible for stock options were named. In fact, RCA took extraordinary step of issuing formal statement denying March 8 *New York Times* story that unspecified amounts of stock are being reserved for chairman David Sarnoff and retiring pres. Frank M. Folsom.

RCA said that Sarnoff was granted a restricted stock option July 1, 1955, in consideration of signing 10-year employment contract, and that Folsom would be ineligible for new stock option plan because he plans to retire June 1, 1959 and thus would serve less than the 5-year employment minimum.

Proxy statement revealed 1956 compensations to these key executives: Sarnoff, $200,000; Folsom, $165,000; Elmer W. Engstrom, senior exec. v.p., $110,000; Charles B. Jolliffe, v.p. & technical director, $72,500.

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Whirlpool-Seeger, in its first full year of operation, had net profit of $4,330,804 (74¢ per share) on sales of $368,220,975 in 1956. Annual statement noted that in 1955, the sales of Whirlpool Corp. and Seeger Corp. aggregated $301,695,814, with earnings equivalent to $2.40 per share. The 1956 earnings, noted chairman Walter G. Seeger and pres. Elisha H. Gray II, were reduced by "extraordinary pre-production and make-ready costs" amounting to $4,330,804 after taxes. Statement also revealed that name of company will be changed to Whirlpool Corp. if stockholders approve merger with Birtman Electric Co. March 29 (Vol. 13:9). Of Whirlpool-Seeger's 1956 sales, $218,401,467 went into products shipped to Sears Roebuck, which owns about 20% of company (RCA also owning about 20%). Birtman Electric had 1956 net sales of $22,755,950, of which $21,446,027 were to Sears.

Canadian Marconi had net loss of $176,991 in 1956, compared with profit of $1,007,065 in 1955, but pres. Stuart Finlayson noted that company had profit on its broadcast & TV receiver div., but that profits of tube & components div. were adversely affected by heavy expenses.

Clevite Corp. earned $3,971,593 ($2.06 per share) on sales of $74,581,604 in 1956, compared with $4,854,753 ($2.54) on $71,935,883 in 1955. Electronics sales in 1956 were up 20% from 1955, biggest increases in oscillographs, amplifiers, transistors, diodes.

WJR, The Goodwill Station, Detroit, earned $478,112 (88¢ per share on 542,130 shares outstanding) on sales of $3,516,764 in 1956, compared with $247,738 (50¢) on $2,759,802 in preceding year.

International Resistance Co. earned $523,416 (39¢ per share) in 1956, compared with $533,296 (39¢) in 1955.

Officers-&-directors stock transactions reported to SEC for Jan.: CBS—Clarence Hopper bought 100 'A,' holds 202; Sig Mickelson bought 100 'A,' holds 485; Harold C. Lang bought 100 'B,' holds 202. General Dynamics—Robert C. Tait bought 7500, holds 16,425. GE—W. R. G. Baker exercised option to buy 683 in Dec., holds 10,152; Wm. A. Mann sold 100, holds 610; Francis K. McCune bought 1468, sold 782, holds 5594; W. V. O'Brien sold 600, holds 4010; C. K. Rieger bought 1725, sold 2250, transferred 600 to trust for mother, holds 2332. Hoffman Electronics—C. E. Underwood bought 500, holds 4000. Litton—Roy L. Ash sold 246 in partnership, holds 19,976 in partnership, 47,415 personally; Lewis W. Howard sold 3503 and 1095 more from trusts, holds 5762 personally, 900 in trusts; H. W. Jamieson sold 247 in partnership, holds 19,976 in partnership, 48,490 personally; Richard Loewe exercised option to buy 1050, holds 2500; Norman H. Moore bought 1000, sold 100, holds 7900; Charles B. Thornton sold 542 in partnership, holds 43,948 in partnership, 115,098 personally. Magnavox—Richard A. O'Connor sold 1500, holds 55,619. Philco—John M. Otter bought 501, holds 8658. RCA—Elmer W. Engstrom bought 100, acquired 83 more in compensation, holds 1266; Frank M. Folsom acquired 128 in compensation, holds 13,310. Skiatron—Kurt Widder bought 1500, made gift of 1500, sold 200, holds 9550. Westinghouse—John M. Schiff bought 1000, holds 12,500. Zenith—Hugh Robertson bought 150, holds 1518; Leonard C. Truesdell sold 200, holds none; Joseph S. Wright bought 100, holds 310.

National Telefilm Assoc. seeks up to $8,000,000 in new financing (Vol. 13:8) in plan to be proposed at special meeting of stockholders April 4. It seeks authorization to increase common shares from 1,000,000 (664,825 now outstanding) to 2,000,000 and to confer conversion rights on notes or debentures that may be issued up to $8,000,000. Proceeds would be used to retire short-term debt, buy movies and increase working capital, according to pres. Ely Laundau. NTA earned $225,619 in 3 months ended last Oct. 31, compared with $60,531 in same 1955 period, while film exhibition contracts increased from $1,050,832 to $3,040,783.

Dividends: DuMont Labs, 26¢ payable April 1 to holders of record March 15; Speer Carbon, 25¢ March 20 to holders March 8; AT&T, $2.25 April 10 to holders March 11; Collins Radio, 50¢ April 1 to holders March 21; Cornell-Dubilier, 30¢ March 22 to holders March 8; General Precision Equipment, 60¢ March 15 to holders March 8; 20th Century-Fox, 40¢ March 30 to holders March 15; Corning Glass, 25¢ March 30 to holders March 15; Decca Records, 25¢ March 29 to holders March 18; Standard Radio 'A', 15¢ April 10 to holders March 20.

American Electronics filed SEC registration statement March 4 for 190,000 shares of $1 par common stock—60,000 to be sold to present stockholders & officers, 130,000 to public to raise working capital, reduce borrowings, provide for expansion. Offering is thru Van Alstyne, Noel & Co. and Crowell, Weedon & Co.

Litton Industries showed 78% increase in sales and 83% in earnings in 6 months ended Jan. 31, compared with similar period in last fiscal year. First half of current fiscal year showed $12,462,000 sales, $811,000 earnings.

Admiral directors deferred action on dividend at Chicago meeting March 4 until next meeting, usually held in second quarter. Company paid 25¢ quarterly in 1956.

Kay Lab earned $227,673 (29¢ per share) on sales of $3,017,245 in 1956, compared with net loss of $6254 on sales of $1,343,894 in 1955.

Electronic Associates earned record $929,800 ($3.23 per share) on peak sales of $8,800,000 last year, compared with 1955 net income of $491,500 ($1.71) on $5,500,000.

NBC'S FOREIGN expansion plans moved a step toward realization this week with announcement that it had been invited to acquire 25% of new $3,000,000 organization embracing 6 Cuban stations.

Sparked by Cuba's dominant TV-radio figures, the Mestre brothers, new CMBF Cadena Nacional S. A. is being formed to take over assets of Radiotelevision Nacional—including CMUR-TV (Ch. 4), Havana; satellites in Santa Clara & Camaguey; satellites under construction in Mantanzas & Santiago—plus 16-hop microwave. To these will be added CMBF-TV, Havana (Ch. 7), part-owned by Mestres; it's an all-film station, running 11 hours daily, reportedly very successfully.

New organization will be owned 25% each by former owners of Radiotelevision Nacional (RCA distributors Miguel Humara & Julian Lastra and Jose I. de Montaner, editor of daily *Havana Informacion*); Mestre family; Havana contractor Alberto Vadia; NBC, if it chooses to come in. It's considered highly probable that NBC will join group, make decision known shortly.

CMQ-TV pres. Goar Mestre says that purpose of revitalizing Radiotelevision Nacional in this fashion is "to create new competition from which everyone will benefit"; he says that the organization had been losing heavily during last few years, shut down in Feb. He expects new capital and NBC participation to do the trick.

NBC has long had foreign expansion aspirations. Last year (Vol. 12:44), it had to drop plans to participate in British commercial TV when Independent TV Authority ruled against non-British ownership of commercial program contracting organizations. NBC had 5% interest in Wales & West TV, which holds contract to program new station due to begin serving Wales and West England late this year.

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Plans for NARTB's convention April 9-12 at Chicago's Conrad Hilton Hotel unfolded in greater detail this week. Gen. Alfred M. Gruenther, pres. of American Red Cross and former Supreme Allied Commander in Europe, will deliver opening address preceding presentation of 1957 Keynote Award to former President Herbert Hoover. FCC Chairman McConnaughey will speak at luncheon following award ceremony. FCC members will hold open forum on broadcasting problems April 10, with NARTB pres. Harold E. Fellows delivering annual report at luncheon same day. Axel G. Jensen, noted engineer and director of visual & acoustics research for Bell Labs, will address luncheon session April 8 preceding convention. Luncheon speaker final day of convention will be Arch N. Booth, exec. v.p. of U. S. Chamber of Commerce.

Another monthly folded with suspension this week of *Omnibook*, pocket-size book abridgement, after 19 years of publication. Cancellation was blamed by publisher Maxwell M. Greffen on rising costs, declining ads, "static" circulation around 125,000. Books Abridged Inc., also controlled by Greffen, assumes unfulfilled subscriptions. Meanwhile, some mass-circulation magazines began raising ad rates & newsstand prices. *Saturday Evening Post* and *Sports Illustrated* already have posted higher ad schedules. Feb. *True Story* went from 20¢ to 25¢, *Time* has announced same increase, *Life* is testing it in some cities, *Newsweek* is weighing move.

Wyatt Earp's speed on draw is no faster than her husband's, Mrs. Harry Lee De Marr, 21, testified March 4 in Washington, D. C. municipal court. She complained that De Marr, also 21, practiced with .38 pistol in living room when Dodge City marshal was on TV screen, then threatened her in argument over going to movies. Judge Armond W. Scott dismissed case after De Marr protested he didn't draw on her.

Time Inc.-Bitner deal, whereby former acquires TV-AM-FM properties in Indianapolis, Minneapolis & Grand Rapids for $15,750,000, is due to be filed with FCC early next week. Overall corporation will be TLF Broadcasters Inc. New WOOD Broadcasting Inc. will be formed to acquire WOOD-TV & WOOD, Grand Rapids, Willard Schroeder to remain gen. mgr., become v.p. Wayne Coy, coming from Albuquerque, where he has headed KOB-TV & KOB (being sold to principals of KSTP-TV, St. Paul), will be pres. of new corporation covering Indianapolis & Minneapolis properties, will headquarter in Indianapolis. Eldon Campbell, currently on temporary assignment at KDYL, Salt Lake City, will become v.p.-gen. mgr. of WFBM-TV & WFBM, Indianapolis. Phil Hoffman, v.p.-mgr. of KLZ-TV, Denver, will be v.p.-gen. mgr. of WTCN-TV & WCTN, Minneapolis. Time Inc. officials express hope that satisfactory arrangements can be worked out to retain Wm. F. Kiley and Miller Robertson, currently v.p.-gen. mgrs. of Indianapolis & Minneapolis properties, respectively. Similar intentions regarding other top personnel are expressed.

TV newsmen demonstrated equipment and argued Constitutional rights March 5 at N. Y. City Council hearing on their demand for full press rights at all sessions (Vol. 13:9), but Councilmen appeared unconvinced. TV advocates included Julian C. Anthony, ABC; Tom Costigan, CBS; Gabriel Pressman, WRCA-TV. They stressed quietness of cameras, cited use at President Eisenhower's news conferences, pleaded freedom of press. No vote on issue was taken following hearing, for which closed-circuit TV transmitted proceedings to room adjoining Council chamber. But prevailing opinion was that Council wouldn't change policy of barring cameras on ground they might disrupt proceedings. TV reporters now may cover meetings by taking notes.

Quoteworthy quotes: "While TV has progressed greatly in its relatively few years of existence, it must still be regarded as being basically in its formative stages. It is both our blessing and our curse as broadcasters that we can never progress faster than the public's readiness to accept our progress, and to demand even greater strides. We must run as fast as we can merely to stay where we are in terms of public acceptance and of our competitive position."—Donald H. McGannon, pres. of Westinghouse stations, to Kansas City Advertising & Sales Executives Club.

One application for TV station and 2 for translators were filed with FCC this week. Application for station was for Ch. 9 in Rome, Ga. by TV-Rome Inc., local group headed by James H. Scarborough of First National Bank of Rome. Translator applications were for Greenville, Cal., Ch. 70, by Indian Valley TV Co., to rebroadcast KCRA-TV, Sacramento; Madras, Ore., Ch. 77, by Jefferson County TV Inc., to rebroadcast KGW-TV, Portland. Total applications for stations stood at 117 (23 uhf); for translators, 57. [For details, see *TV Addenda 24-I* herewith.]

Fight over microwave to serve community antenna systems in Sterling, Colo. and Sydney & Kimball, Neb.—between system operator Collier Electric Co. and AT&T—moved another step this week when Collier asked FCC to suspend AT&T's recently filed tariffs for on-the-air pickup service (Vol. 13:6). Collier asserted that new tariffs would prejudice it in curent hearing over who should build the microwave system.

Following Utah's lead, Arizona legislature is considering new bill which would permit municipalities to levy tax for purpose of building uhf translators—but Arizona measure is given little chance of passage, because legislature is due to adjourn March 16.

THE AUTHORITATIVE
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with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — March 16, 1957

SENATE COMMERCE COMMITTEE'S effectiveness as goad to more deintermixture is sharply diminished as partisan squabble blocks questioning of FCC (pp. 2 & 4).

MIAMI Ch. 7 GRANT to WCKT tossed back to FCC by court in strong opinion ordering reconsideration because of Niles Trammell's NBC connections (p. 3).

CLOSED-CIRCUIT TELECASTS of its stockholders meetings opposed unequivocally by directors of AT&T; other companies may adopt idea (p. 5).

TV IN 79% OF HOMES as of Jan., compared with 78% last Oct., reports new market research survey. Northeast continues to lead in ownership (p. 6).

IMAGINATIVE ENGINEERING, aggressive merchandising with less emphasis on price seen keys to improving TV outlook. International operations burgeon (p. 11).

MANUFACTURERS ATTACKED for delivering poor-quality equipment in Hagerstown closed-circuit educational experiment. RETMA's Secrest defends industry (p. 10).

RETMA NAME CHANGE to either EMA or EIMA, as reflection of growing importance of electronics, seems certain this year. Other RETMA activities (p. 12).

AFTERMATH OF DEINTERMIXTURE decision brings battles over Ch. 2, St. Louis; Ch. 12, New Orleans. GE affirms plans to fight WRGB shift to uhf (p. 8).

BUYERS & SELLERS ASSESS STATION MARKET: Seeking to pin down trends in station sales, both TV & radio, we talked to a lot of brokers, purchasers, etc. in last couple weeks. They agree on some points, differ on others, and we think their experiences and observations are worth comparing with your own -- whether you're interested in buying or selling or neither. Most prefer not to be identified, so we'll simply pass along their comments.

One eager prospective purchaser, who has just about given up trying to find satisfactory TV buys, puts it this way: "It's still a seller's market. The prices are high. Even losing stations are asking a lot of money, in fact there's a story going around that one station has pegged its price at '8 times losses.' Many stations just aren't for sale, apparently at any price. Other operators, who don't want to sell, are exploring public stock issues to ease the inheritance tax bite while still retaining control."

A highly successful broker sums up: "The major markets have had it, for the big outfits have already bought. Look over the top markets and look who owns the stations; they aren't going to sell. Buyers are becoming more selective, more price conscious. Prices are slipping off a bit. Many stations can't be bought. For many operators, stations are their whole life. Furthermore, if they sold they'd have more worries investing their proceeds than keeping the stations."

A top-grade Washington attorney, who has handled a lot of substantial transactions, tells why TV-radio is attractive to investors not now in the business: "A lot of financial people are happy with 5-10% on their money, but when they see stations doing 30% or better they're ready to bid very heavily -- more heavily than existing broadcasters are inclined to do. Then there's the fast depreciation, including network contracts. And it's a rapidly growing business; a man can get his money out in 3-4 years, frequently. But broadcasters often hold on because their stations give them a lot of side luxuries -- letting them operate yachts, planes, etc. and charging them off to the stations."

Another broker's summary: "There are more people than ever in the market. Prices continue to edge up in the top 30-40 markets. I believe the investors will begin to see better buys in smaller markets. After all, 2 good earners in small markets are better than one fair earner in a big market -- and they'd cost less to get. Investors are also waking up to radio stations, which in some cases are much better buys than TV. I wish the banks and other lenders would begin to realize this and make the purchase of radio stations easier."

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Still another veteran broker makes this observation: "Stations are going into stronger hands. Such organizations as Time Inc., Transcontinental, Whitney, etc. run good stations, giving excellent public service."

We're particularly impressed with the one broker's notation that the big markets "have had it" and that their stations are set for years, with only an occassional exception. Activity certainly has been brisk in last few years. We count 60 TV station sales in last year -- well over 10% of total operating stations. Radio stations change hands at rate of about one a day, about same percentage as TV, since there are about 3000 radio stations.

Interesting sidelight in sales, primarily radio, is fact that station employes are figuring prominently. Usually it's station gen. mgr., sales mgr. (and surprisingly large number of chief engineers) who buy or apply -- seldom program personnel. Actually, small-market stations can be bought or built so inexpensively that many men can save or promote enough to get "something of their own."

SENATE TV PROBE ENDS IN PARTISAN SQUABBLE: Senate Commerce Committee ended its all-out investigation of TV industry problems, and to observers at this week's 2 days of hearings it was obvious that the Committee's effectiveness as a goad to further deintermixture by FCC was sharply diminished if not totally debilitated.

Just as Committee's members failed to agree on subscription-TV report 2 weeks ago (Vol. 13:9), they were unwilling to agree on virtually anything this week -- particularly on which topics were fit items for questioning the members of FCC.

Republican Committee members, headed by Sen. Bricker (R-O.), came into the March 14 session loaded for bear. Almost from moment hearing opened they objected to line of questioning by counsel Kenneth Cox. Bricker insisted that Committee had no authority to query commissioners on past individual allocations actions.

"This Committee does not sit as a court of appeals," said Bricker, adding that it was "highly improper to go into any specific case which is now in a position to be taken to court." He was joined in his objections by Senators Butler (R-Md.), Purtell (R-Conn.) and in part by Lausche (D-O.).

Under the hammering of Bricker & Butler, Sen Pastore (D-R.I.) -- acting as chairman in absence of Sen. Magnuson (D-Wash.) -- finally agreed to "admonish the attorney" to bring forth "only facts within the purview of this Committee." The wind taken out of his sails, Cox was forced to reduce area of questioning.

Sen. Butler took over for Republicans at next day's hearing, and again, in opening minutes, he strongly objected to questioning "these fine men" about specific allocations decisions. "I think it is outrageous!" he shouted. "I am not going to sit here and listen to it!" Whereupon he walked out, leaving the hearing in hands of freshman Senators Blakley (D-Tex.), Cotton (R-N.H.) & Lausche.

Much of first day's questioning by Cox was devoted to attempt to get on the record the "criteria" used by FCC in deciding whether to deintermix an area -- with FCC Chairman McConnaughey insisting no rigid formula can be applied, that areas must be considered on case-to-case basis. It was Cox's reference to FCC decision not to deintermix Hartford which keyed Republicans' sharpest blast. Actually, most of the allocations questions-&-answers had been heard before. These are highlights:

Co-channel separations: Under questioning by Cox, Comr. Craven declared he favors retention of current co-channel spacings until TASO comes up with technical data. "But an interim step may be necessary if TASO takes 2 or 3 years," he added. "I wouldn't wait forever." FCC chief engineer Edward Allen said he has looked into RCA's new "precise frequency control" equipment for Ch. 2-6 (Vol. 12:37, 13:9), but no study has been made to determine whether it would permit needed vhf channels to be squeezed into key markets. He said he thought "if we were starting from scratch with a new allocation, on a blank piece of paper," this could be accomplished.

Educational reservations: Here Comr. Craven bore brunt of questioning, and he insisted his plan's educational provision "exceeds by far the possible desires" of educators. Sens. Monroney (D-Okla.) & Blakley queried Craven and McConnaughey about possibility of reserving educational channels "in perpetuity," were told that would require act of Congress.

Uhf equipment: Commissioners agreed that best way to insure development of better uhf transmitters and receivers was to encourage uhf telecasting. Sen. Potter (R-Mich.) wanted to know if special govt. research grant might be needed to encourage development of better uhf gear. Comr. Craven agreed this might be necessary some day, but McConnaughey reiterated that "the best way to get the set business off the ground" is excise tax exemption for all-channel receivers. Sen. Monroney suggested that manufacturers be required to manufacture all-channel sets only.

Subscription TV: McConnaughey told Committee he thinks FCC has power to permit fee TV -- most positive statement he's made on Commission's jurisdiction in this area. He refused to be pinned down on timetable for ultimate decision, but said Commission has met on subject twice, will hold another session next week. In written statement, Comr. Lee said pay TV may be best solution to uhf problem.

FCC members also appeared before House Commerce Committee this week in second "briefing session." For details on this and other Congress developments, see p. 4.

COURT BLASTS FCC ON WCKT DECISION: FCC took real beating from Court of Appeals this week when 3 judges voted unanimously to send back for reconsideration final decision which awarded Ch. 7, Miami, to Cox-Knight-Trammell combination (Biscayne TV Corp.) over 3 competitors last year (Vol. 12:3). Judges were Miller, Fahy and Washington -- Fahy writing the decision.

Decision indicated court was extremely close to telling Commission which application not to grant -- closest in years. Ruling turned on fact ex-NBC pres. Niles Trammell, who is pres. of Biscayne (which has operated WCKT since last July), held $25,000-per-year consultant contract with NBC at time of decision.

FCC clearly erred, court said, by failing to weigh this contract adversely against Biscayne: "Though Biscayne was not necessarily disqualified by this conflict of interest of its President, the error in refusing to consider it as adverse to Biscayne cannot be said to be insubstantial."

Commission's failure to hold Trammell's NBC consultancy against Biscayne, court declared, "was a departure from the Commission's established policy that it is desirable for local TV stations and network organizations to be independent of each other, and thus to assure that networks can freely compete for affiliation with local stations, and local stations freely compete for network affiliation...Mr. Trammell's relationship with NBC is of a character that is not unlikely to affect Biscayne's choice of network affiliation, and NBC's choice of a local outlet."

Court then threw a fast pitch on "diversification." This was because Biscayne's competitors owned no communications media, while Biscayne's principals owned Miami News, Miami Herald, radio WIOD and WQAM -- though it agreed in advance to sell WQAM, later did. "The comparative qualifications of the competing applicants," the court said, "made the choice between them a close one. This is emphasized by the decided advantage of the other applicants with respect to diversification of media of mass communication, long considered important...In any event we cannot say that had the Commission also considered adversely to Biscayne the Trammell arrangements with NBC the decision would have been the same."

After court decision, Trammell issued statement pointing out that no "stay" is involved; that WCKT will continue operating normally.

Lawyers' speculation about next step ran all over the place. Some say that Commission will take case back, reconsider it, come up with decision declaring that Biscayne's qualifications are so great that they still outweigh Trammell's contract and diversification demerits. Others think that Trammell will cancel contract with NBC; that this will help "cure" the demerit; to still others, this technique is considered of very little value. At any rate, all agree it will be tougher to overcome court's objections to Commission's decision than in almost any case in recent years.

Biscayne won originally on 5-2 vote of Commission. Comr. Hyde argued that diversification should be given "realistic consideration." Bartley didn't comment on merits of applicants, dissented on grounds that no vhf decisions should be rendered in Miami until deintermixture rule-making was concluded. Biscayne's 3 competitors were non-broadcasters, each including variety of businessmen (Vol. 12:3).

SUBSCRIPTION TV and allocations were subjected again to scrutiny on Capitol Hill this week, as FCC appeared before 2 Congressional committees (see p. 2). Congressional mail on fee-TV issue was said to be picking up, and this week Rep. Radwan (R-N. Y.) felt called upon to reiterate his opposition—in no uncertain terms—to "scrambled phony vision." In remarks in March 12 *Congressional Record*, he assailed "the greedy promoters of pay TV," praised free TV programming and called subscription TV "a cure for which there is no disease." He urged public to keep writing to legislators about issue. "Together," he said, "we can lick this thing."

In contrast, Comr. Lee filed statement with Senate Commerce Committee, urging trial of fee TV as "best solution" to uhf problem. He said if fee TV were established, production of all-channel receivers would be stepped up "almost overnight" and applications for uhf channels in top 50 markets would be received "in weeks." Reviewing his allocations philosophy, Lee continued to express some slight hope that more vhf channels could be obtained from the military. He called deintermixture "a puny solution" which merely "insures that the patient will not die." He endorsed Comr. Craven's proposal to permit vhf-uhf simulcasting in large cities as possible help in increasing all-channel set production.

Meanwhile, MIT's Prof. Edward Bowles, chairman of ad hoc committee on allocations—created 20 months ago by Senate Commerce Committee—was planning to call meeting of group in next 2 weeks to consider his proposed draft report (Vol. 13:9). The 270-page document consists mainly of historical review of allocations—from legal & economic as well as technical standpoint—highly critical of FCC, but with no reflections on Commission's motives. Commission is characterized as failing to exercise sound judgment or to establish any continual policy with regard to allocations. No recommendations are made in report as it stands.

At March 12 House Commerce Committee briefing, full Commission turned out to answer questions—with Chairman McConnaughey handling most of them. Majority of questions were on various allocations angles—deintermixture, Craven plan, etc., with no new information developed in the replies. Rep. Mack (D-Ill.) again questioned McConnaughey about the "disgraceful" deintermixture of Springfield, terming FCC's deintermixture action "a program of patchwork instead of a broad policy." He demanded that Commission set down criteria for deintermixture of future areas, was told by McConnaughey that each case depends upon its own peculiar factors and no specific over-all policy could be laid out.

Question of charging fees for FCC services was raised by Rep. Younger (R-Cal.), who insisted that taxpayers shouldn't have to pay costs of hearings, grants, etc. McConnaughey replied that he was personally opposed to charging fees and he felt majority of Commission concurred, but matter is now in hands of Budget Bureau.

Rep. Beamer (R-Ind.) was worried again about FCC "discrimination" against newspapers in favor of out-of-town "monopolies," and urged Commission to consider "uniform formula" as guide to how much weight should be given to such factors as newspaper affiliation, local ownership, experience, etc.

Rep. Rogers (D-Tex.), interested in Craven plan and its effect on educational reservations, was assured by Craven that his proposal is "generous" with reserved channels. Rogers asked McConnaughey if Congress should pass legislation to "nail those assignments down." McConnaughey replied that while he didn't think those channels should "lie fallow forever" he believes reservations will be maintained if educators give any indication they plan to use them.

Rep. Dingell (D-Mich.) complained that FCC "ignored its own policies" in its informal decision to award Boston's Ch. 5 to WHDH-*Herald Traveler*, asserting that grant would increase concentration of media. McConnaughey refused to comment on case, which still officially is in process of adjudication, and was upheld by Chairman Harris (D-Ark.).

FCC lottery ruling against "Play Marko"—TV bingo game promoted by Caples Co. adv. agency and telecast in 1955 on KTLA, Los Angeles—was reversed 2-1 March 14 by Court of Appeals. Majority decision by Judges Bazelon & Fahy held that "undesirability of this type of programming is not enough to brand those responsible for it as criminals." FCC had ruled program illegal because game required players to obtain number cards from sponsoring stores. This constituted lottery "consideration," FCC said, although no purchases by players were required. Court said FCC was stretching anti-lottery broadcast rule too far. Dissent by Judge Danaher held that owner & sponsors of game provided lottery "consideration" by putting up prizes for which viewers played.

Extension of licenses of TV & radio stations from 3 to 5 years was recommended March 15 by FCC Chairman McConnaughey in letter to House Speaker Rayburn. He said owners have "come of age," are capable of "self-discipline," can get better lease, loan & contract terms for longer licensing period—which is proposed in bill (HR-5935) introduced March 13 by Chairman Harris (D-Ark.) of House Commerce Committee. Commission also is asking Congress for legislation giving FCC jurisdiction over abandoned towers, clarifying its power to regulate certain radiating devices, authorizing it to levy small fines for rules infractions by non-broadcast licensees.

Repeal of "protest" section of Communications Act is sought by Sen. Potter (R-Mich.) in S-1577, introduced March 14.

New Middle East radio station, with 100-kw transmitter, will be built within year at cost of $250,000 by National Council of Churches. Project for Arabic world is under Radio, Audio-Visual Education, Mass Communications Committee (RAVEMCCO) of Council, whose Broadcasting & Film Commission last week proposed $10,000,000 domestic TV-radio religious program (Vol. 13:10). Middle East station will broadcast 7 days a week, 6-10 a.m. & 6-10 p.m., in Arabic, Persian, Armenian & Greek, featuring music, drama, light entertainment, special features, as well as Protestant programs. Exact site is not yet set by RAVEMCCO, which now operates radio stations in Philippines & Korea and is building TV-radio facility in Brazil. It will provide "really adequate Christian voice in the Near East and the Moslem world for the first time," according to exec. secy. Dr. W. Burton Martin.

FCC budget cut of 13% below the $8,950,000 requested by President Eisenhower was recommended this week by House Appropriations Committee. Total would still be $427,000 more than Commission got last year. Committee report noted rapid growth of communications industry and increased FCC load but said Commission could get by with "prudent" management.

Strict adherence to TV code was urged by Wm. Fay, v.p.-gen. mgr. of WROC-TV, Rochester, N. Y., in address to BMI's TV program clinic in San Francisco. He stated that many viewers, press & govt. officials are convinced that stations are paying only lip service to provisions of code.

DIRECTORS OF GIANT AT&T, which presumably would itself provide the circuits, have taken an unequivocal stand against either closed-circuiting or open-telecasting of its annual stockholders meetings—but pro & con arguments, as set forth in proxy statement for next annual meeting (April 17 at N. Y. offices), point to what may very well be one of closed-circuit TV's most important and profitable eventual functions.

The 1,500,000 holders of AT&T's 62,902,419 outstanding shares (nearly 2½ times the number of stockholders of any other corporation and about 100,000 more than any other 3 corporations combined), are again asked this year to vote on a proposal of Federation of Women Shareholders in American Business Inc. "to provide for televising our annual meetings over closed or open TV circuits or to use a combination of radio and telephone facilities to broadcast the annual meeting to stockholders in regions where AT&T has the largest concentration of owners—such as Chicago, San Francisco and Los Angeles, Cal., Florida and/or other centers . . ."

In support of proposal, favored last year by 60,370 stockholders owning nearly 2,000,000 shares, it's stated: "Management has refused either to rotate our annual meeting or hold regional meetings despite the widespread ownership of AT&T. As a communications company, we should enable more owners to witness or hear, not just read about our annual meeting. Continental Can's annual meeting was successfully filmed and televised by a major network to show corporate democracy at work."

You may or may not agree with the position of AT&T's directors—but today's germ of an idea often leads to tomorrow's reality in the fast-moving and readily adaptable TV arts—and it's our guess that this one, or practicable variations of it, particularly its closed-circuit aspect, will be taken up by more corporations for annual stockholders meetings. Closed-circuiting is already commonplace, of course, for far-flung sales meetings, political affairs and the like. The official AT&T stand against the proposal is this:

"Your directors consider this proposal impractical. In the last 6 years our meetings have taken on an average nearly 5 hours. To use 'closed' circuits to theatres or other meeting places would tie up revenue-producing facilities for at least that time in order to enable a small proportion of the stockholders to see or hear distant proceedings. Also, under the law those attending such meetings would have no right to take part in the proceedings, and this might well lead to misunderstanding and disappointment.

"At last year's meeting 95% of the votes cast were voted against a similar proposal to use 'closed' TV circuits.

"To broadcast the meeting over 'open' circuits would not only tie up the circuits for hours, but TV or radio stations as well. Moreover, it would be necessary to ask the sponsors of other programs to give up their regular program time to us. This would not be good public relations. Furthermore both the difficulty and expense would outweigh any benefits . . ."

Note: That AT&T is cognizant of the value of closed-circuit TV for business meetings is demonstrated by announcement this week that it will hold 60-city closed-circuit telecast to launch its 1957 "Yellow Pages Directory Emblem Campaign" March 22. Telephone directory advertisers have been invited to attend show, featuring address by AT&T pres. Frederick R. Kappel and entertainment cast headed by Walter Pidgeon. Program is under supervision of Cunningham & Walsh agency, with closed-circuit facilities handled by TNT Tele-Sessions Inc.

TV engineering papers & panels at NARTB's 35th annual convention April 7-11 at Conrad Hilton Hotel, Chicago: April 8, afternoon: Charles Ginsburg, Ampex, and Howard A. Chinn, CBS-TV, video tape; Rollo G. Williams, Century Lighting, and Wm. J. Wagner, KRON-TV, San Francisco, color; a 5-man panel on color test signals. April 10, afternoon: John H. Roth, Philco, special color programming effects; Howard T. Head, A. D. Ring & Assoc., field intensity measuring; Benjamin Wolfe, WAAM, Baltimore, standby facilities; Wendell C. Morrison, RCA Labs, precision offset for co-channel interference; Raymond L. Day, FCC, TV station monitoring. April 11, morning: M. H. Diehl, GE, color film; V. R. Hatch, AT&T, video switching; Richard T. Silberman, Kin Tel, vidicons & low power; A. F. Inglis & L. E. Anderson, RCA, color studios; James L. Middlebrooks, KING-TV, Seattle, 316-kw ERP with 100-kw transmitter; F. Cecil Grace, Visual Electronics, "retired" image orthicons. April 11, afternoon: A. H. Lind, RCA, program automation; J. Roger Hayden & Orville Pelkney, Dresser-Ideco, towers; Peter K. Onnigian, KBET-TV, Sacramento, auxiliary antennas; Irl T. Newton Jr. & Dr. M. S. Siukola, RCA, multiple antennas on single structure.

Labor unions' right to spend dues funds directly for political TV programs will be tested in Federal Court trial of United Automobile Workers on charges it violated Corrupt Practices Act by paying $700-$2500 per telecast to WJBK-TV, Detroit, in 1954 campaign. In 6-3 Supreme Court ruling March 11, test case was returned to Detroit District Court for trial on govt. appeal from dismissal of indictment against UAW. Majority opinion by Justice Frankfurter did not pass on Constitutionality of ban on Federal election spending of general funds by unions as well as corporations, but said trial was needed to establish issues. Justice Douglas dissented.

"America's only closed-circuit TV rate card" has been issued by East-West TV Network, 2924 Auburn Ave., Toledo, which says it handles closed-circuit telecasts in most key markets, using specially designed 9x12-ft. projection equipment. Rate card lists 9 & 11-city package deals, which include origination from any listed city, long lines and local video & audio loops, TV projection, supervision at each location, hotel liaison, tests and reports. Package rate for "9 major industrial markets" (Chicago, South Bend, Pittsburgh, Columbus, Cincinnati, Cleveland, Detroit, Indianapolis, Huntington) is $9746 for an hour, compared to "average" one-hour cost of $13,531. For 11 "key farm belt markets" (Minneapolis, Omaha, Wichita, Mason City, Quincy, Sioux Falls, Des Moines, Peoria, Kansas City, Madison, Davenport), East-West lists one-hour package rate of $11,965 vs. "average" hour cost of $17,400.

Foreign radio sets now total 130,498,400—up 20% in less than 2 years—USIA reported March 15 in survey which also counted 24,747,500 wired radio speakers, most of them in Eastern Europe. Report showed 6,100,00 receivers & 20,000,000 speakers in Soviet Union. Sets by areas: Western Europe, 64,737,100; Eastern Europe, 17,-200,000; Arabic countries, 2,141,500; non-Arabic Asia, 4,295,600; non-Arabic Africa, 1,158,100; Far East, 19,-488,000; Latin America, 21,478,100.

New off-air TV pickup tariffs filed by AT&T and objected to by Colo. microwave applicant Collier Electric Co. (Vol. 13:10), will go into effect, FCC ruled this week, but it said it would start investigation of the tariffs—and permitted Collier to intervene.

News source protection by law for TV, radio & press has been rejected by North Dakota Senate in 29-18 defeat of bill forbidding official questioning of newsmen. Measure was endorsed by N. D. Bestg. Assn. and N. D. Press Assn.

TELEVISION PENETRATION reached 79% of nation's households as of Jan. 1957, compared with 78% in Oct., 76% in July 1956 and 75% in April 1956, reports Market Research Corp. of America, 122 E. 42nd St., N. Y., in its latest quarterly tabulation released this week. Northeast continued to lead all regions, with 90% penetration, followed by north central, with 81%. TV ownership also predominated in cities of more than 500,000 population, among families in upper fourth of income brackets, where head of family had high school education; among families of 4 and 5 members, including children 12 and under. MRCA's detailed breakdowns:

TELEVISION OWNERSHIP

Percent of Families in Each Group With Television Sets

	April 1956	July 1956	Oct. 1956	Jan. 1957
UNITED STATES TOTAL	75%	76%	78%	79%
Regions:				
Northeast	88%	88%	88%	90%
South	63	64	68	68
North Central	77	79	80	81
Mountain & Southwest	60	62	65	68
Pacific	74	76	77	77
City Size:				
Farm	53%	54%	57%	61%
Under 2,500	64	67	69	69
2,500 to 50,000	62	65	66	68
50,000 to 500,000	80	82	83	84
500,000 & Over	89	89	90	90
Total Family Income:				
Upper Fourth	86%	87%	89%	90%
Next Fourth	82	85	86	87
Next Fourth	75	76	77	78
Lowest Fourth	56	58	59	61
Education of Family Head:				
Grade School	68%	70%	71%	73%
High School	82	83	85	86
College	79	79	81	82
Size of Families:				
1 & 2 Members	67%	69%	70%	71%
3 Members	78	81	83	83
4 & 5 Members	84	85	86	87
6 Members & Over	74	74	74	76
Age of Housewife:				
Under 35 Years	81%	82%	84%	85%
35 Thru 44 Years	79	82	84	85
45 Years & Over	68	70	71	72
Presence of Children:				
5 Years & Under	80%	81%	84%	85%
6-12 Years	82	83	84	85
13-20 Years	76	78	80	81
No Children	68	70	71	72

KLOR, Portland, Ore. (Ch. 12) sale application filed this week includes letters to Storer Bcstg. Co. by buyer George Haggarty, revealing he holds Feb. 11 option to buy NBC-affiliated KPTV, Portland (Ch. 27) for $1,183,921, plus assumption of film and other service contracts. Haggarty is paying $1,794,865 for KLOR stock and assuming liabilities of $425,000. Application states that KLOR is being sold because deaths of Huntington Malarkey & Wm. A. Healey made it impossible for other owners to operate station with capital originally committed and that additional working capital is required. Jan. 31 balance sheet shows KLOR had $10,249 net profit during 4-month period, enabling it to cut deficit to $384,460. Long-term liabilities totaling $704,079 include $425,000 in notes due U. S. National Bank of Portland, $167,933 due DuMont & RCA for equipment, $108,047 film rentals. Current liabilities of $332,549, include $152,434 due on film contracts within year, $108,578 due on equipment within year. Plant and equipment represent $458,259, current assets $309,224, out of $917,167 total assets.

Sale of WKJG-TV, Ft. Wayne (Ch. 33) and WKJG for $1,925,000 (Vol. 13:5) was approved by FCC this week. Principal owner with 60% now is Truth Publishing Co., publisher of *Elkhart* (Ind.) *Truth* and owner of WSJV, Elkhart (Ch. 52) & WTRC. Other two owners are Miles labs pres. Walter R. Beardsley, with 25% (also 49.5% owner of Truth Publishing) and Chicago adman Geoffrey Wade, 15%. Selling principals are Clarence L. Schust, 28.5%; H. Leslie Popp, 28.5%; Edward G. Thoms, 18.8%; Walter L. Thoms, 18.8%. Purchasers state that gen. mgr. Edward Thoms and other key staff members will be retained.

KERO-TV, Bakersfield (Ch. 10) owners keep cash, bank accounts, trade accounts and receivables, according to application seeking transfer of station for $2,150,000 to Wrather-Alvarez Bcstg. Inc., operator of KFMB-TV, San Diego (Ch. 8) & KFMB (Vol. 13:2). The KERO-TV Jan. 31 balance sheet shows nearly $300,000 in cash and accounts receivable, also lists $223,339 earned surplus. It lists $129,050 current liabilities, with largest item being $104,456 Federal income tax. It has $304,163 in current assets, $125,542 fixed assets, out of $446,044 total assets. KFMB-TV reports $409,983 net 1955 income after federal taxes, $399,672 net in 1956 after estimated taxes. KFMB-TV Dec. 31 balance sheet (projected to include KERO-TV) shows station had $414,319 in retained earnings. A $1,500,000 note on which payments started Feb. 1, 1957 and other notes amounting to $2,267,500 (including KERO-TV payments) account for most of $5,769,766 liabilities. It had $1,798,648 in cash, $370,473 accounts receivable, $3,066,401 in TV equipment, out of $6,917,419 total assets. KERO-TV pres.-gen. mgr. Gene DeYoung has 6-year contract to remain as gen. mgr. at $39,000 a year. Arthur Mortenson, sales mgr. of KFMB, will be KERO-TV station mgr.

Bitner's Jan. 31 balance sheets filed with Time Inc. application to purchase 3 TV-AM outlets, reveal that WFBM-TV, Indianapolis (Ch. 6) & WFBM had $2,800,318 in retained earnings, and profit for fiscal year to date was $88,003. It lists $4,519,300 in investments and other assets, $849,091 in property, plant & equipment, $771,017 current assets ($265,387 accounts receivable) out of $6,894,508 total assets. WOOD-TV, Grand Rapids (Ch. 8) & WOOD had $1,624,064 earned surplus, $87,720 profit for fiscal year. It shows $1,153,883 in cash, $1,429,317 current assets ($274,749 accounts receivable), $542,565 in property & equipment, out of $3,250,786 total assets. WTCN-TV, Minneapolis (Ch. 11) & WTCN lists $700,302 loss, $51,714 during Dec.-Jan. It shows $232,527 in property & equipment, $186,147 current assets ($141,493 accounts receivable), out of $606,850 total assets.

WNOW-TV, York, Pa. (Ch. 49) & WNOW owners will be M. E. Cousler & Lowell W. Williams, according to application filed with FCC. The 30.4% held by estate of H. J. Williams is being acquired by licensee Helm Coal Co. for $125,731 under partnership agreement. Cousler's holdings will go from 43.5% to 62.5%, Williams' from 26.1% to 37.5%. Helm Coal Co. Dec. 31 balance sheet lists TV-radio fixed assets at $236,158 ($104,607 in TV equipment), TV-radio current assets at $40,517 ($40,109 accounts receivable).

Sale of 75% of KTXL-TV, San Angelo, Tex. (Ch. 8) for $82,288 was approved this week by FCC. New owners are Lewis O. Seibert (radio KGKL, San Angelo), 50%; Brownwood businessman Roy H. Simmons, 25%. Sellers: A. D. Rust, selling 50%; B. P. Bludworth, selling 25%, retaining 25% (Vol. 13:7). Seibert also owns 10% of KEDY-TV, Big Spring, Tex. (Ch. 4), formerly KBST-TV; 20% of radio KBST; 45% of radio KPLT, Paris, Tex.

Stanley E. Hubbard's purchase of KOB-TV, Albuquerque N. M. (Ch. 4) with KOB, for $1,500,000 (Vol. 13:2) was approved by FCC this week. Hubbard's KSTP Inc., operator of KSTP-TV, St. Paul (Ch. 5) & KSTP, also 23% owner of KWK-TV, St. Louis (Ch. 4), pays $1,025,000 for stock and facilities, assumes $475,000 note held by First National City Bank, N. Y.

Non-title TV fights under International Boxing Club control can continue despite its conviction on charges it monopolized championship bouts and TV-radio-movie rights to them (Vol. 13:10), IBC said March 12. Regular Wed. ABC-TV & Fri. NBC-TV fights aren't disturbed, although any court-ordered IBC breakup might complicate contracts for shows.

Personal Notes: Howard L. Letts, v.p. & operations mgr. of RCA Victor record div., joins NBC-TV as head of business affairs dept. of programs & sales, is slated to become a v.p. at next board meeting; he succeeds **Carl M. Stanton**, who is promoted to coordinator of all color operations . . . **Gene Accas** and **Jason Rabinovitz**, both administrative officers of ABC-TV, elected v.p.'s, along with **Donald W. Coyle**, who becomes v.p. in charge of sales development & research; **Stephen Riddleberger** elected administrative v.p. of ABC Radio, **George Comtois** v.p. in charge of radio sales, **Dean Shaffner**, v.p. in charge of radio sales development & research . . . **Bertram Berman** named director of CBS-TV network daytime program development; **Edwin S. Friendly Jr.** appointed daytime program director; both report to **Oscar Katz**, v.p. in charge of daytime programs . . . **John Wall**, sales mgr. of GE broadcast equipment in Cincinnati area, promoted to national sales mgr. of broadcast equipment, headquartering in Syracuse . . . **Robert Forrest**, program mgr. of WCAU-TV, Philadelphia, named director of west coast program planning & development of NBC subsidiary California National Productions . . . **Wm. P. Rosensohn**, closed-circuit pioneer who formerly headed closed-circuit operations of Sheraton Corp. of America, named communications v.p. of Teleprompter Corp. . . . **Wm. E. Kelley** promoted to N. Y. sales mgr. for WJW-TV, Cleveland, in realignment of Storer sales personnel, succeeding **Maurice E. McMurray**, now national sales director; **Lewis Johnson**, midwest TV sales mgr., moves to N. Y. as rep for WJBK-TV, Detroit; **Paul Evans**, midwest radio sales mgr., also moves to N. Y. to represent WSPD, Toledo, WJW, Cleveland and radio WJBK; **Robert Flanigan** succeeds Evans as midwest radio sales mgr. . . . **Donald J. Foley** promoted to mgr. of NBC-owned stations adv.; **Edwin T. Vane** promoted to mgr. of audience adv. & promotion; **Charles A. Henderson** to mgr. of publicity, NBC-owned stations, spot sales & radio network . . . **Thomas M. Lufkin** promoted to service mgr., ABC-TV program dept., Hollywood; **Louis F. Sanman** promoted to production supervisor; **Robert Adams**, ex-CBS-TV, named exec. producer . . . **E. Berry Smith** named v.p.-gen. mgr. of WFIE, Evansville, Ind., succeeding **Ted Nelson**, who remains as consultant until end of month . . . **P. B. (Buck) Hinman**, ex-mgr. of radio WROX, Clarksdale, Miss., named mgr. of WCBI-TV, Columbus, Miss., succeeding **Chris Everson**, now full time sales mgr. . . . **Wm. Witt**, ex-WKY-TV, Oklahoma City, joins WTVT, Tampa-St. Petersburg, as chief engineer; **Robert Doty**, ex-WSFA-TV, Montgomery, becomes program mgr. of WTVT . . . **Ralph Davison Jr.**, ex-KGMB-TV, Honolulu, & KUTV, Salt Lake City, named sales mgr. of KTVR, Denver . . . **Thomas J. Severin**, program mgr. of WMAR-TV, Baltimore, promoted to director of public service, serving as liaison between station and city's civic, religious & charitable groups . . . **Richard C. Block**, ex-KCRA-TV, Sacramento, named sales promotion & merchandising director of KRON-TV, San Francisco, replacing **John W. Reavis Jr.**, resigned . . . **Jean A. Pouliot**, ex-Famous Players Canada, named gen. mgr. of English-language CKMI-TV & French-language CFCM-TV, both Quebec City; **Arthur P. Fitzgibbons**, former commercial mgr. of CFCM-TV, becomes CKMI-TV operations director . . . **Fred V. Davis**, ex-*Collier's* and *Time*, appointed mgr. of new office of TNT Tele-Sessions, Fisher Bldg., Detroit . . . **Jack Masla**, ex-Burke-Stuart, N. Y., forms Jack Masla & Co. rep firm, 551 Fifth Ave., N. Y., **Allan Kerr** moving from Burke-Stuart Chicago office to N. Y. to become national sales v.p. . . . **Everett Henry**, FCC engineer, moves from Safety & Special Radio Services Bureau to Office of Opinions & Review . . . **Max E. Buck**, director of adv.-merchandising-promotion, named director of sales by WRCA-TV & WRCA, N. Y., which announces these other promotions in staff realignment: **Tony Kraemer** to mgr. of adv. & promotion, **Joseph E. Murphy** to mgr. of merchandising, **Gabe Pressman** to mgr. of news, **Al Perlmutter** to mgr. of special events, **Mrs. Patricia Farrar** to mgr. of religious & educational programs . . . **Hubbard Hood**, gen. mgr. of radio WKRC, Cincinnati, elected pres. of Ohio Assn. of Radio & TV Bcstrs. . . . **John Kent** promoted to director of public affairs of WDSU-TV, New Orleans.

ADVERTISING AGENCIES: **Harold L. McClinton**, who recently resigned as pres. of Calkins & Holden, elected pres. & chief executive officer of newly formed Reach, McClinton & Co., which absorbs personnel, offices & accounts of Reach, Yates & Matoon Inc.; **Charles D. Reach** becomes chairman of new agency, which plans large-scale expansion . . . **Wm. H. Gantt** named TV-radio production mgr., N. W. Ayer, N. Y. . . . **Harry H. Maus**, exec. v.p. of Russel M. Seeds, promoted to vice-chairman; **Harry B. Goldsmith Jr.**, v.p.-gen. mgr., becomes senior v.p.; **Russ Young**, TV-radio director, among 11 officers named to new management council . . . **George B. Bogart** elected v.p. in charge of Chicago office of Calkins & Holden.

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Harry J. Skornia, exec. director of National Assn. of Educational Broadcasters, appointed to U. S. National Commission for UNESCO. Other appointees: Howard Hanson, director of Eastman School of Music, Rochester U, Rochester, N. Y.; Herman Finkelstein, ASCAP general attorney; Joseph Dainow, law professor, Louisiana State U; Very Rev. Msgr. Francis J. Lally, editor of *The Pilot*.

AB-PT pres. Leonard H. Goldenson is profiled in March 10 *N. Y. Times* business section. Story traces career from a steel mill hand in his native Scottdale, Pa. to engineer of the "marriage of TV to movies" in merger of ABC and United Paramount Theatres.

Ell Henry Jr., director of publicity & promotion of ABC's central div., Chicago, appointed chairman of Broadcasters' Promotion Assn. 1957 convention Nov. 1-2 at Sheraton Hotel, Chicago.

Radio station sales approved this week: **WKNK, Muskegon, Mich.** by Nicholas W. Kuris to Music Bcstg. Co. (Paul F. Eichorn, pres.), owner of radio WGRD, Grand Rapids, for $150,000 (Vol. 13:8). **WHIE, Griffin, Ga.** by John A. Boling and associates to Telerad Inc. (equally owned by station employees W. C. Courson & Fred L. Watkins) for $100,000 (Vol. 13:7). **KVWO, Cheyenne, Wyo.** by W. J. Harpole, Troyce Harrell, Kermit Ashby & Arthur Kline to Great West Co. Inc. for $57,000 (Vol. 13:8); new owners are A. C. Etter, E. L. Thornton, W. P. Wright, Norman E. Jorgensen. **WHKK, Akron, O.** 50% by Jackson B. Maurer to parent corp. WHKK Bcstg Co. for $54,000, making Philip R. Herbert 100% owner (Vol. 13:9).

Radio station sales reported this week: **WELL, Battle Creek**, by Federated Publications Inc. (R. B. Miller, pres.) for $100,000 to new Southern Michigan Bcstg. Corp. (Frederick A. Knorr, pres.). **KBYE, Oklahoma City**, by co-owners Frank J. Lynch & Kenyon Brown for $90,000 to Great Empire Telecasting Corp., in which they have stock, with Lynch continuing as mgr. Other stockholders are Arthur B. Hogan, John D. Feldmann, Frank Oxarart, Albert Zugsmith & Ashley Robison. WELL's broker was Allen Kander & Co.; KBYE's was Albert Zugsmith Corp.

Suit for $5000 has been filed by WBAP-TV photographer Kenneth Martin against Dallas Power & Light Co. for alleged interference when he tried to take shots of electrocuted lineman. Martin charged 2 linemen held him, took camera.

Roy V. Smith Assoc. is new name for Wagner-Smith rep firm.

REPERCUSSIONS of FCC's deintermixture decisions (Vol. 13:9) are beginning to roll in, first of a wave. One of sharpest focal points is St. Louis, where Commission has given KTVI (Ch. 36) temporary authority to operate on Ch. 2. One prospective applicant for Ch. 2—Louisiana Purchase Co., 407 N. 8th St., St. Louis (Lon Hocker, pres.)—served notice it will protest this, says it will file for Ch. 2, using old site of off-air KACY, Festus, Mo. (Ch. 14).

From New Orleans, WJMR-TV (Ch. 20) again sought temporary operation on newly assigned Ch. 12, despite Commission's rejection of similar request last week (Vol. 13:10).

GE has finally clarified position on FCC's ruling proposing to shift its WRGB, Schenectady, from Ch. 6 to Ch. 47—issuing statement from pres. Ralph Cordiner declaring it will "vigorously protest" shift. He also said no one from FCC had ever approached him with query as to whether GE would go along with shift in advance.

Boston Ch. 5 struggle gets more involved. Justice Dept. and House Judiciary Committee Chairman Celler (D-N. Y.) are looking into "anti-trust implications" in connection with WHDH-*Boston Herald-Traveler's* application, centering on charges by *Boston Globe* that the rival paper sought to force it into merger by indicating it would use TV station to drive it out of business (Vol. 13:5). Since record in hearing case is closed—WHDH had FCC majority on its side in tentative vote—it's expected Commission won't hold up grant unless it acts favorably on *Globe's* petition to reopen record, or Justice Dept. itself asks that record be reopened. Celler has written FCC asking that his anti-trust subcommittee be "kept advised of all pertinent developments."

Meanwhile, Sen. Hennings (D-Mo.)—who didn't show up at Senate hearing as he had announced he would (Vol. 13:10)—sent list of questions to FCC, also inserting them in Senate Committee hearing record. They were specifically aimed at FCC's tentative decision to award St. Louis' Ch. 11 to CBS (Vol. 13:3). Among his questions: "Are there any applications pending by a network for a new station other than the CBS application at St. Louis? Do you not feel there is at least a possible anti-trust violation involved in granting another station to a network? Is it not true that the Justice Dept. is conducting a full-scale investigation of possible anti-trust violations in broadcasting itself?"

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Reaffirmation of Ch. 11 CP in Pittsburgh for WIIC will come through soon. Commission instructed staff to draft final decision to that effect, now that WENS (Ch. 16) has withdrawn opposition (Vol. 13:10). One CP was granted this week, Ch. 5, Glendive, Mont. to KXGN.

Move of WPFH, Wilmington (Ch. 12) to site 26 mi. nearer Philadelphia was granted this week. Still pending is Storer's deal to buy station for $6,500,000 (Vol. 12:51).

One uhf station channel shift was authorized, WARD-TV, Johnstown, Pa., authorized to go from Ch. 56 to Ch. 19.

Following allocations petitions were filed: (1) Eureka, Cal., addition of Ch. 6, sought by KHUM-TV, which wants to move from Ch. 13. (2) Keene, N. H., addition of Ch. 11, requested by off-air WKNE-TV, seeking shift from Ch. 45. Ch. 11 is now designated educational in Durham. (3) Wausau, Wis., addition of Ch. 9, substituting Ch. 8 for Ch. 9 in Iron Mountain, Mich., sought by prospective applicant Alvin E. O'Konski.

Four translators were granted to Idaho Power Co.—Ch. 70 & 74 for Homestead, Ch. 72 & 76 for Cambridge—to serve employes of its power plants.

Network Color Schedules
(March 17-31, 1957)

March 17—NBC: *Hallmark Hall of Fame*, "There Shall Be No Night," 7:30-9 p.m.; *Alcoa Hour*, 9-10 p.m.

March 18—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Adventures of Sir Lancelot*, 8-8:30 p.m.

March 19—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

March 20—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Masquerade Party*, 8-8:30 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Bell System Science Series*, "Hemo the Magnificent," 9-10 p.m.

March 21—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

March 22—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *The Chevy Show*, 9-10 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

March 23—NBC: *Perry Como Show*, 8-9 p.m.

March 24—NBC: *Goodyear TV Playhouse*, 9-10 p.m.

March 25—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Adventures of Sir Lancelot*, 8-8:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.

March 26—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

March 27—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Masquerade Party*, 8-8:30 p.m.; *Kraft TV Theatre*, 9-10 p.m.

March 28—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

March 29—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

March 30—NBC: *Perry Como Show*, 8-9 p.m.

March 31—CBS: *Cinderella*, 8-9:30 p.m. NBC: *Alcoa Hour*, 9-10 p.m.

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Closed-circuit color system, field-sequential, has been ordered from GE for observation of missile launching at Army's Cape Canaveral, Fla. Missile Test Center.

Packard-Bell introduces 2 color consoles, both 21-in. with all-hardwood cabinets, priced at $595 & $695.

Attempts by citizens' group to intervene as "Friends of Good Music" in sale of radio WGMS & WGMS-FM, Washington, to RKO Teleradio Pictures (Vol. 13:2,5) were rebuffed March 13 by FCC, which upheld examiner's rejection of party-of-interest plea. Committee of 9 led by AFL-CIO staffer Gardner Jackson argued it had economic stake in case because value of radio sets would be reduced if WGMS stopped broadcasting "good" music. Commission said it couldn't give party-of-interest status to "every member of the listening public who feels himself aggrieved" by changes in station ownership.

TV goes to prison: Inmates of Statesville State Penitentiary near Chicago will take college courses under plans worked out with warden Joseph E. Ragen by educational WTTW, Chicago. Prisoners with high school education will be eligible for Municipal Junior College study programs, will get academic credit, tuition-free. Last fall, WTTW began offering courses in English, social science, biology & political science to Chicago residents.

RCA shipped 12-section superturnstile antenna March 14 to upcoming KETV, Omaha, Neb. (Ch. 7); 12-section superturnstile March 14 to upcoming WSOC-TV, Charlotte, N. C. (Ch. 9); used 6-section superturnstile March 6 to upcoming KHVH-TV, Honolulu (Ch. 13); 2-kw standby transmitter March 11 to KOMO-TV, Seattle (Ch. 4).

WGBI-TV, Scranton (Ch. 22), now controlled by WCAU-TV, Philadelphia, on April 1 increases to 1 megawatt, changes call to WDAU-TV.

News intern training is provided by CBS News this spring for 9 students of Columbia U School of Journalism.

New U. S.-Mexican AM treaty, signed Jan. 29 at Mexico City (Vol. 13:5), was sent to Senate March 12 by President Eisenhower, who urged ratification.

Network Accounts: Unique "standby sponsorship" plan, whereby Prudential Insurance is buying *The 20th Century* public affairs series on CBS-TV starting in fall, Sun. 6:30-7 p.m., and is also agreeing to substitute news shows whenever conditions warrant, was disclosed this week. In effect, it gives CBS news dept. access to 30 min. of prime commercial time for special programs, with "built-in" sponsor. There's speculation it may set pattern for sponsors of other public affairs programs . . . Chevrolet, epitomizing anticipated big splurge of auto manufacturers in network TV this fall, spending estimated $10,000,000 to sponsor Sun. 9-10 p.m. weekly color variety shows on NBC-TV starting in fall, thru Campbell-Ewald; 26 of shows will feature Dinah Shore, with top variety stars sharing other 26 . . . Reynolds Metals to sponsor alt. 30 min. of *Disneyland* on ABC-TV starting Sept. 18, Wed. 7:30-8:30 p.m., thru Buchanan & Co. and Clinton E. Frank; other *Disneyland* sponsors are Swift, General Foods & General Mills . . . Chesterfields to sponsor upcoming comedy-variety show on NBC-TV this fall starring Eddie Fisher and George Gobel, Tue. 8-9 p.m.; it will be full or alt. sponsor depending on current negotiations with Armour for alt. sponsorship . . . Wildroot Co. to be alt. sponsor of *New York Confidential*, filmed series starring Lee Tracy, on CBS-TV starting Sept. 28, Sat. 10:30-11 p.m., thru BBDO . . . Associated Products Inc. (5-Day Deodorant Pads) to be alt. sponsor of *Masquerade Party* color series on NBC-TV starting March 13, Wed. 8-8:30 p.m., thru Grey Adv. . . . Sweets Co. of America to sponsor *Gumby Show*, animated children's program, on NBC-TV starting March 16, Sat. 10:30-11 a.m., as replacement for *I Married Joan;* it will also switch *Tales of the Texas Rangers* from CBS-TV to ABC-TV starting in May, probably Sun. 5:30-6 p.m. . . . Shulton Inc. to sponsor new live series starring Gisele McKenzie, network undetermined, thru Wesley Assoc.; it's packaged by Jack Benny's J&M Enterprises . . . R. J. Reynolds Tobacco to sponsor major league "game of the week" on NBC-TV starting in April, Sat. 2 p.m. to conclusion, thru Wm. Esty Co. . . . Williamson-Dickie Mfg. Co. to be partic. sponsor alt. weeks in *Ozark Jubilee* on ABC-TV starting March 23, Sat. 10-10:30 p.m., thru Evans & Assoc., Ft. Worth.

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ABC-TV's new Rate Card No. 7, effective March 1 for evening advertisers and Sept. 1 for daytime advertisers, establishes new Class D daytime rate, Mon.-thru-Fri. sign-on to 5 p.m., at 33.3% of evening rate. New card also offers 5% discount for 52-week sponsors, with additional flexibility to earn maximum 32½% discount. A maximum of $5,200,000 of gross billing during 52 weeks qualifies advertisers for maximum discount. Class A rates are Mon.-thru-Fri. 6-11 p.m., Sat. 5-11 p.m. Class B rates are Sat. 2-6 p.m., Sun. 1-5 p.m.

CBS-TV stole a march on ABC-TV this week, announcing 3-year contract with Ashton Productions for weekly hour-long adventure series starring Gary Cooper starting in fall of 1958. Hubbell Robinson Jr., exec. v.p. of CBS-TV, said new show will be "one of our major programs" in 1958 season. ABC-TV had previously announced that Cooper was expected to be a mainstay of its program lineup this fall.

Daytime TV spots have become biggest beneficiary of TV's continuing expansion, notes new booklet, *1957's Greatest TV Value*, released by reps Edward Petry & Co. It says that station daytime rates have been relatively stable since 1953, base year for its comparisons.

Texas TV Network has been formed by W. D. (Dub) Rogers' Texas Telecasting Inc. to link KDUB-TV, Lubbock; KPAR-TV, Sweetwater-Abilene, and KEDY-TV, Big Spring.

Rate increases: WTCN-TV, Minneapolis-St. Paul, March 1 raised base hour from $800 to $1200, min. $200 to $250. KCRA-TV, Sacramento, March 1 raised hour from $750 to $800, min. $150 to $200. KTVT, Salt Lake City, March 1 raised hour from $600 to $700, min. $150 to $180. WCDA, Albany, March 1 raised hour from $500 to $625 and added Class AA min. only rate (7:30-10:30 p.m. daily) at $130. KREM-TV, Spokane, has added Class AA hour (7-10 p.m. daily) at $600, min. at $120, Class A hour remaining $450. KTBC-TV, Austin, Tex. April 1 adds Class AA hour (8-10 p.m. daily) at $525, min. at $105, Class A hour going from $400 to $450. WSBT-TV, South Bend, April 1 adds Class AA hour (6:30-10 p.m. daily) at $500, min. at $100, Class A hour remaining $400. WTHI-TV, Terre Haute, March 1 added Class AA hour (6:29-10 p.m. daily) at $500, min. at $100, Class A hour going from $400 to $350. WCAX-TV, Burlington, Vt. April 1 adds Class AA hour (7:30-10:30 p.m. daily) at $450, min. at $90, Class A hour going from $350 to $360. KSYD-TV, Wichita Falls, April 1 raises hour from $300 to $350, min. $60 to $70. WTOK-TV, Meridian, Miss. April 1 raises hour from $250 to $275, min. $50 to $55. KFBB-TV, Great Falls, Mont. March 15 added Class AA hour (7:30-10 p.m. daily) at $200, min. at $40, Class A hour going from $150 to $175.

National Assn. for Better Radio & TV (NAFBRAT) voted Edward R. Murrow (CBS) "man-of-the-year" for 1956 as it did for 1955 (Vol. 12:7). CBS-TV's "Our Mr. Sun" and NBC Radio's 1955 winner, *Biographies in Sound*, were named "programs-of-the-year" for 1956. Specialized TV program winners: drama, *Playhouse 90* (CBS); adventure & travel, *Wide, Wide World* (NBC); family situation, *Father Knows Best* (NBC); comedy, *Jack Benny Show* (CBS); news, *NBC News* (Chet Huntley & David Brinkley); interviews, *Person to Person* (CBS); popular music, *Perry Como Show* (NBC); classical music, *Voice of Firestone* (ABC); quiz, *$64,000 Question* (CBS); children's, *Lassie* (CBS); teenagers', *Youth Wants to Know* (NBC); daytime, *Matinee Theatre* (NBC). Jack Gould of *N. Y. Times* won citation for efforts to encourage more TV network coverage of UN sessions.

Improved magazine position, despite recent foldings (Vol. 13:7), is claimed by investment advisor Arnold Bernhard & Co. in recent report. Most hopeful signs for magazine field, it says, are that increased space rates (Vol. 13:7) "do not drive advertisers to other media" and "previous estimates of TV audiences erred on high side." Survey also notes that some publishers such as Time Inc. are diversifying in TV (Vol. 13:9, 10) and newsprint manufacture. It predicts that higher space rates will hold down linage gain this year but that they will more than cover higher expenses—so "profit margins will probably widen."

CBS-TV made additional changes in its new Rate Card No. 13, released last week, creating new classification of Class D time, covering from sign-on until 9 a.m. and pegged at 37.5% of new Class A rate. It has also changed Sun. 5-6 p.m. from Class A to Class B. Until new Class D time was created, the lowest rate was Class C, set at 50% of Class A.

MBS shifts news headquarters from N. Y. to Washington, appointing Robert F. Hurleigh, director of Washington operations, as network director of news & special events. George R. Brown, director of news & special events for WOR, N. Y., is promoted to N. Y. network bureau chief.

New reps: KRGV-TV, Weslaco, Tex. to Raymer (from Pearson); WJAR-TV, Providence, to Petry, effective next June (from Weed).

NTA opens office for midwest booking & shipping at 612 N. Michigan Ave., Chicago, headed by Tom Carey, transferred from N. Y.

BLAST AT MANUFACTURERS for what he called "their appalling failure to deliver first-class equipment" to closed-circuit school project in Hagerstown, Md. came from John Weiss, treas. of Ford Foundation-backed Fund for Advancement of Education. Speaking at RETMA quarterly meetings this week in Washington, Weiss lit into the manufacturers with remark that "this is rotten TV and rotten education," added that "people who go there know the difference and it is not helping you or education."

He urged them to go back to their companies with idea that Hagerstown project is very important to their concerns and to RETMA, which is co-sponsor of project with Fund for Advancement of Education. "It is evident that too much old stuff has been taken out of company warehouses," he said. "In addition to the antiquated equipment, there are some serious shortages. In some classes at Hagerstown, 60 kids are watching on one 21-in. receiver."

RETMA exec. v.p. James D. Secrest gave us this comment: "I would be the first to defend Mr. Weiss' right to criticize the manufacturers, and I have no doubt that much of it is justified. But I would also add, in defense of the manufacturers, that a great deal of the equipment required at Hagerstown is equipment which must be especially designed for school needs. Some of that equipment has simply not been available. There was also a great urgency about shipping equipment to Hagerstown, and consequently manufacturers had to ship what they had on hand. As fast as they can replace it, they are doing so."

Weiss mixed in plenty of bouquets with his brickbats, however. He said that out of all the educational projects in which his group is involved, none is more exciting or potentially rewarding as Hagerstown. "This could be one of the most significant educational developments of the 20th century," he said.

To manufacturers eager to cash in on equipment sales, he provided some eye-openers. Of an estimated $4 billion a year to be spent for new classroom construction in next several years, about 10-12% will go for equipment, including a big expansion in TV. His group, he added, expects to make an additional $1,000,000-$2,000,000 available to other cities for closed-circuit experiments in near future.

Speaking at same luncheon was Wm. Brish, Supt. of Schools in Washington County, Md. (Hagerstown). He was lavish in his praise of TV's contribution to education in Hagerstown, saying "we don't realize ourselves yet how important TV is to us." He said that all 48 schools in system will be hooked up by Sept., getting programs from 3 studios. "TV is not merely a supplement to education," he said. "It has become a primary part of education."

Telecasting Notes: **Universal Pictures' backlog** of feature movies—one of the last 2 major libraries still withheld from TV (the other being Paramount)—will be leased, not sold, for TV use, pres. Milton Rackmil told stockholders at annual meeting. He suggested 7-year lease period, a la MGM, stressing that outright sale deprives company of possibility of theatrical or TV remakes based on stories of old features. He said that by not selling to TV in the last year, value of Universal's backlog had increased $5-10,000,000 . . . **Two nationwide feature film shows** beginning next month have announced titles: ABC-TV's Sun. evening series of first-run RKO pictures will be titled *Holywood Film Theatre* and will premiere April 7 with "Rachel and the Stranger"; NTA Film Network's 128-station 20th Century-Fox show will be called *Premiere Performance* and will begin week of April 1, with Hollywood's Debra Paget & Jeff Hunter as hostess & host in specially filmed sequences . . . **United Artists** plans to begin taking orders from stations next month on new package of post-1951 features said to include "Moulin Rouge," "African Queen," "Purple Plain," "Return to Paradise" . . . All 7 N. Y. stations now feature first-run movies . . . **RKO** is financing and gaining 50% ownership in 3 Ben Fox TV production ventures—two 30-min. film series and one 90-min. spectacular—with plans to adapt all 3 as theatrical features after their TV runs . . . **Apparently following lead of** *Time Magazine's* new emphasis on TV trade news, March 18 *Newsweek* features special report on Steve Allen-Ed Sullivan ratings rivalry under title "Television's Biggest Battle" . . . **More quiz notes**, in case you missed the voluminous publicity in daily press: NBC-TV's *Twenty-One* out-Trendexed CBS-TV's *Lucy* for third time in row this week, and by greatest margin (34.7-26.1). Charles Van Doren has retained MCA to represent him in negotiations for future TV appearances. And CBS-TV's *$64,000 Question* has boosted possible winnings of single contestant to $256,000—to be paid out over 3-year period (to lessen tax bite) . . . **Producers Leland Hayward** and Paul Gregory have signed contracts with CBS-TV to produce spectaculars . . . **Monday night spectaculars** (*Producers' Showcase*) will be dropped next season by NBC-TV . . . **Albert Payson Terhune's** 6000 animal stories and syndicated features have been acquired by TV film producer Michael Kraike (ex-TCF-TV) as basis for independently produced TV film series . . . **Recipes introduced** on NBC-TV's *Home* are compiled in new soft-cover book, "Cooking at *Home*," just published by Dell Publishing Co.

TV featured dramatically in unsuccessful last-ditch attempt to save life of convicted kidnap-slayer Burton W. Abbott, who died March 15 in San Quentin gas chamber while Cal. Gov. Knight was attempting to stay his execution. Governor had granted temporary stay from 10 to 11:15 a.m. same day after Abbott's attorney George T. Davis made coast-to-coast plea to him on NBC-TV's *Today*. Plea for second stay to make new appeal to court was made by telephone to Knight aboard aircraft carrier Hancock, but radiotelephone troubles delayed call, and reprieve reached prison minutes too late.

Judy Garland filed suit for $1,393,333 against CBS in N. Y. Federal Court this week—asking $1,000,000 for libel, $393,333 for breach of contract. She charged CBS with inducing publication of "false and defamatory matter" about her, and she alleged CBS canceled her contract to do one show a year during 1956-60 without ever giving her a script. CBS spokesman said Miss Garland has rejected half dozen script ideas.

New TV film producer—Dallas Film Industries Inc., Dallas, Tex.—plans 26 half-hour TV programs and 2 features for theatres this year. Wylie Stufflebeme, exec. v.p. of First National Bank of Grand Prairie, Tex., is chairman; Joe Graham, ex-ABC, pres.; Ray L. Miller, Dallas banker, treas.

Lure of TV is so strong in Tittori, Japan, that parents who once had to inveigle children into local bathhouse complain now that they can't keep them away since sets were installed.

Expanded 3rd edition of *Audio-Visual Equipment Directory*, listing film & recording products, manufacturers & prices, has been published by National Audio-Visual Assn., Fairfax, Va., manufacturers & distributors association.

"Viewers' Popularity Poll" will be started March 17 by Sunday *N. Y. Herald Tribune* TV-radio magazine, weekly ballots to be tabulated by Bruce Richards Corp.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
March 16, 1957

LIFTING TV OUT OF DOLDRUMS—SOME IDEAS: We got the impression at RETMA quarterly meetings this week in Washington that there's nothing wrong with TV trade that some imaginative engineering and aggressive merchandising can't cure. As we circulated among the manufacturers, large and small, prevalent view was that TV is in dire need of Something New -- more than just a merchandising fillip, but something that would give a TV receiver a New Look in engineering and design, so new that it could be promoted as a feature to invigorate replacement and second-set markets.

TV's estimated penetration of nearly 80% of U.S. households doesn't worry set makers nearly as much as fear that TV merchandising may be stalled on dead center in this important transition period while color warms up. Many manufacturers commented that auto industry's knack for stimulating product obsolescence with addition of new features and ideas, all the while deemphasizing consistent price increases, is worth acquiring. But they emphasize that this requires a consistent flow of imaginative ideas, solid consumer research and courage to raise prices to make it profitable.

Motorola chairman Paul V. Galvin, drawing on more than 30 years' experience in TV-radio-electronics industry, put it this way to us:

"Each manufacturer must search his own operations to make TV realistic in terms of price and the capacity of the consumer market to absorb his product. The manufacturer who overproduces or who engages in a competitive race to market sets at the lowest possible price, regardless of profit, is hurting the entire industry."

Industry's emphasis on lower prices, motivated largely by swing to portables, evoked many a caustic comment. Here again envious allusions were to auto industry. Robert S. Bell, pres. of Packard-Bell and chairman of RETMA set div., said: "Who ever heard of General Motors or any other auto manufacturer boasting that he sells the lowest-price product on the market? They're raising prices all the time, never mention it in their ads, and keep the customers flocking back every 2 years or so. Talk about selling in a replacement market, brother, that's it!"

Is TV being merchandised as a traffic appliance, rather than as furniture to be blended into decor of a living room or den? Some manufacturers fear it is, but they also are convinced that the higher-end market can be recaptured by aggressive merchandising. Larry F. Hardy, Philco exec. v.p. for consumer products, said his company is steadily increasing mix of higher-end units, and has recently raised prices of portables. Like other major manufacturers, Philco expects to increase TV prices in new lines to be introduced in midyear.

(For other news of RETMA meeting, see pages 10 & 12.)

International Expansion: There's considerable bounce in overseas operations of leading set makers these days, and the talk is all of expansion. RCA reports its international operations are moving ahead generally in all regions, though here and there some "streamlining" of personnel has taken place on specific projects which have been concluded. Philco International this week opened office at 420 Lexington Ave., N.Y., and spokesman commented that its biggest expansion will be in Europe in form of new licensees, some of them former Crosley manufacturing outlets. Admiral reports its subsidiaries in Mexico, Australia and Italy are proving very profitable, and that new foreign operations in unspecified areas will be undertaken shortly. Other set manufacturers with overseas licensees report similar expansion plans.

Production: TV output totaled 121,927 week ended March 8, compared with 97,949 preceding week and 144,566 in corresponding week year ago. It was year's 10th week and brought TV production for year to date to about 1,422,000, compared with 1,436,-361 in same period of 1956. Also this week, RETMA placed official Jan. production at 450,190, compared with 626,984 in 5-week Dec. and 588,347 in Jan. 1956. Of the Jan. 1957 production, 67,079 were equipped at factory with uhf tuners. Radio pro-

duction totaled 343,054 (135,937 auto) week ended March 8, compared with 345,342 (135,700) preceding week and 310,026 (99,760) in corresponding week year ago. Radio output for 10 weeks totaled about 3,048,000 (1,312,000) vs. 2,716,174 (1,148,567) in same 1956 period. Jan. production was placed at 1,085,529 (521,624 auto), compared with 1,715,209 (840,359) in Dec. and 1,078,624 (519,648) in Jan. 1956.

Retail Sales: Though TV production is lagging behind 1956 (see above), retail sales are running way ahead of output -- and once-heavy dealer inventories are being cut substantially as a result. Retail sales in Jan. were placed officially by RETMA at 611,359, only slightly under the 614,213 of Jan. 1956, though substantially under the 957,193 sold in 5-week Dec. When the Feb. figures are released in about month, they're expected to show retail sales roughly equivalent to the 530,554 sold in Feb. year ago. Radio sales at retail, excluding auto sets, totaled 563,363 in Jan., up from 531,206 in Jan. 1956, though way down from 1,691,950 sold in Christmas month.

Topics & Trends of TV Trade: Change of RETMA's name to Electronics Manufacturers Assn. (EMA) or Electronic Industry Manufacturers Assn. (EIMA), as reflection of growing importance of electronics membership and as a more inclusive term covering entire industry, seems certain sometime this year. RETMA board, at quarterly meetings this week in Washington, referred change of name to organization committee headed by Motorola's Paul V. Galvin, who will report to RETMA convention May 15-17 at Chicago's Sheraton Hotel. It will then be submitted to membership for vote.

Its acceptance seems foregone conclusion in view of fact that set div. is supporting the change of name. It had been anticipated that TV set manufacturers, though many of them are heavily in other phases of electronics, might object to change of name on grounds that they would be left out of title. RETMA pres. Dr. W. R. G. Baker said he personally favored EMA.

Set div., in fact, is considering changing its designation to consumer products div. This week it took over phonograph manufacturers, who formerly were in sound equipment div.

Arthur L. Chapman, new pres. of CBS-Hytron, was elected a RETMA director, representing tube div. and replacing Charles F. Stromeyer, whom he succeeded at CBS-Hytron. Also elected to board were C. B. (Tex) Thornton, pres. of Litton Industries, and W. F. Joyce, v.p. of Texas Instruments, both from military products div.

Fall quarterly meetings will be held in Los Angeles Sept. 17-19. In addition, RETMA was invited to nominate 10-15 young executives for training in Comerce Dept.'s Business & Defense Services Administration electronics div. and will nominate deputy directors of electronics div., each to serve 6 months without compensation. Donald Parris is expected to be designated as full-time director.

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Kudos for TV-radio-appliance makers, from NARDA exec. v.p. A. W. Bernsohn: "I've seen these companies in action for many years now. They're fighters, and their managements are just the sort of people I'd like to have on my side if ever I get into trouble. You can count on these boys being around for a long time to come . . . No really important brand name in the appliance field will collapse in the immediate future. They are strengthening their distribution teams, weeding out their deadwood and getting rid of their operational burden." He spoke to Consumer Bankers Assn. in Chicago March 15.

Sylvania's TV sales in Feb. set new record for that month, double Feb. 1956 level. Robert L. Shaw, gen. sales mgr. of TV-radio div., attributed record to demand for new 110-degree sets and its "Promotion-of-the-Month" plan.

Olympic Radio adds 4 new TV models, all open list: 14-in. & 17-in. portables, two 17-in. table models.

Special teacher-training seminar is being offered by RETMA to all teachers in TV courses in public and private schools as part of its effort to upgrade training of service technicians. Seminar will be held July 8-26 at N. Y. Trade School, 304 E. 67th St., N. Y. Tuition for the 3-credit, 90-hour class will be $37.50 for out-of-state instructors, $30 for permanent residents of N. Y. State. Applications for enrollment should be sent to Donald H. Stover, RETMA Service Coordinator, 1721 DeSales St., NW, Washington, and should include brief description of teacher's experience and qualifications, accompanied by check or money for tuition, payable to Bureau of Accounts, N. Y. State Educational Dept.

Kelvinator is pushing expansion plans, adding almost $4,000,000 in tools and equipment this year to its main appliance plant in Grand Rapids. One piece of equipment, a special automated line for production of refrigerator outer shells, costs $725,000 alone. All of the new equipment will be in operation by Sept., reports Joseph W. Lelivelt, mgr. of refrigerated products. Company spokesman said that, contrary to many other appliance manufacturers, Kelvinator has kept production and employment steady, denied published reports of widespread layoffs there.

New market study by Census Bureau (Series P-20, No. 73) reports that every year about 20% of the nation's population changes residence. It notes that in year ending March 1956, movers reached highest level since period of economic reconversion and military demobilization shortly after World War II. Of 33,100,000 who changed residence, 22,200,000 moved within same county, 5,800,000 to different county in same state, 5,100,000 to another state. Report is available from Census Bureau for 10¢.

Canadian TV production totaled 33,426 in Jan., compared with 58,556 in Jan. 1956, reports RETMA of Canada. Of Jan. 1957 output, 17,771 were consoles, 14,081 table models, 1574 combinations. Distributor sales to dealers in Jan. totaled 39,426, of which Ontario took 15,577; Quebec, 8649; British Columbia, 3239; Alberta, 3067; Manitoba, 2759; Nova Scotia, 2339; Saskatchewan, 2119; New Brunswick & Prince Edward Island, 1404; Newfoundland, 273.

Picture tube sales by manufacturers in Jan. totaled 760,860, valued at $13,594,525, reports RETMA. They compare with 795,476 sold in 5-week Dec. at $13,423,197 and 892,385 at $17,016,391 in Jan. 1956. Receiving tube sales in Jan. 1957 totaled 37,571,000, worth $31,170,000, compared with 34,340,000 at $29,111,000 in Dec. and 40,141,000 at $31,314,000 in Jan. 1956.

CBS-Hytron signed 3-year contract with IUE this week on behalf of 3000 production workers, thus ending 2-week threat of strike at Newburyport, Mass. plant. Contract provides for 6% wage increase ranging 6-14¢ per hour, improved vacation pay, fringe benefits.

Trade Personals: Max F. Balcom, ex-chairman of Sylvania, now serving as its consultant and as a director, selected as recipient of RETMA's 1957 "Medal of Honor" to be presented during RETMA convention May 15-17 at Chicago's Sheraton Hotel; he is former RETMA president and chairman . . . **Ross D. Siragusa Jr.**, sales mgr. of Admiral TV receivers, assumes additional duties of gen. mgr. of electronics div., replacing **Joe Marty Jr.**, resigned . . . **James Conto** promoted to sales mgr. of Federal semiconductor div. . . . **Wm. R. Crotty**, mgr. of Erie Resistor's TV-radio sales, promoted to sales mgr. of electronics div.; **E. S. Willis** promoted to sales mgr. of electro-mechanical div. . . . **Lester Krugman**, ex-Emerson marketing v.p., joins Getschal Adv., N. Y., as exec. v.p. . . . **Edward Bland**, ex-Philco adv. & sales training coordinator, joins Maxwell Assoc., Philadelphia ad agency handling Philco account . . . **Harry Estersohn** resigns as Jerrold products sales mgr. to form manufacturers' rep for Middle Atlantic states, with offices at 424 E. Allens Lane, Philadelphia . . . **Gerald L. Hartman**, ex-Coolerator div. of IT&T, joins Whirlpool-Seeger as product mgr. of electronic, gas & built-in ranges; **Karl R. Hake** promoted to product mgr. of electric ranges . . . **James M. Hufnagel**, mgr. of home laundry sales for Philco since it bought Avco's Bendix div., resigns . . . **Ken Blake**, ex-Philco & Admiral, joins Symphonic Radio as sales promotion mgr.; **Michael Melack**, ex-Westinghouse, becomes chief designer.

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Stuart F. Louchheim, pres. of Stuart F. Louchheim Co., Zenith distributor in Philadelphia, presented with first NBC Public Service Award for services as pres. of Philadelphia Academy of Music in staging Centennial Concert and Ball.

GE pres. Ralph J. Cordiner was presented with first Gold Medal Award of N. Y. Economic Club for "excellence in management," at club's 50th anniversary celebration March 12.

Obituary

James A. Taylor Sr., 71, founder and ex-pres. of Taylor Electric Co., big RCA distributor in Milwaukee, died of heart attack March 12 at home in Ft. Lauderdale, Fla. He founded Taylor Electric in Madison in 1919, moved to Milwaukee in 1929. He served as pres. until 1949, when he turned busines over to son James A. Taylor, Jr., though he remained active as chairman. He is survived by his widow, son, 2 sisters, 3 grandchildren.

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Sylvania-Corning Nuclear Corp., newly organized for atomic research, development & production with headquarters at Bayside, L. I. (Vol. 12:46), names these directors in addition to Dr. Lee L. Davenport, slated to be pres. (Vol. 13:6), and Walter E. Kingston, slated to be exec. v.p. (Vol. 13:8): From Sylvania—Don G. Mitchell, chairman & pres.; W. Benton Harrison, v.p. for finance; Dr. Bennett S. Ellefson, v.p. for engineering & research. From Corning—Wm. C. Decker, pres.; Dr. Wm. H. Armistead, v.p. of research & development div.; Amory Houghton Jr., mgr. of components dept. of electrical products div.

Jerrold Electronics Corp., manufacturer of community antenna system equipment, forms new instruments & test equipment div. under v.p. Caywood C. Cooley, producing new line of sweep generators, coaxial switches, field strength meters, oscilloscope preamplifiers, RF attenuators & accessories, coaxial components.

Motorola will spend $10-$12,000,000 this year in adv. & sales promotion, up from estimated $8-$9,000,000 spent in 1956, using all media.

Packard-Bell now marketing radio-operated garage door opener at $200 installed.

ELECTRONICS PERSONALS: **Capt. Marshall B. Gurney**, USN (Ret.), ex-General Bronze Corp., named mgr. of govt. relations dept., Raytheon lab, Santa Barbara, Cal. . . . **R. Floyd McCall** named v.p. & mgr. of railroad radio product sales, Motorola communications & electronics div. . . . **Warren F. Morgan** elected v.p. in charge of customer relations for IT&T's Federal Electric Corp. . . . **Orville M. Dunning**, director of Airborne Instruments Lab's engineering & production div., elected v.p.

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Gordon Gray was confirmed by Senate March 14 as director of Office of Defense Mobilization.

Obituary

Maj. Gen. James B. Allison, 84, retired Army Signal Corps chief who promoted first application of radar—then called "radio location"—to track airplanes in 1936, died March 13 at his home in York, S. C. He obtained funds from other military research & development projects to perfect radar. Surviving is a sister.

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International Resistance Co. reports 1956 income of $17,106,246, including $16,787,913 in sales, $274,780 in royalties, $43,553 miscellaneous. In 1955, total income was $15,985,448, including $15,684,722 sales, $289,967 royalties, $10,759 miscellaneous. Net profit, previously reported, was $523,416 (39¢ per share) in 1956, compared with $533,296 (39¢) in 1955.

Emerson had consolidated net profit of $196,509 (10¢ per share on 1,953,373 shares outstanding) for first fiscal quarter ended Feb. 2, compared with $163,825 (8¢) in similar period year ago. Earnings included $125,000 arising from recent change in sales & billing arrangements with distributing subsidiaries.

Indiana Steel Products earned $764,336 ($2.61 per share) on sales of $11,329,592 in 1956, compared with $766,945 ($2.70) on $9,402,753 in 1955. Pres. Robert F. Smith explained that heavy investments were made in facilities and diversification and that Canadian plant had loss of $76,516 in 1956.

Electronics Corp. of America reports net loss of $476,467 on sales of $6,973,305 in 1956, compared with profit of $446,840 (59¢ per share) on $11,302,456 in 1955. Pres. Arthur Metcalf told stockholders that loss resulted from 62% decrease in military sales, and expenditures for plant expansion.

Dividends: Motorola, 37½¢ payable April 12 to stockholders of record March 29; **American Broadcasting-Paramount Theatres**, 25¢ April 20 to holders March 26; **Packard-Bell**, 12½¢ April 25 to holders April 10; **Universal Pictures**, 25¢ March 29 to holders March 23; **Dynamics Corp. of America**, 10¢ March 31 to holders March 18.

AAP Corp. (formerly PRM Inc.), parent of Associated Artists Productions, which grossed $22,000,000 on sale of old Warner films to TV since last June, has split 342,000 shares of common 4-for-1. At time of split March 8, it was selling for $47 a share.

Famous Players Canada, in preliminary statement, reports net income of $2,738,455 ($1.58 per share) in 1956, compared with $2,933,112 ($1.69) in 1955. Statement notes earnings included profits on sale of govt. bonds & assets of $376,307 last year and $378,998 year earlier.

Decca Records reports consolidated net income of $4,543,902 ($2.84 per share) on net sales & royalties of $26,842,460 in 1956, compared with $3,794,585 ($2.37) on $22,610,809 in 1955. Figures include income from undistributed earnings of 80%-owned Universal Pictures.

Discussions of merger of Airborne Instruments Labs and Aircraft Radio Corp. have been discontinued.

Talk by priest was barred by CBS Radio from March 10 *Church of the Air* because its discussion of "growing tensions" between Roman Catholics & Protestants (Vol. 13:10) "did not fit in with the program, which is inspirational & devotional," according to network spokesman. Sermon was to have been delivered by Rev. Thurston N. Davis, editor in chief of Jesuit *America*, who wrote in current issue of weekly that he wanted to blame deterioration in inter-faith relations on misunderstandings of Catholic attitudes on censorship, parochial schools, birth control. Father Davis said CBS suggested rescheduling of broadcast in "less controversial form." CBS decision was protested by Martin H. Work, exec. director of National Council of Catholic Men, which supplies portion of *Church of the Air*. Work lauded CBS for "magnificent contribution to religion" but told CBS Radio pres. Arthur Hull Hayes that discussion of "important moral & religious issues of our time" should be permitted on program.

Protests by Protestants over "Martin Luther" cancellation by *Chicago Tribune's* WGN-TV (Vol. 13:10) subsided March 14 when Action Committee for Freedom of Religious Expression voted in Chicago to withdraw FCC petition for "appropriate action" against station (Vol. 13:8). Committee said "immediate goal" of getting film telecast there was reached when ABC's WBKB scheduled it for April 23, making "substantial contribution" to religious freedom. Committee said it may ask FCC to take a firmer policy position on "controversial issues," but it doesn't seek "punitive measures" against WGN-TV.

One application for TV station and 2 for translators were filed with FCC this week. Application for station was for Ch. 19 in Nacogdoches, Tex. by local businessmen Joe D. Prince, T. Gillette Tilford & Lee Scarborough, who owns KELS-FM, Nacogdoches. Translator applications were for Yosemite National Park, Cal., Ch. 70, by Yosemite Park & Curry Co. to rebroadcast KSBW-TV, Salinas, Cal.; Rawlins, Wyo., Ch. 73, by Rawlins Bcstg. Co. to rebroadcast KFBC-TV, Cheyenne. Total applications for stations stood at 116 (23 uhf); for translators, 54. [For details, see *TV Addenda 24-J* herewith.]

Mandatory one-hour sentence was given cameraman Jack Murphy of WTVT, Tampa, by City Judge John Rudd in Tallahassee March 11 for contempt of court in taking movies outside courtroom (Vol. 13:10). Murphy actually stayed in technical custody 3½ hours while his attorney obtained habeas corpus writ to test Judge Rudd's contention that corridor in which films were shot was within court's jurisdiction because it is used as witness room. Murphy also was sentenced to pay $100 fine or serve 30 days for contempt.

Labor union drive to organize TV-radio broadcasting fields is "intensificd" goal of AFL-CIO, TV-radio management consultant Richard P. Doherty told national labor relations conference sponsored by U. S. Chamber of Commerce March 14 at Shoreham Hotel, Washington. He also said employers should prepare for increased collective bargaining emphasis by labor on effects of automation ("a scare word which instinctively spells unemployment to the avcrage worker & union leader") and on demands for guaranteed annual wages.

Videotape recording will highlight TV sessions of SMPTE's 81st semi-annual convention at Washington's Shorcham Hotel April 29-May 2. Papers on TV tape at April 30 session will cover: (1) Prospective advances in thc art; (2) factors affecting splicing; (3) proccssing of video signal in Ampex recorder; (4) impact of videotape recording on TV management. Other TV papers will deal with: (1) reduction of TV picture linc structure; (2) wide-screen TV; (3) theoretical aspects of recording color on black-&-white film; (4) tcaching by closed-circuit TV.

New Canadian community antenna systems reported for Quebec by Benco TV Assoc., Toronto (number of subscribers in parentheses): Bagotville—G. H. Duchesne Ltd. (40); Cap Chat—L'C.A.T.V. du Cap Chat (25); Ferme Neuve—Girouard & Girouard (115); Lac Des Isles—Girouard & Girouard (20); St. Justine—St. Justine Distribution TV (35); Ste. Anne de la Perade—Berube Radio & TV (50). All started last year. From British Columbia, Jerrold distributor Fred Welsh reports these previously unreported systems: Penticton—South Okanagan TV Distributors Ltd. (200); Youbou—Youbou TV Ltd. (50); Kamloops—Home-Vue Theatre of Kamloops Ltd. and Black Knight TV Ltd. (neither yet operating); Kimberly—Kootenay Enterprises Ltd. (500).

Biggest community antenna sale to date was consummated this week when Fox, Wells Co. (investments) subsidiary Barnes Engineering sold Clarksburg (W. Va.) TV Cable Corp. to NWL Corp. for $879,000. NWL Corp. with offices at 100 Park Ave., N. Y., is controlled by noted financial and philanthropic Rosenwald family, which has large interest in Sears, Roebuck, among other holdings. System started operating July 15, 1953; latest report to us (*TV Factbook No. 24*, p. 440) lists 7200 subscribers, potential of 11,500. Sale agreement provides for $550,000 cash payment, balance out of earnings over next 5 years.

Jerrold Electronics denied all charges of anti-trust law violations in answer to Govt.'s civil anti-trust suit (Vol. 13:7) filed in Philadelphia Federal Court. Answer declares Jerrold discontinued "tie-in sales" features of its contracts with customers in 1954, adding that such service packages formerly were necessary to protect company's goodwill and limit its obligations. In letter to stockholders this week, Jerrold pres. Milton J. Shapp said that even if Govt. should win suit, neither present conduct of business nor future plans would be affected in any way.

Dismissal of libel suit by Washington state educator against Fulton Lewis Jr. (Vol. 13:1) was won March 8 by the MBS commentator on ground he no longer lives or does business in Md., where $500,000 action was filed. Left pending in Baltimore Federal court were libel claims by Mrs. Pearl A. Wanamaker against MBS and radios WCMB, Baltimore, WBOC, Salisbury, and WJEJ, Hagerstown, which carried Lewis broadcast alleging she had Communist connections.

Lifting of China ban on U. S. newsmen by State Dept. was urged March 11 by Radio-TV News Directors Assn., which said policy is opposed to "American tradition of free access to all the news." Letter to Secy. of State John Foster Dulles by pres. Ted Koop, public affairs & news director for CBS in Washington, said permitting "trained American reporters to tour the country" would be "best way to expose the weaknesses & dangers of the Red China regime."

Unlawful boycott by NABET against WNBF-TV & WNBF, Binghamton, is charged by Triangle Publications Inc. in suit for $100,000 damages & injunction against union. NABET Local 46 is accused of distributing appeals to other unions in Binghamton area urging them to join in secondary boycott. Stations have been operated by supervisory and other non-union employes since 34 workers represented by NABET went on strike 3 months ago.

Outgrown

MOVING to larger quarters April 1, *Television Digest* remains in Wyatt Bldg., Washington, retains present phone number. We're shifting from sixth to fourth floor.

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Television Digest
with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — March 23, 1957

"TRUE PORTABLE" TV—cordless and transistorized—now technically possible, but economic factors may delay marketing for about 5 years (p. 1).

DEFENSE OF NETWORKS voiced by Robert Sarnoff, answering charges of monopoly; Los Angeles speech divides network service into 4 categories (p. 2).

SUBSCRIPTION TV gets first tentative action by FCC, nothing definite apparent. Exhibitors jumping to nail down "wired theatre" franchises (p. 3).

ALLOCATIONS ACTION popping at FCC. Ch. 8 to be added to Providence. Craven plan given 50-50 chance. Vhf drop-ins due shortly in 4 cities (p. 4).

FEATURE FILM ANTI-TRUST probe aims at "block booking" practices and alleged advantages to large TV stations over small ones, in preliminary inquiry (p. 5).

BROADCASTING INNOVATIONS at IRE show: Single-sideband broadcast gear, TV test signal transmission with program, 2 advances in long-distance microwave (p. 7).

FINAL CPs awarded in Pittsburgh & Port Arthur. Local group favored by examiner for Ch. 11, Toledo. Site moves granted, but Manchester's blocked (p. 8).

ECONOMIC EFFECTS of new stations beyond FCC authority, Commission rules in Cleveland, Tenn. radio case. First ruling squarely on subject (p. 8).

TV PRODUCTION MIX due to be altered in favor of higher-priced units as another means of increasing profits. Consumer credit study released (p. 11).

PATTERN OF UNION demands in TV-radio-electronics industries discerned in IUE's call for guaranteed annual wage, other benefits at Westinghouse (p. 12).

EXECUTIVE COMPENSATIONS in TV-radio-electronics and related companies tabulated for 1956, based on proxy statements recently released (p. 13).

PROFITABILITY OF WJIM-TV & WJIM, Lansing, disclosed in detail in Gross Telecasting Inc. annual report. Revenues, expenses & earnings up (p. 14).

ADMIRAL SALES DECLINE in 1956 to $182,046,168 from 1955's $202,361,797, profits also drop to 44 cents per share. Book value placed at $24.03 per share (p. 14).

CHALLENGES TO ELECTRONICS engineers in next 10 years seen by Fink as radio spectrum conservation, machines that think, nuclear power (p. 15).

24th EDUCATIONAL station begins; KLSE, Monroe, La. starts with 1½ hours daily. WTWV, Tupelo, Miss. goes regular after long tests (p. 9).

NETWORK JAN. BILLINGS 11.9% above Jan. 1956, somewhat down from Dec. CBS gain over Jan. 1956 is 13.5%; NBC 13.3%; ABC 4.1% (p. 16).

THE 'TRUE PORTABLE' TV—WHEN AND HOW? Two major and radical changes in the design of TV receivers are clearly visible on today's horizon -- "picture-on-the-wall" TV and the "true portable" cordless set. The former is still solely a scientific challenge, but introduction of the latter now depends more on economics than invention.

Major and radical changes in receiver design have been few in TV's 11-year history -- and by "major and radical" we mean striking innovations which are immediately apparent and perfectly obvious to the buying public. To date, there have been perhaps 3 such innovations of sufficient impact to create symptoms of true "wantfulness" on the part of consumers: (1) Increase in screen from cameo (7-12 in.) to life (16-24 in.) size. (2) Color TV, whose wide acceptance has been hampered almost solely by high price. (3) Portable sets, made possible by development of series-string filament circuits, decrease in parts and lighter weight materials.

Next major change -- "true portable" transistorized cordless set -- could have greater across-the-board impact on TV industry than any other innovation of design with exception of color. For the manufacturing and distributive trade it could open up a second & third-set field almost as vast as did portable radios. In telecasting industry, it may well restore to the vocabulary the phrase "out-of-home viewing," which has hardly been heard since the days when folks used to frequent bars primarily to watch boxing and Berle and only incidentally to guzzle.

Cordless receiver is next logical step in TV's trend toward portability and compactness; what's more, it probably could be built right now on basis of present knowledge and technology. Stumbling block for some time to come will be cost.

Though every major TV maker is actively working toward cordless set, only one

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has been willing to make a public prediction: RETMA pres. & GE v.p. Dr. W.R.G. Baker who last December forecast it would be "on the market" in 1958.

We could find no manufacturers or engineers willing to predict a popularly priced cordless set in 1958 as we queried them at this week's IRE convention in New York. If goal is portability at any price -- "sure," say the set makers, "somebody might be able to offer a super-priced set in '58." But stung by their color experiences, set makers this time seem determined to remain cautious until they can see a "true portable" at a price which will appeal to the general public.

Not that all technical problems are solved -- far from it. But the major scientific hurdles have been jumped -- thanks to extensive research & development on complex self-powered military electronic gear, such as guided missiles.

"By the end of 1957," one engineer told us, "experimental transistors will be available in sufficient variety (though not in large quantity) to build a sample transistor TV receiver. Probably 10 manufacturers are now virtually at the point of being able to construct a good sample battery set. It will give a good picture, though not the equal of a good plug-in set."

There is now a transistor in sight for every socket of the cordless portable (with exception of picture tube, which would be transistor-driven). On the basis of present knowledge, a battery portable could be built using about 22 transistors plus cathode ray tube. It would be very light in weight, extremely compact.

The rub, of course, is price. Even when all required transistors become available, it will still be some time before any manufacturer will have opportunity to proceed with the true portable. Historically, price of newly developed transistors has been prohibitive at first for consumer items. Add to this the involved job of freezing designs and circuits, tooling, etc. While it's conceivable that a battery portable could be produced within the next 2 years to sell at $250-$300, it's good guess that no manufacturer will be in the mood to produce such an item on the off-chance that it will catch on with the "Cadillac trade."

Not that transistors pose the only problem -- take the power source, for example. Because of huge current demands of picture tube, batteries won't last long, and therefore must be rechargeable by plugging set into outlet at home -- or possibly in the car -- when not in use. How long should a set operate on one battery charge? One logical answer: At least long enough to permit viewing of a full baseball game before picture fades out.

What type batteries should be used? Rechargeable wet cells are out of the question; no matter how well protected, nobody wants acid around the house. Best bet is rechargeable dry cell, now produced mainly in Germany, but commercially available, at a price. Sufficient cells to operate transistor TV for a ballgame-length of time would now cost manufacturer about $30. This cost obstacle isn't considered insurmountable, since there's no reason why price couldn't eventually be brought down to a few dollars through automated production fostered by large demand.

When will a true portable be available at a price roughly comparable (perhaps $25-$50 above) to today's plug-in "transportable" TV? Nobody has definitive answer. But a good guess might be: About 5 years -- or so.

Assuming that 5-years-plus is reasonable timetable for practical saleable outside-the-home TV, what will inside-the-home TV look like at that time? Best guess: About the same as it does today, but with more compact cabinet, far more emphasis on color. And engineers are doubtful whether, even 5 years from now, they will be as far advanced in development of picture-on-the-wall TV as they are today on the true portable cordless TV receiver.

SARNOFF's VIGOROUS DEFENSE OF NETWORKING: Against charges of monopoly, pressure on affiliates and independent film producers, favoritism toward sponsors, et al, NBC pres. Robert W. Sarnoff this week entered eloquent plea of not guilty and, in ringing speech, proceeded to spell out what a network is and isn't.

"The networks have been investigated from Dan to Beersheba, and still the investigations and studies continue," he told Los Angeles Rotary Club March 22. "It is my earnest hope that they will not be sidetracked by claims of self-interested

groups, but that they will test these claims by the one basic issue: will the public interest be advanced if network service is curtailed or crippled? The question must be weighed in terms of today's service compared with the program service that would be left if the network structure were dismantled. I am confident of the verdict when all the facts are in."

He separated network service into 4 broad categories: (1) Entertainment programs which form bulk of schedule. (2) News, special event & public information services. (3) "Public service" programs such as "Romeo and Juliet." (4) Direct aid to worthy public causes and Govt. by donation of millions of dollars of air time. He said networks were not monopolies, not the playthings of a few exhibitionists, nor are they public utilities, as some have contended. He added:

"Each advertiser, outside producer or film supplier is interested primarily in his own program, not in an overall program structure. That is why networks must be free to produce and to select programs for their own schedules. If they were prohibited from doing so, they would be unable to program for the varied tastes of 165,000,000 highly selective Americans. The concept of a balanced service would disintegrate and the networks, as we know them, would cease to exist.

"Our clearance arrangement with stations -- known as 'option time' -- is the very thing which enables simultaneous national broadcast of the network programs. Through it, a network can give advertisers assurance of national circulation for the programs they sponsor. Through it, our affiliated stations can rely on a regular schedule of network programs to increase their total audience."

Sarnoff also took crack at subscription TV, calling it "pay-or-you-don't-see-TV." He said subscription proponents were among most persistent critics of networks, added: "They seek to erect toll booths on broadcasting's electronic freeways and exact tribute for the programs which advertising now supports."

TOLL TV RUNS ANOTHER FEVER AS FCC BROODS: FCC made its first move on subscription TV this week -- but no one, including Commission, knows what it amounts to. What Commission did was simply this: Debated subject March 18, then told staff to draft up "something" that seemed to encompass thinking of commissioners, something to serve as a starting point for more discussion.

About only concrete thing out of this week's talk that we can gather is Commission's general agreement that it needs more specific information on how pay-TV might operate. There's also agreement that FCC's only point of control is the station -- not patent holders, distributors, etc.

Here's one possibility: Ask stations to come up with specific ideas on how to operate -- then determine whether a hearing or other proceeding is necessary to conclude whether or how "experiments" might be conducted.

Foregoing would seem to add up to a Commission leaning toward "tests" -- but everyone at Commission assures us it doesn't. What it means, they say, is that commissioners "are willing to take a look at something on paper," nothing more. We're told Commission could agree on something in week or 2 -- or take all summer. One commissioner says: "There doesn't seem to be a majority for turning the whole business over to Congress -- but I think it will end up there." Rep. Harris (D-Ark.), chairman of House Commerce Committee, has indicated he wants his committee in on the policy determination. Chances are he'll get his way.

N.Y. Herald-Tribune has gone all-out for toll TV. March 18 issue carried long feature on subject; on March 20, editorial declared "Give Toll TV a Fair Try-out," while business & financial editor Donald I. Rogers also climbed aboard.

There was mounting fever, meanwhile, in a totally different field of pay TV -- wired "home theatre" systems to be operated by exhibitors. Following Texas' Interstate Circuit action in seeking city franchises to wire homes (Vol. 13:10), more exhibitors are piling in. Video Independent Theatres, which is gearing for pioneer tests in Bartlesville, Okla., this week obtained franchise for Oklahoma City. It's seeking franchises in many other cities, including Enid, Okla. & Carlsbad, N.M. -- to mention 2 that have been publicized.

In Austin, Tex., 4 competitors are vying for franchise. One is Interstate.

Another is Capital Cable Corp., organized by Midwest Video Corp., which operates community antenna systems in Victoria, Paris & Bryan, Tex., Clovis, N.M., Greenville, Miss. Latter told city council it has given stock option to KTBC-TV, Austin (Ch. 7), owned by wife of Senate majority leader Lyndon Johnson.

Jerrold Electronics Corp., which sparked whole wired-pay system concept among exhibitors, is most active in corralling equipment market among them. The other community antenna equipment makers are beginning to call on theatre owners, too. RCA is in solid with Midwest Video. Should wired systems catch on in major cities, equipment business would make past CATV market look like peanuts -- for it costs some $3000 a mile to feed homes.

One movie producer, 20th Century-Fox's Spyros P. Skouras, doesn't give a hoot for any kind of pay-TV technique, including wired. This week, he said that new features should be kept in theatres; that giving them to TV in any form will cause exhibition industry to deterioriate. We wouldn't be surprised, however, to see him go along with the Bartlesville tryout. Paramount Pictures pres. Barney Balaban, a pay-TV proponent, disagrees emphatically with Skouras. Pushing wired theatre concept at press conference in Los Angeles this week, he said he'd rather deal with "progressive" exhibitors, added that it's been estimated "electronic theatres" will give movie producers 2½ times the revenues they get from conventional exhibition.

ALLOCATIONS HOT; CRAVEN PLAN GAINS SPEED: Allocations picture had some fast-breaking features this week. FCC pulled one out of its sleeve by issuing proposal to shift Ch. 8 from New Haven, Conn. to Providence-Fall River-New Bedford area, giving New Haven's WNHC-TV Ch. 6 and deleting Ch. 6 from New Bedford. In addition, Commission instructed staff to draft Comr. Craven's plan to eliminate allocations table in form for further consideration. Beyond that, Commission announced tentative votes (virtually final) affecting 5 important proposed vhf channel drop-ins.

That New Haven-Providence deal is presumed to account for Sen. Pastore's strange mildness, in recent hearings (Vol. 13:10-11), about FCC's failure to shift Ch. 3 from Hartford to Providence. Everyone now assumes he knew Commission had another plan for getting one more vhf channel for Providence. Commenting on fact Triangle's WNHC-TV would have to shift channels, Triangle v.p. Roger W. Clipp said: "If it is practicable and feasible and can provide additional service to the people of Connecticut & Rhode Island, Triangle will not object despite the additional costs which are apparent." Fact is, since WNHC-TV would get a low-band channel and have to use site nearer Hartford, Triangle isn't likely to cry at all. However, swap is dependent on shift of WRGB's Ch. 6 from Schenectady to Syracuse -- and GE has said it intends to fight. Thus, matter won't be resolved quickly.

Chances of Craven plan adoption are considered 50-50 at FCC. Proponents see it offering more vhf channels for more major cities. Opponents envision it as forerunner of mileage cuts, directionals, power-height variations -- reduced coverage.

The five cities affected by tentative vhf drop-in actions this week were: Miami, where FCC plans to add Ch. 6; Charleston, S.C., add Ch. 4; Norfolk area, add Ch. 13 by substituting Ch. 12 for Ch. 13 in New Bern, N.C.; Duluth-Superior, add Ch. 10 by deleting it from Hibbing, Minn. & Hancock, Mich. In Columbia, S.C. case, Commission is declining to add Ch. 5 because it thinks uhf WNOK-TV (Ch. 67) can do all right against existing vhf competitor but not against another, and because of site problems. In Duluth-Superior case, Commission gets educators off its neck; it had previously proposed to make Ch. 8 commercial.

Some of foregoing vhf drop-ins have definite disabilities as they stand, because of site problems. For example, mileage separations mean that Miami's Ch. 6 has to go 20-30 mi. south of Miami. There are some tremendous pressures to grant waivers, move such channels close in. Many observers believe it inevitable that the moves will be granted, even if grantees build initially with current spacings. There will be plenty of demand for the new channels, anyway. Ch. 12, New Orleans, is already being sought by new Crescent City Telecasters, organized by E. Newton Wray, pres.-gen. mgr. of KTBS-TV, Shreveport (Ch. 3) -- stockholders including Shreveport & New Orleans residents. WDSU-TV, New Orleans, seeks Ch. 12, Port Arthur, Tex.

Litigation following deintermixture actions continues to gather momentum. Ch. 2 St. Louis applicant Louisiana Purchase Co. (Vol. 13:11) went to Court of Appeals in effort to block shift of KTVI from Ch. 36 to Ch. 2 but stay was denied this week. KTVI plans shift to Ch. 2 by mid-April, in time for opening of Cardinals baseball season. Vhf CP-holders in Peoria & Springfield, Ill., whose channels have been taken away, are said to be readying appeals.

FEATURE FILM anti-trust investigation by Justice Dept.—latest phase of Govt.'s multi-pronged probe of TV industry practices—is aimed primarily at distributors of movies to TV, rather than at TV networks or stations. Still in its infancy, inquiry is being pursued actively by Justice Dept. field investigators and FBI agents, who are visiting station operators to gather information on feature film TV distribution practices.

Allegations of "block booking" practices—whereby TV stations must purchase features in packages, taking the bad with the good—are among principal charges under investigation. Former Asst. Attorney General Stanley N. Barnes announced this phase of investigation more than year ago (Vol. 12:9), centering on whether the film majors are violating their 1949 consent decree in which they agreed to discontinue block booking from practices in sales to theatres.

But current inquiry takes in some other angles which differentiate it from the charges in theatrical film prosecution of the 1940's—for example: (1) Time span of contracts between movie distributors and stations, some running as long as 10 years, deprives other stations in same area of use of these films for that period. (2) Huge size of feature film library sales and possibility that this limits purchase of good TV movies to financially strong stations, barring small outlets from market.

FCC's network study committee was authorized to hold hearings, subpoena witnesses and documents, etc., in order to get information from recalcitrant firms and individuals. In statement accompanying order for "investigatory proceedings," Commission noted that most persons and groups contacted supplied the requested information voluntarily. "However," it added, "certain persons, firms and companies have ignored the request or have expressed reluctance to provide voluntarily information which is essential to the study. Also, preliminary evaluation of some of the data and information indicates that in some areas it may be necessary to obtain further information of a more specific character." Order authorizes hearings by any of the 4 commissioners who are members of study committee "and such other employees of the Commission as the committee may designate." Network study group director Roscoe Barrow told us that he had met "considerable reluctance" on the part of some "non-network program producers" to supply some portions of requested information. He said no dates had been set for any hearings, but they could be held "within a relatively short time." He added that it had not yet been decided whether hearings would be open to public. Mere existence of order for hearings could well convince some reluctant parties to supply information voluntarily; therefore, it's not certain whether there actually will be any hearings at all.

FCC appropriation of $8,300,000 for fiscal 1958—13% under Administration's budget request but $427,000 more than current year—was approved March 20 by House with no debate. Rep. Vanik (D-O.) made speech urging that FCC and other regulatory bodies collect licensing & service fees from industries they supervise, but proposal evoked no response on floor. Similar budget-reducing suggestion was made last week at House Commerce Committee hearing (Vol. 13:11) by Rep. Younger (R-Cal.).

Report on spot TV expenditures for 1956, amounting to $397,498,000, was released this week by TvB, which had previously covered much of the information in its Feb. report on 4th quarter expenditures (Vol. 13:7). New report contains list of top 200 spot TV advertisers in 1956; top 25 advertisers by brands; expenditures of leading brand in each sub-product classification; top 10 agencies in 1956 spot spending. The top 10 agencies (leading spot TV brand, and amount spent on that brand, in parentheses): Ted Bates (Viceroy cigarettes, $5,373,290); McCann-Erickson (Bulova, $4,298,650); Young & Rubicam (Piel's Beer, $1,485,300). Leo Burnett (Kellogg Cereals, $4,810,530); Benton & Bowles (Maxwell House, $5,461,900); Dancer-Fitzgerald-Sample (Bayer Aspirin, $3,012,640); BBDO (Lever Bros. Wisk, $1,874,410); J. Walter Thompson (Ford autos, $2,981,590); Compton Adv. (Procter & Gamble's Dash, $1,693,880); Wm. Esty & Co. (Colgate's Brisk, $1,412,400). By April 9, TvB will release list of 1200 advertisers investing at least $20,000 in 1956 spot TV, with breakdown by brands.

No action from Federal Trade Commission this week on its long-awaited complaints against advertisers of questionable TV commercials—but there's plenty of press comment in advance of complaints. Jack Gould wrote in March 17 *N. Y. Times* that a great deal of progress has been made in improving taste of TV commercials but that the "larger problems" of irritating, hard-sell commercials remain. His conclusion makes good reading and good sense: "In the last analysis responsible advertisers have far less to fear from the Federal Trade Commission than from the average viewer's good sense. The truly powerful force in TV advertising—and the one advertisers should fear the most—is almost automatically invoked in the case of the commercial that defies reasonable credibility. It is the power of the consumer's drooping eyelid, that heaven-sent knack of looking directly at the screen and never seeing a thing."

TV & movie stars may incorporate themselves after all to escape 91% individual income tax levies, Treasury Dept. has decided. Responding to protests by performers that they'd be ruined financially by proposed new ruling against personal corporations (Vol. 13:4), Internal Revenue Service said regulation will be modified. Companies set up by stars to sell own services will be charged regular 52% corporate rate if more than 20% of income goes to supporting staffs & players. They'll be assessed 91% for personal holding companies only if stars take 80% or more for themselves.

Motivation Analysis Inc., 215 Hollywood Ave., West End, N.J., is new TV-radio research service formed by Dr. Philip Eisenberg, a CBS research psychologist for 12 years. New technique used by his firm, says Dr. Eisenberg, takes into consideration program's popular appeal, relative strength of competition, appeal of personalities on show, atmosphere in homes of viewers during time period, success of promotion. On basis of these factors, his new service advises sponsor or producer on what's wrong with program and what can be done to correct it, he says.

Closed-circuit TV committee to define engineering terms & recommend operating specifications is expected to be formed May 1 by SMPTE during convention in Shoreham Hotel, Washington.

Personal Notes: George Klayer promoted to CBS-TV network sales mgr., replaced by **Sam K. Maxwell Jr.** as eastern sales mgr.; **Roland Blair** succeeds Maxwell as midwest sales mgr.; **Robert Hoag** succeeds late Thomas D. Connolly as mgr. of program sales; **Theodore F. Shaker**, sales mgr. of WXIX, Milwaukee, switches to N. Y. as account executive, succeeded by **Richard P. Hogue**, from CBS-TV Spot Sales . . . **Carl Lindemann Jr.** promoted to director of NBC-TV daytime programs, **David W. Tebets** to mgr. of special programs, **John N. Calley** to mgr. of program services, **Leroy Passman** continuing as mgr. of program administration . . . **Thomas C. McCray**, v.p.-gen. mgr. of KRCA, Los Angeles, due back week of March 25 from month's European vacation . . . **George Greaves**, ex-staff exec. of KRCA, Los Angeles, named station mgr. of KBET-TV, Sacramento . . . **Robert Adams**, ex-CBS-TV, joins ABC-TV as exec. producer for Hollywood program dept.; **Rowe S. Giesen**, ex-C. J. LaRoche & Co., named ABC-TV coordinator with Walt Disney Productions, headquartering at Disney studios in Burbank, Cal. . . . **Sam Fuller** resigns as director of special projects, NBC-TV, Hollywood . . . **James H. Keachie** transferred from Cleveland to be mgr. of RCA's broadcast sales office in Washington, succeeding C. D. (Jim) Pitts, now mgr. of RCA Radiomarine sales in San Francisco . . . **Charles J. Simon**, sales mgr. of GE's broadcast equipment, named sales mgr. of industrial TV in technical products dept., Syracuse . . . **Lewis C. Radford Jr.**, ex-DuMont transmitter dept., named southeast sales rep of Visual Electronics Corp., headquartering in Atlanta . . . **Ira Laufer**, ex-radio KFWB, Los Angeles, named gen. mgr. of KSHO-TV, Las Vegas & radio KBMI, Henderson, Nev.; he and **Morton Sidley**, gen. mgr. of KLAC, Los Angeles, have purchased minor interest from Zugsmith group . . . **Claude R. Scott**, ex-KNAC-TV, Ft. Smith, Ark., moves to KTBS-TV, Shreveport, La., as chief engineer . . . **Joseph D. Lamneck** named gen. mgr. of Warner Bros. TV commercial & industrial film dept. . . . **Howard Eaton Jr.** named TV-radio mgr., Lever Bros. . . . **Richard Soule** resigns as head of NBC-TV optional station sales to become asst. brand mgr. of Procter & Gamble . . . **Wm. Crumley** promoted to research v.p. & director of rep Young Television; **James F. O'Grady**, asst. sales mgr. and ex-ABC-TV & DuMont, also elected to board . . . **Anthony Liotti** promoted to TV-radio research supervisor of NBC Spot Sales, replacing **John Scanlan**, now project supervisor in corporate planning for NBC Research & Planning . . . **Charles Henderson**, publicity mgr. of NBC Radio, assumes additional publicity duties for NBC's owned-&-operated stations and NBC Spot Sales . . . **Ben Ludy** promoted to adv. sales director of Capper-Stauffer stations, headquartering in Chicago; **Thad Sandstrom**, from radio KSEK, Pittsburg, Kans., succeeds Ludy as gen. mgr. of WIBW-TV, Topeka . . . **Paul Law**, ex-Midwestern Broadcasting School, Chicago, named program director of WLWD, Dayton . . . **Charles E. Larkins**, ex-WFAA-TV, Dallas & KMBC-TV, Kansas City, named sales promotion, publicity & merchandising director of KTVX, Muskogee-Tulsa . . . Walter Ross, ex-Warner Bros. publicity & press relations director, named public relations director of BMI . . . **Howard F. Magwood** named TV production v.p., Sound Masters Inc. . . . **George F. Sparks**, asst. controller, promoted to asst. v.p. in charge of personnel, AT&T long lines dept. . . . **C. G. Gunning** promoted to gen. news editor of CBC, **D. J. Macdonald** to gen. supervisor of TV news, **Laurence Duffey** to mgr. of national TV news . . . **Harry H. Foster**, ex-gen. mgr. of WFPG-TV & WFPG, Atlantic City, N. J., joins Leotta & Parcher, N. Y. industrial designers.

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Top newsreel prize in 14th annual "News Pictures of the Year" contest sponsored by National Press Photographers Assn. & *Encyclopaedia Britannica* goes to INS-Telenews cameraman Gordon Yoder of Dallas bureau. He'll get "Newsreel Cameraman of the Year" citation March 26 at NPPA banquet in Washington for best news film, story of Mansfield, Tex. segregation violence, and first & second sports awards.

New Advertising Council directors include Merle S. Jones, pres. of CBS-TV; Niles Trammell, pres. of WCKT, Miami & ex-pres. of NBC-TV; John B. Poor, pres. of MBS; Lawrence Valenstein, chairman of Grey Adv.; Robert Kenyon, pres. of Magazine Publishers Assn. All officers were re-elected.

Appointment of 2 FCC examiners was formalized this week: Charles J. Frederick, from Office of Opinions & Review; Millard F. French, from Renewal & Transfer Div.

Mrs. Geraldine B. Zorbaugh, v.p. & gen. attorney for CBS Radio, received alumni achievement award from New York U at reunion this week.

Martin Agronsky, ex-ABC, joins NBC's Washington news staff April 7.

Obituary

Charles A. Schenck, 56, original producer of *March of Time* radio series, later producing such TV series as *Search for Tomorrow* and *Love of Life*, died March 15 of heart attack in Tucson.

DuMont's purchase of WNEW, N. Y., for approximately $7,500,000 was announced this week, highest price yet for a radio station, eclipsing the $5,300,000 paid by Westinghouse for WIND, Chicago, last year (Vol. 12:45). Cash involved is $4,815,407 (including payment of $750,000 WNEW owes Bankers Trust, N. Y.), remainder being 281,889 shares of DuMont Bcstg. stock, with shares fixed at 8¼. Selling principals are Richard D. Buckley, pres.-gen. mgr.; J. D. Wrather Jr., chairman; John L. Loeb of Loeb, Rhoades & Co., brokers. Buckley's $561,740 loan to WNEW is to be repaid in cash. He also gets token $2 and 151,696 shares of DuMont stock for his 25% of WNEW and is slated to become pres. of WNEW div. and a DuMont v.p. Wrather-Loeb interests, owners of remaining 75%, also have $387,500 loan to WNEW, for which they get $290,628 cash, 11,742 DuMont shares. For WNEW stock, they get $2,932,085 cash and 118,451 DuMont shares. DuMont Bcstg. is financing purchase by borrowing $3,500,000 from 2 N. Y. banks ($500,000 to liquidate DuMont loan from Bank of N. Y.) and offering some 300,000 additional shares to stockholders (at rate of 1 share for every 3 held) to raise additional $2,000,000. Largest single DuMont stockholder is Paramount Pictures Corp., holding 251,400 shares (26.6%), and if it exercises rights for additional shares, it could get 83,000 more. DuMont stock offering will be underwritten by Kuhn, Loeb & Co. and/or Carl L. Loeb, Rhoades & Co. WNEW was purchased by Buckley-Wrather-Loeb for $4,000,000 in 1955, at that time a record (Vol. 11:51). WNEW 1956 gross is reported to be in neighborhood of $5,500,000, with net being $1,500,000.

Sale of KILT, El Paso (Ch. 13) with radio KELP for $750,000 to owners of KXLY-TV, Spokane, Wash. by McLendon Investment Co. (Vol. 12:49) was approved this week by FCC. New owners are Joseph Harris, chairman & 40% stockholder; Norman Alexander, pres. & 40%; Richard E. Jones (ex-Storer v.p. & onetime mgr. of DuMont stations), v.p.-gen. mgr. & 20%. Joe Roddy will remain as KILT station mgr., reporting to Jones.

Bill to extend radio licenses to 5 years, leaving TV license period at 3 years (HR-6216), was introduced this week by Rep. Tewes (R-Wis.).

FUTURE BROADCASTING innovations were foreshadowed in several groups of technical papers at this week's annual Institute of Radio Engineers convention. Though TV is no longer the darling of the huge engineering session—having yielded spotlight to military electronics, computers, transistors, etc. — there were still enough papers and exhibits with broadcast implications to keep TV-radio engineers hopping. These were broadcasting highlights of New York convention as we saw them:

(1) Compatible single-sideband AM. Greatest interest by broadcast engineers was generated by paper by Leonard Kahn, Kahn Research Labs, on this new transmission technique as applied to standard broadcasting. Describing tests using VOA's Munich transmitter and New York's WMGM, Kahn said CSSB technique —which uses only half the spectrum space occupied by regular double-sideband signals—sharply reduces co-channel & adjacent channel interference, increases nighttime coverage by reducing fading and results in great increase in fidelity.

Being compatible, these improvements are manifest without any change in AM receivers, he said. Transmitters must use an adapter which "currently costs about $10,000 but should be considerably less in production." In the future, said Kahn, "it is conceivable that specially designed receivers taking full advantage of CSSB could allow double the present number of AM broadcast stations."

(2) Dynamic operational video test signals. TV engineering interest was focused on broadcast seminar headed by Westinghouse Broadcasting's Ralph N. Harmon and featuring engineers from the 4 U. S. & Canadian TV networks, RCA, Telechrome, AT&T and FCC. Novel topic of session was what to do with the 11-12 lines in TV transmission which are currently relatively unused during the vertical blanking period (between pictures).

Proposals centered on several test signals that could be transmitted continually, but would not be seen by home viewer unless vertical hold control is detuned, exposing black space between bottom of one picture and top of next. Among suggestions for new content of portions of blanking interval: Color reference checks; phase, transient & frequency response standards; linearity checks; reference white & reference black levels. Speakers suggested these potential uses for information transmitted during blanking period: To keep constant check on quality of broadcast at all levels, from studio to AT&T circuits; to permit automatic electronic devices to detect & correct degraded transmission; to provide receiver servicemen with standard monochrome & color signals at all times; for automatic cueing of network-to-local switches by local stations; for special network-to-station communication, with teletype signals transmitted during blanking interval.

(3) "Obstacle gain" propagation. It is now possible to put into widespread practical use new methods of making mountain peaks serve as boosters for radio signals in vhf, uhf & microwave frequencies, according to description by Signal Corps' R. E. Lacy of series of tests made at 40 different locations in California, which verified that sharp mountain peaks blocking transmission paths "will actually strengthen the signal on the other side by as much as 100,000,000 times compared to what it would be with no mountain in the way."

Information gained from the tests—using frequencies from 43.5 to 1865 mc—now makes it possible to compute the "obstacle gain" accurately and to locate transmitting and receiving sites to take advantage of the phenomenon. Tests showed that obstacle gain is in order of 70-80 db in comparison with smooth-earth paths, and "the most interesting phenomenon observed was the relative lack of fading." For microwave communications—if mountains are properly sited between transmitting and receiving stations—"obstacle-gain" has this big advantage over "scatter" communication: it can use relatively conventional radio relay equipment, as opposed to super-high-powered gear required for "scatter" networks.

(4) "Scatter" TV communication: "World's first commercial over-the-horizon microwave system to utilize a frequency band broad enough to carry TV signals" was shown at IRE show by IT&T subsidiary Federal Telecommunication Labs. While Federal officials didn't say where equipment will be used, they stated it "will span a 185-mi. distance" and is designed to handle simultaneously at least 120 telephone channels and a TV program. AT&T and IT&T are now jointly constructing over-the-horizon link between Florida & Cuba (Vol. 13:6), and though AT&T has stated it will be used only for telephone at first, there was no doubt that it is being constructed with TV in mind. Fact that distance between the Florida & Cuba points is same as distance announced by Federal for its new broad-band microwave led to speculation that the equipment shown at IRE show was slated for installation at Guanabo, Cuba, terminal of the international microwave link. IT&T is handling Cuban installation, AT&T the Florida end.

Fascinating narrow-band TV system for industrial use, capable of transmission through ordinary telephone wires with 250-kc bandwidth (vs. regular TV's 4-mc, which requires special cable or microwave), was described before Philadelphia's Franklin Institute March 20 by C. R. Kraus, engineer for Bell Telephone Co. of Pa. Experiments were conducted with equipment supplied by General Precision Lab and Dage, ended up with 2 preferred systems: 15 frames, 185 nominal lines of picture quality; 30 frames, 128 nominal lines. Kraus said the range is currently limited to 10-15 mi. but that it probably can be extended. Advantages: ordinary telephone pairs are inexpensive & ubiquitous (250,000,000 mi. of conductors vs. only 15,000 mi. of video conductors); ease & speed of installation; adequacy for many industrial uses. Copies of speech & pictures may be obtained from GPL, Pleasantville, N. Y.

Closed-circuit "TV station" — including complete studios, origination facilities, etc.—will be inaugurated April 1 by Armed Forces TV Service at Port of Whittier, Alaska. It will be first closed-circuit "station" established by AFTV.

Assembled glass envelope for vidicon tubes was displayed for first time by Corning at IRE show in New York this week. Industrial bulb sales mgr. A. W. Dawson said uncoated assembled envelopes are currently being made and bulbs with electrically conductive coating will be produced early in fall. Availability of ready-assembled envelopes, he said, will enable tube makers to "release hard-to-get production space and valuable engineering personnel to other important tube manufacturing needs."

TV for New Zealand by 1959—a 10-station network—is envisioned in proposal made to Govt. by Philips (New Zealand) Ltd. Philips director Dirk Hudig said firm had advised authorities that it could establish network of 4 major stations and 6 "country" outlets at cost equivalent to 1% of country's wool export receipts.

Probe of China ban imposed on American newsmen by State Dept. (Vol. 13:11) was voted March 19 by Senate Foreign Relations Committee, with hearings to start in 2 weeks.

Nielsen radio coverage will be panel subject at RTES round table luncheon March 26 in Hotel Roosevelt, N. Y.

PITTSBURGH'S second commercial vhf station, long delayed by litigation, is now free to build—FCC making effective immediately grant of Ch. 11 for WIIC, now that WENS (Ch. 16) has dropped opposition (Vol. 13:10). Comr. Bartley dissented, frowning on "pay-off" to WENS. Commission also finalized, immediately, grant of Ch. 4, Port Arthur, Tex. to KPAC. In Ponce, P. R., Ponce TV Partnership is clear for CP with withdrawal this week of Portorican-American Bcstg. Co. One translator was authorized, Ch. 70 to City of Boise City, Okla.

Initial decision by FCC examiner J. D. Bond in 7-way contest for Ch. 11, Toledo, favors Great Lakes Bcstg. Co., chiefly because 7% owner & exec. v.p. Seymour N. Siegel (WNYC, N. Y.) is "career broadcaster with a background of nationally & internationally recognized achievements in broadcasting." He is considering moving to Toledo to become full-time station mgr. Great Lakes also is favored for ownership-management integration and local ownership. Major stockholders, each with 14.7%, include adman Arthur W. Reichert, pres.; lawyer Wayne E. Shawmaker, secy.; insurance executive Wellington E. Roemer, v.p.-treas.; grain operator Harold Anderson, v.p. Architect John N. Richards, v.p., has 14.5%.

Toledo losers: *Toledo Blade*, whose Block ownership operates radio WWSW, Pittsburgh, and shares CP for WIIC (Ch. 11) there; Edward Lamb's Unity Corp., whose interests include radio WTOD, Toledo, and whose license for WICU, Erie, Pa., is due for renewal after long hassle over alleged Communist associations (Vol. 13:3); Citizens Bcstg. Co. (UAW Local 12); Anthony Wayne TV Corp., whose Harold Gross controls WJIM-TV, Lansing, Mich. (see p. 14); radio WTOL, Toledo; Maumee Valley Bcstg.

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It was also "site-move" week among FCC's actions. WRCV-TV, Philadelphia (Ch. 3) was granted shift to 4 mi. from present location; it will share new tower with WFIL-TV. WHBF-TV, Rock Island (Ch. 4) can now move to point about 15 mi. northeast of city. WJBF, Augusta, Ga. (Ch. 6) was given permission to shift to point near Beech Island, S. C., about 10 mi. from present site.

Proposed move of WMUR-TV, Manchester (Ch. 9) to point about 20 mi. from Boston appears blocked by competing application for Ch. 9 in Manchester—TV for New Hampshire Inc.—which asked to be considered in comparative hearing with WMUR-TV when latter's license renewal comes up April 1. FCC seems obligated to conduct hearing.

Channel shift proposed by FCC this week, in addition to New Haven-Providence Ch. 8 deal (p. 4), was to swap Ch. 29 & Ch. 31 between Kokomo & Marion, Ind., sought by WINT (now WANE-TV), Ft. Wayne (Ch. 15) so that it can use site in Ft. Wayne.

New channel changes sought: (1) Waycross, Ga., add Ch. 8, by prospective applicant John H. Phipps. (2) Carbondale, Ill., add Ch. 3, by WCIL. (3) Brookings, Ore., add Ch. 6, by KPIC, Roseburg (Ch. 4).

SIGNIFICANT decision by FCC this week, with long-range repercussions, came in little Cleveland, Tenn. AM-CP case. For first time, Commission ruled flatly that it has no authority to consider economics in granting new stations. WCLE had been granted in Cleveland, then protested by existing WBAC. Commission said: "We take this opportunity now to disclaim any power to consider the effects of legal competition upon the public service in the field of broadcasting. We say 'legal competition' to distinguish it from unfair competition, practices in restraint of trade, or conspiracies to monopolize, against which there are specific statutory directives."

Another salient quote: "If we must protect every existing broadcast service when it is shown that the public may be injured if the provider of an existing service is injured, free competition will not be the rule in this industry; it will be the exception. In any event, such consequences of competition are not so unexpected, remote or rare for us to assume that Congress was unaware of these possible results when it decided that free competition should exist in the broadcast industry."

Concurring, Chairman McConnaughey stated: "I seriously doubt the Commission has power to consider matters involving 'economic injury' except perhaps in 307(b) cases, in which the question of comparative need among communities is weighed."

Comrs. Hyde & Bartley concurred in this particular case but asserted belief Commission does have authority to consider economic impact of grants and effects on public interest.

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Transfer of KLTV, Tyler, Tex. (Ch. 7) to The Channel 7 Co., whereby gen. mgr. Marshall Pengra gets 20% interest for $7460, plus assumption of 20% of obligations (Vol. 13:8) was approved this week by FCC. Mrs. Lansing and husband Gerald Hall Lansing each holds 40% in new firm and Mrs. Lansing remains sole owner of radio KGKB, Tyler.

ABC-TV & Radio networks will carry NARTB pres. Harold E. Fellows' speech 3-3:30 p.m. April 10 during NARTB convention in Chicago April 7-11.

Option for WEAT-TV, W. Palm Beach (Ch. 12) & WEAT is being exercised by Palm Beach TV Co. Inc., acquiring properties for approximately $600,000 from RKO Teleradio Pictures, it's revealed by application filed this week. RKO, which acquired stations for $194,000 from J. Robert Meachem in 1955 (Vol. 11:27, 31), gave option to Bertram Lebhar, exec. v.p. of Cole, Fisher & Rogow adv. N. Y. and one time sales mgr. of WATV, Newark-New York, as part of agreement whereby he became gen. mgr. of stations in Oct. 1956. Palm Beach TV is 80% owned by Rex Rand's WINZ, Miami, 20% by Lebhar, who has option for additional 5% from Rand. Sale agreement provides that all current assets and liabilities are to be transferred to RKO prior to closing. Combined Dec. 31 balance sheet lists $485,338 current liabilities (including $299,816 advanced by RKO), $67,498 current assets. Deficit for 1956 was $104,200; deficit up to 1956, $136,667. It has $247,602 fixed assets out of $413,470 total assets.

Present owners of KVDO-TV, Corpus Christi (Ch. 22) also own stock in South Texas Telecasting Co. Inc. which is buying the station for $94,000, also assuming $100,000 in obligations, it's revealed in application filed with FCC this week. They are Gabriel Lozano, Joe Garza, Celso Guzman (each with 9%) and chief engineer Nestor Cuesta Jr., with 13%. E. J. Healey, chairman of South Texas, owns 17%; Hubert J. Schmidt, pres. and former KVDO-TV employee, 17%; Dr. Jose A. Garcia, 9%; and 4 other local residents, 4% each. Lozano group also has holdings in Corpus Christi radio KCCT. Dec. 31 balance sheet shows $14,104 deficit for year, total deficit being $54,718. It has $92,598 fixed liabilities ($55,396 due RCA), $29,400 current liabilities. Also shown are $128,806 fixed assets, $24,251 current assets, out of $156,440 total assets.

Bureau of Broadcast Measurement, 96 Eglinton Ave. E., Toronto, estimates 2,400,600 TV households in Canada as of Nov. 1956—60% of 4,033,200 total. Breakdown: Ontario, 1,025,700; Quebec, 712,000; British Columbia, 195,200; Alberta, 122,700; Manitoba, 112,300; Nova Scotia, 89,000; Saskatchewan, 67,100; New Brunswick, 54,500; Newfoundland, 16,200; Prince Edward Island, 5900.

ONE EDUCATIONAL outlet began in Louisiana and a commercial station began regular programming in neighboring Mississippi. KLSE, Monroe (Ch. 13), 24th non-commercial, started program tests, mostly live, March 9, 10-11:30 a.m., 5 days weekly. WTWV, Tupelo, Miss. (Ch. 9), began with NBC-TV after being on air with test pattern since Feb. 5 (Vol. 13:5). In addition, KTVI, St. Louis (Ch. 36), notified FCC it had ceased operation March 20 in order to convert to Ch. 2. On-air boxscore now stands at 497 (94 uhf).

KLSE has 5-kw RCA transmitter in plant of defunct KFAZ (Ch. 43) on outskirts of Monroe, also has 6-bay antenna on 300-ft. KFAZ tower. KFAZ plant was acquired by State Dept. of Education for undisclosed price after former owner J. O. Willett had converted to Ch. 13 and placed it in operating condition nearly year ago. Operations are under direction of Gordon Canterberry & Robert Rousse, from State Dept. of Education, reporting to State Supt. Shelby M. Jackson. Students from Northeast State College and Ouachita Valley State Trade School, both Monroe, are helping operate station.

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In our continuing survey of upcoming stations, these are latest reports from principals:

WLWI, Indianapolis (Ch. 13), awarded to Crosley Bcstg. Corp. by recent final decision, will begin construction immediately, according to chairman James D. Shouse and pres. Robert E. Dunville, who didn't estimate starting date, placed cost at $2,000,000. Transmitter will be at Ditch Rd. and 96th St., studios at 1401 N. Meridian St.

WFGA-TV, Jacksonville, Fla. (Ch. 12), which hasn't a set target, has ordered 50-kw RCA transmitter for shipment March 18, reports station mgr. Jesse H. Cripe. Grant was protested by WPDQ, Jacksonville (Vol. 13:4), but FCC has taken no action on request to stay grant and reopen record. WFGA-TV is now constructing second floor of studio-transmitter building, also is working on foundation for 900-ft. Ideco tower, which will have 12-section superturnstile antenna. Network affiliation hasn't been signed yet and rates haven't been set. Rep will be Peters, Griffin, Woodward.

WINR-TV, Binghamton, N. Y. (Ch. 40) has ordered 25-kw RCA transmitter and plans mid-July test patterns, programming by mid-Aug., writes gen. mgr. Dale Taylor, ex-mgr. of radio WENY, Elmira. Owner is *Binghamton Press* (Gannett), which acquired CP along with radio WINR from group headed by Mayor Donald W. Kramer (Vol. 13:2). It's building new studios, to be ready by mid-June, also is putting TV addition on AM transmitter house. It has RCA pylon 52-gain antenna due July 1 to be used on 200-ft. tower. Base hour not set. Rep is Hollingbery.

KTVC, Ensign, Kan. (Ch. 6) is installing 5-kw GE transmitter but hasn't definite target, reports Wendell Elliott, v.p.-gen. mgr. & 5.65% owner. It will pick up programs of ABC-TV affiliate KAKE-TV, Wichita (Ch. 10), also has signed with CBS-TV under Extended Market Plan as non-interconnected affiliate, is seeking similar contract with NBC-TV. Custom-made 600-ft. Liberty tower is due mid-April; 6-bay antenna is expected by March 30. Raytheon microwave to Stafford, Kan. is due momentarily. Ben Karr, ex-KAKE-TV, is chief engineer. Base hour will be $100. Rep not chosen.

CFCR-TV, Kamloops, B. C. (Ch. 4) aims for test patterns by March 25, programming April 1, reports mgr. Ian G. Clark, also mgr. of radio CFJC, licensed to *Kamloops Sentinel*. Gates 500-watt transmitter and studios will be housed in new concrete block building, into which CFJC moved year ago. It already has Gates 2-ring antenna, and 70-ft. tower is en route. Coming from radio CFJC are Walter Harwood, commercial mgr.; Gordon Rye, program mgr.; J. Fred Weber, chief engineer. Base hour will be $75. Rep is All-Canada.

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CBC Board of Governors March 15 recommended grant of Ch. 2, Kelowna, B.C., with satellites at Penticton, B.C. (Ch. 13) and Vernon, B.C. (Ch. 7), to Okanagan Valley TV Co. Ltd., owned by radio stations CKOV, Kelowna (Mrs. J. W. B. Browne, pres.); CKOK, Penticton (Maurice P. Finnerty, managing director); CJIB, Vernon (Charles Pitt, pres.). Also approved was CKSO-TV, Sudbury, Ont. (Ch. 5) power increase to 30-kw visual using directional antenna.

Control of CHCT-TV, Calgary, Alta. (Ch. 2) goes to Frederick Shaw, CBC board at March 15 meeting having approved sales of ⅓ by CFCN (H. G. Love, pres.) for undisclosed price to Shaw's CKXL, already ⅓ owner (Vol. 13:7). Owner of other ⅓ is CFAC, affiliated with Southham newspapers' *Calgary Herald*.

Uhf satellite concept has so impressed Wm. L. Putnam, mgr. of WWLP, Springfield, Mass. (Ch. 22), who is also building WRLP, Greenfield, Mass. (Ch. 32), that he plans to file for Ch. 64 satellite in Pittsfield. He also reports that WRLP sales mgr. will be Philip J. Renison, from WWLP; that WWLP has declared another 10¢ dividend.

WBZ-TV, Boston, completed 1349-ft. multiple-antenna Ideco tower in Needham Heights March 13, plans "weeks" of tests. Other vhf Boston stations have been invited to locate antennas on tower (Vol. 12:45).

WINT, Fort Wayne, changes call to WANE-TV April 1, when it also changes rep to Petry (from H-R Television).

Omaha's primary ABC-TV affiliate will be KETV (Ch. 7), due to begin programming in Sept.

Subcommittee on Daytime Radio Broadcasting, of Senate Small Business Committee, is now headed by Sen. Wayne Morse (D-Ore.) who succeeds Sen. Kennedy (D-Mass.). Also appointed was Sen. Alan Bible (D-Nev.); Sen. Schoeppel (R-Kan.) is third member. Announcing appointments, full committee chairman Sen. Sparkman (D-Ala.) said: "There is increasing evidence that the regulatory agencies . . . are discriminating against small business . . . There may be some question as to whether the discrimination is deliberate or simply inherent in the procedures established by the agencies . . . It is difficult, for example, to understand why the FCC has been unable to give consideration to the petition of the daytimers which has been pending before it for over 10 years."

KUAM-TV & KUAM, Guam, open sales office in Bishop Bank Bldg., Honolulu.

City of Butte, Mont. told FCC it wants to build translator because local KXLF-TV (Ch. 4) offers mostly film, adds it will go off air when Ch. 6 station starts if Commission feels translator "is detrimental to the primary TV station service." City supplied explanation in response to FCC's letter which said it had doubts about giving city a translator grant. The Commission also frowned on City's operation of unlicensed vhf booster—to which City replied: "We were merely attempting to serve the people of this area by providing them with live TV through that means until the translator could be authorized."

Canadian TV has pierced Iron Curtain, according to UP dispatch from Ottawa, which reported March 22 that Canadian TV stations have been picked up on TV screens in Estonia. It didn't say how.

Network Accounts: Average network TV advertiser has been on air for nearly 4 years, reports TvB pres. Norman E. Cash in connection with Bureau's upcoming annual compilation of network advertisers, which also reports that 321 companies used network TV last year, of which 86 were new to network. It represents all-time high in number using network, Cash saying "it is one more sign, among others, that the medium's continuing growth is of increasing importance in the overall economy of the nation." . . . **Lever Bros.** and **Procter & Gamble** spend $6,500,000 in gross billings for partic. on 4 NBC-TV daytime programs: *Price Is Right, Truth or Consequences, Tic Tac Dough, Comedy Time* . . . **Buick**, out of network TV since dropping *Jackie Gleason Show*, buys alt. Fri. 8:30-9 p.m. time period on ABC-TV starting in fall, for undetermined show, thru Kudner . . . RCA and **Whirlpool-Seeger** buy alt. sponsorship (with **Chesterfields**) of upcoming Eddie Fisher and George Gobel variety show, still untitled, on NBC-TV starting Sept. 24, Tue. 8-9 p.m., thru Kenyon & Eckhardt . . . **R. J. Reynolds** to be one-fourth sponsor of 26 Sat. major league baseball games on NBC-TV starting April 6, thru Wm. Esty Co. . . . **Drackett Co.** (Windex glass cleaner) buys one-third sponsorship of 6 consecutive *Steve Allen Show* programs on NBC-TV, Sun. 8-9 p.m., starting May 5, thru Young & Rubicam . . . **Evinrude Motors** buys one partic. per week on *Hollywood Film Theatre* on ABC-TV starting April 7, Sun. 7:30-9 p.m., thru Cramer-Krasselt Co., Milwaukee . . . **Campbell Soup** and **Lever Bros.** to cancel *On Trial* on NBC-TV Fri. 9-9:30 p.m. . . . **GE** cancels alt. sponsorship of *Broken Arrow* on ABC-TV, Tue. 9-9:30 p.m., **Miles Labs** continuing as alt. sponsor for rest of season.

TV quiz shows on business & finance topics should be among best bets for "Big Business" to teach public "a little more about the capitalistic system and what makes it work," business & financial editor Donald I. Rogers says in March 22 *N. Y. Herald Tribune*. He thinks that popularity of such shows as NBC-TV's *Twenty-One* is due to "vicarious interest in human avariciousness," not to subject matter of questions, but that format could be put to "good use" by business to explain free enterprise.

ABC-TV signed 2-year agreement with International Boxing Club this week for continuance of Wed. night fights 10-11 p.m. Mennen Co. will continue as co-sponsor, though Pabst is dropping out shortly. About $9,000,000 is involved in 2-year pact for talent, time, production & line charges. IBC will continue to receive $18,500 per week for promoting fights, and each fighter will receive $4000 as his share of TV revenue, apart from percentages of gate receipts.

"Real trouble could be in the making" unless costs of advertising on TV are reduced, Young & Rubicam pres. Sigurd Larmon told Omaha Ad Club following dedication of cornerstone for new building of KETV there. He said that "maintaining effective continuity at today's TV prices presents a real problem to many advertisers." He added that 25% of Young & Rubicam's TV billings last year went into spot.

Hot personnel rumor making rounds this week had ABC-TV v.p. John Daly, famed as newsman and moderator, switching to NBC-TV as v.p. Rumors were unverifiable, but it was acknowledged that "talks have been held." If he makes the shift, he would be 6th ABC v.p. to join NBC since Robert E. Kintner became exec. v.p. there.

Telecasting Notes: **Widely publicized "frontal attack"** on TV was launched this week by 20th Century-Fox, which embarked on heaviest movie-making schedule attempted by any film company since 1940—with 65 pictures slated to go into production within next 12 months, 55 to be released during that period . . . **"I'm taking the biggest chance** of my career," announced 20th Century-Fox pres. Spyros P. Skouras. "But TV is here and we can coexist profitably only by giving the people better entertainment and getting them away from easy entertainment. We must produce more and more important pictures to get people away from their home sets" . . . **Barry & Enright Productions**, owners of *Twenty-One* & *Tic Tac Dough* (NBC-TV) as well as *Winky Dink* (CBS-TV), is on verge of being sold to NBC in deal reportedly amounting to over $1,000,000 . . . **Official Films** to re-enter field of first-run syndication, drawing on new revolving fund of "several millions of dollars" to finance production. Company plans to offer first-run series for syndication next year—one made in England, 2 made in U. S. . . . **Like old times:** With Charles Van Doren gone but not forgotten, CBS-TV's *Luey* out-Trendexed NBC-TV's *Twenty-One* this week . . . **TV quiz whiz Robert Strom**, 11-year-old science authority on *The $64,000 Question*, is sought by producer Nicholas Nayfact for lead role in Metro's science-fiction movie "The Invisible Boy" . . . **John Crosby**, N. Y. Herald Tribune Syndicate TV-radio columnist, has been approached by CBS-TV as possible host for next season's educational spectacular series, *7 Lively Arts* . . . **State Dept. will distribute** for overseas TV & motion picture use a documentary film on Hungarian situation made by Boston's WNAC-TV; titled "Weltschmerz," film was made in Austria, contains shots of Hungarians escaping over border, interviews with refugees.

New reps: WDIX-TV, Jackson, Tenn. to Venard, Rintoul & McConnell (from Headley-Reed); upcoming KETV, Omaha, due by fall, names H-R Television.

TOP "EMMY" award honors voted by Academy of TV Arts & Sciences in annual poll of 2500 members, announced March 16 in N. Y. & Hollywood on NBC-TV's *Saturday Color Carnival*, were split by *Playhouse 90's* "Requiem for a Heavyweight" (CBS) and *Caesar's Hour* (NBC).

Best new program series of 1956 was *Playhouse 90*, whose "Requiem" took 5 awards: single show; single performance by actor, Jack Palance; teleplay writing, hour or more, Rod Serling; direction, hour or more, Ralph Nelson; art direction, hour or more, Albert Heschong.

"Emmy" for best series, hour or more, went to *Caesar's Hour*, which had 4 individual citations: continuing performance by comedian, Sid Caesar; continuing performance by comedienne, Nanette Fabray; supporting performance by actor, Carl Reiner; supporting performance by actress, Pat Carroll.

Other major awards: public service series, *See It Now* (CBS); news coverage, "Years of Crisis" (CBS); commentator, Edward R. Murrow (CBS); single performance by actress, Claire Trevor, "Dodsworth" (NBC); male personality, Perry Como (NBC); female personality, Dinah Shore (NBC); musical contribution, Leonard Bernstein (ABC); series, half hour or less, and comedy writing, *Phil Silvers Show* (CBS); continuing performance by actor in series, Robert Young (NBC); continuing performance by actress in series, Loretta Young (NBC); engineering or technical achievement, videotape (Ampex & CBS).

Survey of community antenna operators by NCTA disclosed 11 operating closed-circuit channels, 7 with definite plans for such operations, 59 investigating possibilities. NCTA also found that 62 of the 165 respondents receive 3 stations; 25, four; 51, five; 6, six; 6, seven; 2, eight. Only 3 reported getting one station, 9 getting two.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
March 23, 1957

PRODUCTION MIX—ANOTHER KEY TO TV PROFITS: Two major trends in TV trade in final 6 months of 1957 seem sure to come out of industry's quest for greater profits: increases in prices, and a greater concentration on output of higher-priced units.

Altering production mix to emphasize 17-in. portables & 21-in. sets, with corresponding de-emphasis of portables 14-in. and under, is definitely in the works, leading TV manufacturers agree. When accompanied by price increases, they believe it will have the desired effect of restoring profitability to TV.

Reaction of Philco pres. James M. Skinner Jr. typified attitude of all major set makers, with this comment to us: "We're going to try like the devil to put our major selling effort on the higher-priced receivers. It's always been our policy, as I'm sure it has been with other manufacturers, to achieve the highest possible margin on our TV sales, though sometimes competitive forces have been too strong."

It's obvious that a selling job has to be done on public, whose appetites for low-end units have been whetted by determination of some in trade to push price-appeal alone. That goes for retailers and distributors, as well as manufacturers.

RETMA statistics for Jan., latest available for 1957, show how far downward spiral has gone. Receivers 21-in. and larger accounted for 62% of Jan. 1957 output, way down from 85% in Jan. 1956. Biggest factor, of course, has been huge gain in portables, which advanced from 7% of TV output to 32% in the year. Non-portable table models declined from 47% to 34%, consoles and combination from 46% to 34%.

Color represents another possible source of higher-end sales -- though one must be chary about predictions on size of this market in 1957. Even RCA officials are mum, but it's known that a 10% increase in sales this year has been targeted.

* * * *

TV movement may be sluggish at moment, pending big merchandising thrust in final 6 months of year, but there's nothing languid about radio. Sparked by trend to miniaturization, popularity of portable and clock sets, sales of home radios at retail in first quarter seem certain to exceed the 1,513,722 units sold in first 3 months of 1956. There's also 10-15% increase in auto radio output so far in 1957.

Consumer Credit: It's no secret that TV-radio-appliance manufacturers solidly oppose reimposition of credit controls -- and Federal Reserve Board's long-awaited comprehensive study of consumer credit, released this week, bears it out. Of TV-radio-appliance manufacturers queried by FRB, only Whirlpool-Seeger favored any form of controls -- and it suggested that controls be used only at banks and that a type of Federal Reserve System be established for finance companies. Those opposing controls were RCA, Philco, Sylvania, Zenith, Westinghouse, Stromberg-Carlson, GE, Avco. Among TV-radio-appliance retailers, there was more sentiment for controls.

Sales of TV-radio-appliances were stimulated by consumer credit extension, said report. But it also noted that lenders are now likely to give more liberal terms for financing refrigerators than for TV sets. Lenders also reported to FRB that 36-month payment contracts were often granted on higher-priced TV sets.

FRB's 5-volume study estimated that consumer credit may grow by 5-6% per year, and that by 1965 families may be putting 13-14% of their spendable income into installment buying, as against 11% in last 2 years and 7% in 1940.

Production: TV output totaled 129,754 week ended March 15, compared to 121,927 preceding week and 131,963 in corresponding week year ago. It was year's 11th week and brought TV production for year to date to about 1,259,000, compared with 1,572,-632 in same period of 1956. Radio production totaled 328,540 (126,352 auto) week ended March 15, compared with 345,342 (135,700) preceding week and 276,983 (95,245) in corresponding week year ago. Radio production for 11 weeks totaled 3,376,000 (1,439,000) vs. 2,988,196 (1,244,221 auto) in same 1956 period.

Topics & Trends of TV Trade: First outlines of pattern that may become general in labor negotiations with TV-radio-electronics manufacturers began to take shape this week in IUE conference board's proposals for Westinghouse talks. Union spokesman said that policies on automation and guaranteed annual wage worked out at Westinghouse may be applicable elsewhere though program would be subject to modification in each company.

Demand for guaranteed annual wage to minimize impact of automation is major point in IUE-Westinghouse conference board program. IUE board says Westinghouse should put aside a "fixed sum" based on hours worked so the "employe alone does not bear the responsibility for temporary displacements by enduring a lowered standard of living."

IUE spokesman said the proposals may now be applied by locals where new plants are organized or become automated. He said the board and international officials will try to get proposals adopted on a national level in contract negotiations this fall and in next year's general reopening for employment security.

Other points in the proposal: (1) guarantee of no layoffs due to automation; (2) development of joint plan for job evaluation, taking into consideration automated operations; (3) job training opportunity based on seniority; (4) at least 2 weeks per year severance pay for displaced workers; (5) reduced work week and increased vacations without cut in hourly pay to avoid widespread layoffs under automation.

* * * *

Kelvinator expansion plans were revealed this week by George Romney, pres. of parent American Motors Corp., who told newsmen: "It is the company's intention to strengthen and expand the Kelvinator appliance business, already a full-line leader in the industry, by the addition of new products through our own research and development and by acquisitions." He gave no details. His comment followed talks with financier Louis E. Wolfson, who has become a major stockholder.

Admiral claims second position among freezer manufacturers, says it's one of 5 largest refrigerator makers and produces one appliance every 10.6 seconds at Galesburg, Ill. Appliance City manufacturing center. B. H. Melton, national sales mgr., appliance div., told 159 midwest dealers the plant can produce 500,000 appliances a year, has annual payroll of more than $7,000,000. TV sets are produced at Harvard, Ill.

Plamondon Magnetics Co., which recently filed Chapter XI petition in Chicago Federal court, lists assets of $762,-149, liabilities of $926,826 in schedules made public this week. It offers unsecured creditors 100% payment in monthly installments of 5% each. Among unsecured creditors are pres. A. D. Plamondon Jr., $136,500; Motorola chairman Paul V. Galvin, $75,000.

Business failures in Feb. among TV-radio-appliance retailers totaled 41, representing liabilities of $1,273,000, according to Dun & Bradstreet monthly report. They compare with 36 failures & $1,905,000 liabilities in Jan. and 28 failures & $794,000 liabilities in Feb. 1956.

Philco closed factory service branch this week in Silver Spring, Md., suburb of Washington, announcing that "adequate independent service was found to be available." It reduced Philco's factory service branches to 15.

New monthly promotion plan for RCA Whirlpool appliances has been started, with factory providing distributors full promotional kits. Each month distributor picks appliance he wishes to feature.

Westinghouse adds two 14-in. portables, with vinyl finish cabinets and 90-degree tubes, both at $150.

Color TV received less attention at this week's IRE convention than at any in recent years. The one session on color brought out no transcendental new developments, but was devoted to improvements in systems which have already been described—Philco's Apple and Chromatic's Chromatron. Session began with review of proposals for color TV in Europe, by Hazeltine's Charles J. Hirsch, chairman of CCIR's TV Preparatory Committee. While jumble of different standards makes European TV situation a "mess," he said there is hope that all or most countries will get together on single color system—modified version of America's NTSC system. Improvements in Philco's beam indexing color system—which was described at last year's convention (Vol. 12:12)—were subjects of 3 technical papers, which revealed: (1) Brightness of tube has been increased from 40 to 60 ft.-lamberts and color saturation improved by use of unequal color line widths. (2) New receiver circuit has been designed around Apple tube. (3) "Intensive study" using electronics computer has proved accuracy of color reproduction in Apple system. Chromatic engineers gave paper indicating that "brightness enhancement techniques" can increase brightness of presently available Lawrence single-gun tubes to 50-60 ft.-lamberts.

First local live color program on regular schedule in Michigan is claimed by WJBK-TV, Detroit, for 6-year-old *Ladies' Day*, Mon-thru-Fri. audience participation show which shifts to color March 25.

"Color Cartoon Carnival," one-shot 90-min. local show of Warner Bros. & "Popeye" cartoons, is scheduled by WFIL-TV, Philadelphia, for April 7.

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Delmonico International Corp., N. Y., importer of German and Japanese radios & hi-fi, reorganizes with heavy sprinkling of former Olympic Radio officials in top command. Adolph A. Juviler, first pres. and chairman of Olympic, becomes chairman; Al Friedman, ex-Olympic v.p., is pres.; Herbert Kabat, ex-Olympic sales v.p., exec. v.p. Friedman says firm has been refinanced with about 4 times previous capital and plans to expand selling operations.

DuMont is redesigning production facilities at E. Paterson, N. J. TV-radio-hi-fi plant, making extensive use of mechanization and material handling, leading to "complete flexibility of production" to meet changing demands. Production during April will be interrupted but company says it will result in economies insuring dealers "highest quality at competitive prices."

Ampex forms new subsidiary, Ampex Audio Inc., aimed at hi-fi consumer field. Philip Gundy, v.p. of Ampex audio div., is pres. of new firm, now building 40,000-sq. ft. plant at Sunnydale, Cal. By July it expects to start shipping product line which Gundy says will include combination record player-tape recorders at $380-$1470.

Admiral moves into components field, with first products—4-speed automatic record changer and dot generators —being made available to jobbers. Special products mgr. Willis L. Wood says 2 models of the record changer are being offered, plus optional base.

Japanese "Parrot" pocket portable radio, priced at $25 with case & earphone, is being imported by Polyrad Co., Cincinnati, with E. T. Conrad & Assoc., Canton, O. as national sales agency.

New 110-degree CR tube (RCA-17CDP4), for use in series heater-string operations, was added to RCA's tube line this week. It has 16 9/16-in. diagonal, length of 12 9/16-in., weighs 10 lbs.

Special uhf antenna, designed specifically for its portable sets, is offered by Motorola at no extra cost. It's loop type, rotatable.

Trade Personals: Joseph B. Elliott, ex-RCA exec. v.p. for consumer products, now exec. v.p. of Raymond Rosen & Co., received "Share Your Knowledge" award at dinner of Philadelphia Club of Printers and Craftsmen . . . **James H. Carmine**, ex-Philco pres., vacationing at Bal Harbour, Fla. where his yacht *Miljata II* is berthed . . . **Ray Durst**, ex-Hallicrafters exec. v.p., currently on homeward lap of world cruise on Cunard liner *R.M.S. Caronia*, is due to dock in Honolulu April 18, San Francisco April 24, may be addressed at ship in those ports via air mail up to April 14 . . . **Edmour F. Giguere**, ex-Clevite v.p., named to new post of mgr., new market coordination, RCA components div., Camden . . . **Edward W. Allen Jr.** promoted to mgr. of DuMont public relations, replacing **Benjamin C. Bowker**, who joins U. S. Plywood Corp. . . . **Paul J. Weber** promoted to marketing mgr., Ampex instrumentation div., succeeding **John Jipp**, now div. mgr.; **Thomas E. Davis** becomes national sales mgr., **Al Sroka** acting southwest district mgr. at Los Angeles . . . **Samuel Olchak** resigns as gen. sales mgr. of DeWald Radio . . . **R. O. Richards** named to new post of Westinghouse mgr. of advertising for company-built kitchen dept. . . . **Byron C. Wagner** promoted to Frigidaire air conditioning sales mgr., **Fred E. Lehman** to mgr. of commercial sales . . . **Lee Palmer** promoted to mgr. of Am-Par Record Corp., Hollywood, AB-PT's record manufacturing subsidiary . . . **Ralph B. Austrian**, ex-DuMont, named sales mgr. of Ling Electronics . . . **Ivan R. Saddler** appointed mgr. of materials & modules planning, RCA components div. . . . **M. Ross Yeiter** promoted to sales mgr. of Sylvania special tube operations, Woburn, Mass.

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Cohu Electronics Inc., headed by Kay Lab chairman & pres. La Motte T. Cohu, has been organized with offices in San Diego to buy electronics manufacturing & development companies, provide financial & business management for others.

DISTRIBUTOR NOTES: Motorola appoints Penn Distributors Inc., 825 S. 26th St., Harrisburg (Elmer A. Groene, pres.) . . . **DuMont** appoints Moore-Fischer Distributing Co. Inc., 25 Ann St., Charleston, S. C. (Herbert L. Moore, pres.) . . . **Muntz** appoints Delta TV Inc., 2525 Natural Bridge Blvd., St. Louis (Philip Pagano and Jerome Norber, partners) replacing Don Adams Inc. . . . **Thompson & Holmes Ltd.**, San Francisco (Hoffman Electronics) appoints Ed Faust sales mgr.; he's ex-Sacramento branch mgr. of Hoffman . . . **Emerson Radio of Pa.**, Philadelphia, appoints Edward Addis, ex-Delaware Valley Distributors (ex-Crosley-Bendix) as sales mgr., replacing Samuel Raker, resigned . . . **Olympic Radio** appoints David Schwartz, ex-midwest regional mgr., as Boston factory branch mgr.; Richard B. Dreazan promoted to v.p. in charge of N. J. branch, 155 Washington St., Newark . . . **Hotpoint Appliance Sales Co.**, Philadelphia, appoints E. M. Carpenter as TV sales mgr., replacing Samuel Grabois, returning to former duties as Hotpoint district rep . . . **Stuart F. Louchheim Co.**, Philadelphia (Zenith), promotes Robert J. Higgins to adv. mgr., replacing Herb Lieberman, resigned . . . **Yancey Co. Inc.**, Atlanta (RCA) appoints W. J. Iredale Jr. adv. & sales promotion mgr. . . . **Standard Electric Supply Co.**, Milwaukee (DuMont), appoints Ervin Graff as regional mgr. . . . **Westinghouse Electric Supply Co.** appoints Robert W. Stewart as national sales mgr. of new specialty products dept., in charge of radios & housewares.

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A. John Hinck and Albert Steadman, the first employes of DuMont Labs, who joined with Dr. Allen B. DuMont in research and development work on CR tube in basement of Dr. DuMont's home in Upper Montclair, N. J., receive 25-year service pins from pres. David T. Schultz. Hinck is now section head of quality assurance lab for TV picture & industrial tubes; Steadman is consultant to chemistry lab for tube divs.

COMPENSATIONS paid in 1956 to officer-directors of TV-radio-electronics and related companies, as reported in proxy statements issued thus far, are summarized below (figures in parentheses indicate shares of common stock held at time of proxy notices):

RCA—David Sarnoff, chairman, $200,000 (15,000); Frank M. Folsom, pres. in 1956 (now chairman of exec. committee), $184,993 (13,369); Elmer W. Engstrom, senior exec. v.p., $123,993 (1328); Charles B. Jolliffe, v.p. & technical director, $79,730 (1093); John T. Cahill, gen. counsel, $3150 (500) out of $425,000 legal fees paid to firm of Cahill, Gordon, Reindel & Ohl, of which Cahill is senior partner. In addition, directors receiving compensation and holding stock were Harry C. Hagerty, $16,650 (100); John Hays Hammond Jr., $1000 (none) out of $60,000 paid for lab services to Hammond Research Corp., of which he is pres.; George L. Harrison, $8150 (1000); Mrs. Douglas Horton, $6400 (300); Harry C. Ingles, $12,850 (100); Edward F. McGrady, $17,350 (200); Wm. E. Robinson, $600 (100); Walter Bedell Smith, $15,900 (100). In addition, John L. Burns, who succeeded Folsom as pres. on March 1, was listed as holding 200 shares of common as of that date.

Philco—Wm. Balderston, chairman, $75,000 (5296); James M. Skinner Jr., pres., $57,689 (9767); John M. Otter, exec. v.p., marketing, $50,000 (8658); Larry F. Hardy, exec. v.p., consumer products, $40,000 (6922); Leslie J. Woods, exec. v.p. research & engineering, $40,000 (7244); Joseph H. Gillies, exec. v.p. operations, $40,000 (5886). Sums do not include any compensation received from Philco Profit Sharing Plan, company's biggest single stockholder, holding 519,209 shares of common as of Dec. 31, 1956. In addition, under 1950 stock option plan, which is subject to revision at stockholders meeting April 5, following are options pending: Balderston, 19,428 shares; Skinner, 1396; Hardy, 6778; Otter, 5962; Woods, 6778; Gillies, 4423; v.p. Robert F. Herr, 2987.

Zenith—E. F. McDonald Jr., pres., $165,446 (44,193); Hugh Robertson, exec. v.p., $160,396 (1528); Leonard C. Truesdell, sales v.p., $81,622 (none); Joseph S. Wright, v.p. & gen. counsel, $54,649 (310).

Emerson Radio—Benjamin Abrams, pres., $60,008 (231,245); Max Abrams, secy.-treas., $48,065 (83,209); Dorman D. Israel, exec. v.p., $38,458 (1377). In addition, Benjamin Abrams held 27,539 shares as trustee for members of his family; his wife owned 19,594 shares. Max Abrams held 6655 shares as trustee for members of his family, wife owned 2828 and 2 sons owned 18,860. Louis Abrams, an Emerson director and pres. of subsidiaries Plastimold Corp. & Jefferson-Travis Inc., owned 47,878 shares personally, 1059 under trusteeship, wife held 1822 and son 26,333. Finally, aggregate of 63,801 shares was owned by 3 charitable corporations, of which Mr. & Mrs. Benjamin Abrams and Mr. & Mrs. Max Abrams were members. Also, Mr. & Mrs. Louis Abrams were members in corporation which held 2828 shares.

Tung-Sol—Louis Rieben, pres., $49,955 (12,166); Donald A. Harper, v.p., $35,663 (4643); Milton R. Schultc, exec. v.p., $34,261 (3093). Chairman Harvey W. Harper, with 85,050 shares (no direct compensation) was listed as largest single stockholder.

Hazeltine—Jack Binns, chairman, $50,872 (4100); W. A. MacDonald, pres., $65,323 (2562); L. B. Dodds, v.p., $51,845 (510); J. B. Dow, exec. v.p., $35,416 (615); P. F. LaFollette, pres. of Hazeltine Electronics, $47,763 (2000); W. M. McFarland, v.p., $35,926 (519).

Raytheon (covering 7 months ended Dec. 31)—Charles F. Adams, pres., $50,350 (13,440); Percy L. Spencer, v.p.-gen. mgr. of microwave & power tube operations, $38,683 (1313); David L. Hull, v.p.-gen. mgr. of equipment operations, $38,333 (none).

Texas Instruments—J. Erik Jonsson, pres., $64,300 (444,608); Patrick E. Haggerty, exec. v.p., $63,462 (142,159); Cecil H. Green, v.p., $53,364 (350,851); Fred J. Agnich, pres, of subsidiary Geophysical Service Inc., $39,038 (32,905); Carl J. Thomsen, v.p. control & finance, $30,600 (15,497). In addition, Jonsson holds 1725 shares in trust for associate. Chairman Eugene McDermott, receiving no compensation for 1956, held 371,743 shares.

Whirlpool-Seeger—Walter G. Seeger, chairman, $75,000 (39,946); Elisha H. Gray II, pres., $107,219 (30,000); Donald W. Alexander, v.p., $68,620 (none); John S. Holl, $68,620 (54,912); John A. Hurley, v.p., $68,620 (none). In addition, Gray Realty Corp., of which Mr. Gray is pres. & 50% owner, holds 50,000 shares.

Avco—Victor Emanuel, chairman, $125,000 (26,000); James D. Shouse, chairman of Crosley Stations, $75,000 (4050); Chester G. Gifford, v.p., $70,000 (none); E. R. Piore, v.p., $47,277 (none); Arthur R. Kantrowitz, v.p., $45,000 (11,000); Kendrick R. Wilson Jr., $43,958 (none).

Electronics Corp. of America—Arthur G. B. Metcalf, pres., $43,333 (136,999); John A. Long, senior v.p.-treas., $40,000 (137,000); Alfred H. Avery, v.p., $36,666 (17,000).

Indiana Steel Products—Robert F. Smith, pres., $53,250 (1085); Charles A. Maynard, $31,000 (none).

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Officers-&-directors stock transactions reported to N. Y. Stock Exchange for Feb.: **General Dynamics**—J. V. Naish sold 3550, holds 200. **General Telephone**—Donald C. Power exercised option to buy 1000, holds 16,000. **Raytheon**—Ernest F. Leathem exercised option to buy 5775, holds 5838; N. B. Krim exercised option to buy 3500, holds 3500. American Stock Exchange: **International Resistance**—Charles Weyl made gift of 1000, holds 91,800.

P. R. Mallory earned $3,065,108 ($2.60 per share) on sales of $68,356,203 last year, compared with $2,225,649 ($1.90) on $63,931,811 in 1955.

PROFITABILITY OF TV stations, prime reason why venture capital is so eagerly moving into the field (Vol. 13:11), and enhanced lately by much-improved business being done by associated radio stations, is pointedly illustrated in 1956 annual report of Gross Telecasting Inc., operator of 7-year-old pre-freeze WJIM-TV, Lansing, Mich. (Ch. 6) and radio WJIM (250 w, 1240 kc). This was first single TV-radio operation to place stock on open market (Vol. 11:13, 17-18), a la Storer group (Vol. 9:45) and Bitner group (Vol. 12:48) —being traded over-the-counter at latest quotations (March 22) of 19¾ asked, 18¾ bid.

Just 2 years ago, Harold Gross family group's WJIM Inc., through underwriters Paine, Weber, Jackson & Curtis, was reorganized into Gross Telecasting Inc., registering 600,000 shares of $1 par common stock (400,000 not to be issued) and 200,000 Class B common, also $1 par and convertible into common as of March 31, 1958. Public was offered 193,000 common at $15.75, Gross group retaining all Class B and pres. Harold Gross acquiring 7000 common. Gross group thus collected nearly $3,000,000 for capital gains income while retaining operating control by virtue of equal voting power of B shares.

Latest annual report shows 1956 broadcasting and other revenues (not broken down as between TV & radio) totaling $2,815,408 as against $2,607,530 in 1955. Net earnings on the 400,000 shares outstanding were $741,926 ($1.85 per share) after provision of $827,000 for Federal taxes, up from $724,947 ($1.81) in 1955 after $775,000 taxes. Operating expenses went up to $567,381 (including $113,966 for salaries & wages, $106,831 for depreciation & amortization) from $532,779 in 1955. Selling & administrative expenses totaled $717,462 (including $348,244 commissions, $159,149 salaries & wages), up from $620,876.

Common stock paid 30¢ quarterly dividend until fourth quarter, when it was raised to 40¢; Class B common paid 5¢ quarterly until upped to 7½¢ in fourth quarter. After payment of dividends, $506,926 was added to earnings retained in the business, which aggregated $2,588,287 at end of 1956. The Dec. 31, 1956 balance sheet shows current assets of $3,009,024, current liabilities $1,026,961 as against $2,377,356 & $787,129 at end of 1955.

Bearing out the harder-to-get thesis we expounded last week in report on how buyers & sellers are assessing station market, it's revealed Gross has negotiated for additional properties but was "unable to conclude any negotiations which in our opinion were to the best interests of our shareholders and within the financial means of the company."

Note: The rising scale of revenues, earnings and taxes in TV station operations, the relative position of radio—and the inevitably bigger tax bites—were illustrated in tabulation of the old WJIM Inc. figures for 1950-54 as disclosed in its SEC prospectus of 2 years ago, compiled after taking into account Harold Gross' 1950 salary-bonus of $46,304 ($15,000 being salary); 1951, $68,312; 1952, $132,282; 1953, $166,753. In 1954, bonus would have scaled up to $207,070 but was restricted to maximum of $60,000:

Year	Gross Revenues Television	Gross Revenues Radio	Income Before Taxes	Net Income
1950	$ 194,070	$321,247	$ 177,391	$107,149
1951	575,615	330,909	387,100	196,508
1952	1,114,939	337,592	749,599	357,077
1953	1,539,951	317,375	927,933	419,891
1954	1,973,031	268,558	1,320,464	639,464

Financial & Trade Notes: Admiral's consolidated net sales in 1956 amounted to $182,046,168, compared with $202,361,797 in 1955 and $219,565,089 in 1954. Profits also continued decline, totaling $1,037,274 (44¢ per share) in 1956, compared with 1955 earnings, before special charges, of $3,932,144 ($1.66) and after special charges, of $2,282,144 (97¢). In 1954, Admiral earned $6,547,974 ($2.77).

Current assets as of Dec. 31 were $72,728,747, compared with $76,191,391 on Dec. 31, 1955. Current liabilities were $32,764,119 vs. $30,706,754; net working capital, $39,964,628 vs. $45,484,637.

Significance of international operations to Admiral is highlighted in report. Pres. Ross D. Siragusa commented: "The growth potential [of Admiral subsidiaries] in Australia, Italy and Mexico is substantial as indicated by 1956 sales (not consolidated in financial report) of $9,000,000 and profits before taxes of $1,200,000. The bulk of this sales volume was recorded in the last 4 months of the year. Sales target for these subsidiaries in 1957 is $20,000,000 with proportionately higher profits expected. Additional foreign manufacturing operations will be undertaken in the next 2 years." He also noted that Canadian Admiral had grown from a total investment of $1,000,000 in 1946 to current net worth of more than $8,000,000.

Unit sales of TV sets in 1956 exceeded 1955, contrary to industry as a whole. Siragusa also predicted that color sales will increase substantially this fall and "should be on a profitable basis." He also said that "distress selling" by some manufacturers will continue for a while, but added that both TV and appliance business should improve considerably in last 6 months of 1957.

Note: Though Admiral stock closed at 11 on March 22, it's interesting to note that book value of stock was $24.03 per share on Dec. 31, 1956, only slightly down from $24.59 on Dec. 31, 1955. Net worth was $56,720,127 vs. $58,074,948.

Zenith's 1956 net earnings of $6,178,717 ($12.55 per share) represented company's second best year, ranking only behind 1955's $8,034,491 ($16.31) and ahead of 1954's $5,676,264 ($11.53). Sales in 1956 totaled $141,529,855, compared with $152,905,005 in 1955 and $138,608,360 in 1954. Operations in 1956, said pres. E. F. McDonald Jr., were adversely affected by "excessive industry inventories of competitive TV receivers which became apparent in the summer of 1956, continued throughout the year and were not successfully brought into balance with sales despite the vital importance of this problem." Another adverse factor, he said, was marketing of small-screen portables "priced without practical regard to manufacturing costs." In apparent reference to GE, he criticized "the attempt by one of the largest companies to obtain unit leadership . . . by unrealistic pricing." He said Zenith would enter color "when we feel the product and merchandising environment are right," added that hi-fi offered greatest opportunity for gain in immediate future.

Hazeltine's gross 1956 income from sales was $6,918,475, consolidated net income after taxes and all known charges being $1,873,162, comparing with 1955 gross of $5,947,166 and net of $1,604,825. Chairman Jack Binns and pres. W. A. MacDonald reported to stockholders that total govt. contract and sub-contract billings amounted to $42,708,480, highest volume in any wholly peacetime year. Assets as of Dec. 31, 1956 were $25,325,395, liabilities $13,352,147. Earned surplus was $10,355,844, with 716,586 no par value capital stock shares issued and outstanding carried at $2,796,520. Major TV-radio-electronics development, manufacturing and licensing concerned paid 35¢ quarterly dividend through 1956 plus 2½% stock dividend Dec. 14 which required issuance of 16,586 additional shares.

National Co. had net loss of $36,296 on sales of $6,856,734 in 1956, compared with net loss of $380,965 on $5,125,607 in 1955.

Electronics Reports: "The next decade has more promise for engineers in electronics and the allied arts than any similar period of history." So said Philco research dir. Donald G. Fink, IRE editor, who looked 10 years into electronics' and IRE's future in March 18 address opening engineering group's convention in New York. Key words for the next decade, he added, are "communications, automation and atomic power." He outlined the challenges in each of these fields:

Communications—"In radio, [the fundamental] need is the growing shortage of space in the spectrum, the urgent need to find better ways of using the spectrum space we now have. What is needed is a really potent technique of compressing the information content of radio signals, a technique which information theory gives us every hope to achieve. When it is achieved, we can expect the wholesale abandonment of many forms of existing communications and a vast market for new equipment."

Automation—"The big challenge of electronimation . . . lies a step ahead of automatic production and inspection. The big step ahead is to automatic reasoning and the making of decisions . . . We can be sure that the next decade will bring us a much better understanding not only of the principles of rapid and flexible programming of computers, but also of the processes employed by the brain in the higher levels of mental activity. This understanding will set the stage for a whole new chapter in automation—the reduction of the waste and inefficiency which results from faulty planning and ill-advised execution of business activity."

Nuclear power—Noting that present power sources are "not likely to meet the demands of civilization a century hence," Fink said "the production of power from fusionable materials such as deuterium (by the 'hydrogen bomb' reaction) is not only potentially much cheaper in energy per pound of fuel, but the reserves of deuterium in the oceans are so vast as to meet the foreseeable demands for a billion years."

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ELECTRONICS PERSONALS: **Wm. H. Doherty**, asst. v.p. of merchandising of AT&T, named asst. to pres. of Bell Labs . . . **Eubert F. Taggert**, mgr. of market planning & development of GE's apparatus sales div., appointed director of electrical equipment div. of Commerce Dept.'s Business & Defense Services Administration . . . **E. A. Link**, chairman of Link Aviation, named vice chairman and member of exec. committee of parent General Precision Equipment Corp. . . . **Dr. Arthur O. McCoubrey**, ex-Westinghouse, named head of National Co. physics dept. . . . **Willard A. Giddens** and **James F. Rowe** elected v.p.'s of Hupp Corp.

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Development light amplifier panel, capable of increasing visible brightness of projected light up to 1000 times, was described at IRE convention by RCA Labs' Benjamin Kazan. Capable of converting X-rays into bright visible light, new device may have important applications in fields of slow-scan industrial TV & radar display, Kazan said.

Allocations table— or FCC itself—should be consulted by developers of electronic equipment before they try to select operating frequencies, Commission warned in public notice (Mimeo 41972) issued March 21. Otherwise, it said, "considerable investment of time & money may be wasted."

Military electronics convention sponsored by IRE will be held June 17-19 in Sheraton-Park Hotel, Washington.

Texas Instruments, amplifying earlier estimates, reports 1956 net income of $2,349,103 (72¢ per share on 3,008,275 common shares), up 44% from 1955's $1,581,790 (50¢ on 2,987,013). Sales last year amounted to $45,699,358, compared with $28,685,000 in 1955. Military sales accounted for $12,850,247 (28%) of last year's volume, and military backlog totaled $25,000,000 on March 15. Company has achieved extraordinary growth in its 7 years of operation, rising from net profit of $348,000 (12¢ per share) on sales of $7,583,000 in 1950, when data included companies under common control with Texas Instruments prior to their acquisition as subsidiaries. Pres. J. E. Johnson told stockholders that no dividends on common stock would be declared in effort to finance building expansion and research. Company plans to open marketing offices this year in Washington, Dayton, northwest region and eastern Canada.

Barnes Engineering Co., Stamford, Conn., which in 1955 was spun off old Olympic Radio (now Unitronics Inc.), reports 6-mo. sales to Dec. 28, 1956 amounting to $664,776, which compares with $696,499 for full year ended June 30, 1956. Pres. R. Bowling Barnes states 6-mo. consolidated profit of $152,579 was best yet, deriving mostly from dividends of Clarksburg Television Cable Corp., W. Va. community antenna subsidiary recently sold to NWL Corp. for $879,000, of which $550,000 was cash (Vol. 13:11). Balance sheet as of Dec. 28 shows total current assets of $736,519, current liabilities $530,434.

Corning Glass, with no breakdown by products, reports record consolidated sales of $163,053,557 for 1956, compared with $157,663,837 in 1955. Profits declined to $18,432,753 ($2.72 per share) from $18,626,671 ($2.76) in 1955. Taxes were $19,300,000 in 1956 vs. $20,270,000 year earlier.

Aircraft Radio earned $581,784 ($1.96 per share) on sales of $8,685,054 in 1956, compared with $134,994 ($1.47) on $7,479,731 in 1955.

Sylvania's over-all sales so far this year are "a little better" than 1956 rate, but profits are "not quite as good as last year," Sylvania chairman-pres. Don G. Mitchell told *Wall Street Journal*. In first quarter of 1956, Sylvania earned $4,323,086 ($1.28 per share) on sales of $83,288,726—highest first quarter in company's history. He said Sylvania's TV operations, including sets & tubes, are at "top speed," added that his company would join others in raising TV prices (Vol. 13:10). Sylvania also plans to introduce more compact 21-in. receiver—"the closest thing yet to a 21-in. portable." On color: "We've now tested the 'magic price' of $495 and found it isn't the answer." He also revealed that Sylvania had been studying white goods field for last 3 years but hasn't entered it because of what he calls "a cut-throat competitive situation."

DuMont Labs lost $3,887,000 on sales of $47,401,000 last year after tax carryback of $1,262,000 and setting up $1,688,000 reserve, compared with loss of $3,674,000 on $66,378,000 sales in 1955. Lower 1956 sales reflect spin-off of DuMont Bcstg. Co. in Dec. 1955; reserve covers write-off of balance of TV transmitter inventory. Despite losses, pres. David T. Schultz said "we believe we have a solid foundation on which to build for the future," in which DuMont will concentrate on "highest quality" TV receivers, increase participation in other electronics areas, work with Chromatic TV Labs toward development of "profitable volume market for color TV sets."

Dividends: Packard-Bell, 12½¢ payable April 25 to stockholders of record April 10; **IT&T**, 45¢ April 15 to holders March 22; **General Dynamics**, 50¢ May 10 to holders March 25; **Howard W. Sams & Co.**, 10¢ April 25 to holders April 15.

Collins Radio had net income of $2,345,035 ($1.48 per share on 1,504,317 shares outstanding) on sales of $64,283,279 in 6 months ended Jan. 31, compared with $2,197,271 ($1.38) on $67,103,794 in first half of preceding year.

Network Television Billings

January 1957 and January 1956

(For Dec. and full 1956 report see *Television Digest*, Vol. 13:7)

NETWORK BILLINGS in Jan. ran 11.9% above Jan. 1956—$43,522,551 vs. $38,897,617—though seasonally somewhat down from Dec.'s $44,761,571, according to Publishers Information Bureau. CBS's gross charges for Jan. were 13.5% above year ago; NBC's 13.3%; ABC's 4.1%. The complete PIB report for Jan.:

NETWORK TELEVISION

	January 1957	January 1956	% Change
CBS	$20,231,474	$17,820,455	+13.5
NBC	16,645,496	14,695,116	+13.3
ABC	6,645,581	6,382,046	+ 4.1
Total	$43,522,551	$38,897,617	+11.9

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

Success of quiz shows, notably *$64,000 Question* and *$64,000 Challenge*, has contributed substantially to Revlon's big sales spurts in last few years—but company notes, in prospectus filed with SEC March 14, that it's difficult to say how much. Revlon's sales zoomed from $28,306,898 in 1953, to $85,767,651 in 1956. Accompanying prospectus was copy of production contract with Louis G. Cowan Inc. (now Entertainment Productions) revealing that Revlon has right to consider another time period on CBS-TV for *$64,000 Question* if Trendex dropped below 35 for 5th or 6th telecasts in 13-week series beginning Dec. 7, 1956 or same shows in 13-week series beginning March 5, 1957, or if program dropped out of top 6 shows. Revlon sets aside $15,300 per week as total prize money for show, plus contingency fund of at least $25,000 at all times. If money given away on any one program is below $13,500, Revlon receives rebate. Contestants must not appear on any program lampooning *$64,000 Question* for one year, or on any program in same time period for 6 months. Revlon also had right to drop out of co-sponsorship (with Kent cigarettes) of *$64,000 Challenge* if show's Trendex dropped below 21 by 7th program in first 13-week cycle. **Note:** March 18 *Broadcasting-Telecasting* devotes lead story to roundup of quiz shows on TV, pointing out that sponsors are reaping a windfall in sales from comparatively small investments, whereas lucky winners are taking a wallop from tax collectors.

Three applications for TV stations and 4 for translators were filed with FCC this week. Station applications were: (1) For Ch. 2, St. Louis, by local group headed by attorney Lon Hacker and including major leagues baseball coordinator Wm. O. DeWitt and chancellor Eathan A. Shepley of Washington U. (2) For Ch. 45, Youngstown, O., by radio interests in Campbell, O. and Erie & Titusville, Pa. (3) For Ch. 12, Port Arthur, Tex., by owners of WDSU-TV, New Orleans; WAFB-TV, Baton Rouge, and WDAM-TV, Hattiesburg, Miss. Translator applications were for Newport, Ore., Ch. 74, by Radio Center, to rebroadcast KOIN-TV, Portland; Rock Springs, Wyo., Ch. 78, by Translator T. V. Bcstg. Co., to rebroadcast KSL-TV, Salt Lake City; Rock Springs, Wyo., Ch. 74 & Ch. 70, by Translator T. V. Bcstg. Corp., to rebroadcast KTVT & KUTV, Salt Lake City. Total applications for stations stood at 117 (24 uhf); for translators, 57. (For details, see *TV Addenda 24-K* herewith.)

Highly successful public service conference conducted by Westinghouse Bcstg. Co. in Boston Feb. 27-March 1 (Vol. 13:9) will be repeated next year, date & place not yet set.

Highlights of NARTB convention April 7-11 at Chicago's Conrad Hilton Hotel: **Mon.** (April 8)—TV film panel; labor clinic; seminar on "FM's Expanding Future"; **Tue.**—Joint session of management & engineering conferences featuring address by Gen. Alfred M. Gruenther and presentation of Keynote Award to Herbert Hoover (to be accepted by pioneer engineer C. M. Jansky Jr.); address by FCC chairman McConnaughey; TV management conference featuring address on TASO by exec. director Dr. George R. Town, discussions on color TV and code observance, panel on TV management organization planning & direction; radio management conference featuring panel on "This Business of Radio—Inventory 1957"; **Wed.**—Joint session of TV and radio management conference, with panel of all FCC commissioners and film presentation on "Electronic Journalism in the Courtroom"; luncheon address by Fellows; presentation by Radio Advertising Bureau; Radio Pioneers' dinner; **Thu.**—TV management conference featuring all-industry TV music license session and presentation by TvB on "TV—1957's Salesman."

Two new packages of post-1948 feature films are expected to be placed on TV market at NARTB Chicago convention April 7-11: The 83 features in Matty Fox's C&C TV Corp. 1949-55 RKO library and 52-picture package owned by United Artists. Fox has already settled with talent unions on payment formula (Vol. 12:51) and UA is currently in negotiations with unions on domestically produced features in the package. No union repayments are required on foreign-made pictures. Fox is expected to release 75 of his films for immediate showing; other 8 must await completion of their theatrical showings.

NBC-TV's educational program series, being fed live to 18 non-commercial outlets (Vol. 13:10), has drawn rave notices from leading newspaper critics, who generally hailed stimulating effect of cultural programs. Another commercial station, WRCV-TV, Philadelphia, this week announced plans to carry series via kine, revamping week end program schedule to make room for it. Philadelphia's uhf educational outlet WHYY, is not yet on the air.

Baseball TV rights will yield $9,300,000 to 14 major clubs in upcoming season—up 50% from $6,200,000 estimated for 1956 (Vol. 12:9)—according to March 25 *Television Age*. And advertisers will pay total of $31,800,000—increase of $5,600,000 from last year—for all costs involved. All clubs but Milwaukee in National League & Kansas City in American League will be on TV regularly.

Newsstand prices doubled for *World-Telegram & Sun* and *Journal-American* in N. Y. this week, both going to 10¢, leaving only *Post* at 5¢ in afternoon. *Times* (which raised out-of-town Sunday editions to 35¢ from 25¢ recently) and *Herald Tribune* stayed at 5¢ daily but were considering joining general trend up in wake of $4 per ton newsprint rise.

Highest magazine ad rates—$25,275 for black-&-white page, $37,975 for 4-color—were posted this week by *Life* in 9% increase effective with Sept. 9 issue. Accompanied by 7% circulation-base increase to 6,000,000, new prices put *Life* rates ahead of *Readers Digest's* ($35,000 for 4-color page). *Newsweek* and *Time* increase single-copy price from 20¢ to 25¢ with April 1 issue.

Kenneth Cox, chief counsel of Senate Commerce Committee's TV investigation, plans to leave Capital about April 1 to resume his law practice in Seattle. He is now completing 2 draft reports—on Committee's network investigation and its allocations study. Former is expected to be completed next week.

Film Producers Assn. of N. Y. will conduct industry-wide TV advertising workshop April 2 in Avon Theatre, N. Y., with theme "New Horizons for the TV Commercial—New Techniques, New Ideas, New Film."

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SUMMARY-INDEX OF THE WEEK'S NEWS — March 30, 1957

PAY-TV PROGRESS slow at FCC. Two proposals up for discussion next week—more evidence-gathering or permitting experimental start (p. 1).

"BLOCK-BOOKING" ANTI-TRUST suit against Loew's in library sales to TV seen as first of series of Justice Dept. actions against feature distributors (p. 2).

TV COMMERCIAL COMPLAINTS filed by Federal Trade Commission against 3 pharmaceutical concerns fail to indicate broadcasters are to blame (p. 3).

STORER SALES & PROFITS hit new highs, continuing consistent rises since 1950. Stockholders now exceed 5000, with aggregate equity of $21,794,712 (p. 3).

CBS AWARDED ST. LOUIS Ch. 11, FCC defending network practices against "monopoly" charges; KMOX-TV slated to be on air in 4 months (p. 4).

TV INVENTORIES CUT 10% in first 3 months of 1957, as result of production cutbacks, steady unit sales. Step-up in 110-degree tube output (p. 10).

CBS INTERNATIONAL, only 2 years old, now markets variety of TV-radio-appliance products abroad, promises to be sizeable trade entity (p. 12).

ABC INCREASED INCOME in 1956 to $98,759,306, from $81,116,634 in 1955; total AB-PT earnings were $8,476,716 vs. $8,373,000 (p. 13).

END OF CANADIAN govt. TV monopolies, new broadcast regulatory body, limit on foreign investment in stations, start of colorcasting urged by Royal Commission (p. 5).

TOP 100 ADVERTISERS list for 1956 shows Procter & Gamble far-&-away biggest network TV spender, putting 80% of its investment into TV (p. 6).

GRADUAL PROGRESS ON PAY TV AT COMMISSION: FCC gave toll TV another whirl March 26, got a little closer to "something," will take crack at it again April 2. Two alternative proposals will be up for consideration: (1) Seek more specific data through comments and/or hearings. (2) Authorize tests by non-affiliated stations, limiting them to 15% of stations' operating time.

First proposal is for revision of document considered this week. It was draft by staff which had been instructed to come up with something encompassing the ideas of all commissioners. It didn't satisfy majority this week. Second proposal was tendered by Comr. Doerfer, will contain amendments suggested by Comr. Craven.

It's doubted that either will be adopted as is. They contain such suggestions as: seek more authority from Congress; establish specific deadline for end of hearings to avoid dragging on; ask licensees for ideas on hours, franchise agreements, whether or not rates can or should be regulated; set test periods for the remainder of stations' present licenses -- after which Commission will determine whether to authorize pay TV finally or summarize experimental results through evidentiary hearings, etc., etc.

It's a grand melange, as you well can see. Almost anything previously discussed may be found in the proposals. Chairman McConnaughey says: "You can't realize just how complex it is, but the commissioners are really working hard to come up with a reasonable answer." He says he'd planned to pose some of the questions during NARTB convention speech April 9 but changed his mind when CBS asked to carry the address, stating: "The public isn't interested in these technicalities."

Strongest pay-TV proponent on Commission, Comr. Lee, isn't able to get anywhere with his idea that subscription be limited initially to uhf. And there seems to be little support for permitting it in one-station or 2-station markets -- and facing the howl from viewers who could get little or no TV during scrambled periods without plunking down cash for it.

The movie exhibition industry is scratching its collective head with a puzzled look on its face. After opposing telecast pay TV so violently for so long, it is now getting excited over wired TV systems in which it may become a happy partner. The rush is now on to buy inexpensive insurance in form of city franchises to string cable along streets -- and wait out next developments.

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MORE MOVIE-TV ANTI-TRUST SUITS COMING? Govt.'s civil anti-trust action against MGM parent Loew's Inc. almost certainly presages further Justice Dept. attempts to break up practice of selling feature films to TV stations in fixed "packages." It's the second anti-trust action to come out of Justice's continuing TV investigation.

Chief trust-buster Asst. Attorney General Victor Hansen told us at week's end: "Our investigation of feature film sales is continuing. This just happens to be the first case where we believe we have the necessary evidence. We can't file all of them at once; we are still gathering evidence with regard to other distributors to determine whether further action is warranted."

Justice Dept. is proceeding with its all-out TV probe, he said, "exactly as I indicated in my statement in New York" before Celler anti-trust subcommittee -- in which he hinted at possibility of anti-trust action covering almost the entire telecasting waterfront (Vol. 12:37). "Our first step was the NBC-Westinghouse action" challenging swap of Philadelphia & Cleveland stations (Vol. 12:49 et seq.), he told us. "This one happened to come along next; there's no timetable."

Suit against Loew's Inc., filed March 27 in N.Y. Federal Court, charges violation of Sherman Act in Loew's "package" leasing of full library of 723 MGM feature films to TV stations on alleged take-it-or-leave-it basis. This is block booking, says Justice -- declared illegal by Supreme Court in 1948 Paramount case.

Effects of MGM's full-library-sale practices, Govt. charges, have been: "(1) TV stations have been forced to purchase large numbers of feature films not desired by them. (2) The playing time of TV stations has been arbitrarily preempted, thus preventing them from securing film from other producers and distributors. (3) TV stations which are financially unable to take feature films in the large quantities required by the defendant have been prevented from obtaining any of the features... (4) TV stations have exhibited many feature films that are inferior in quality, which...they would not [otherwise] have exhibited."

Govt. asks injunction to bar Loew's from refusing to license feature films on "picture-by-picture, station-by-station basis," and also seeks order requiring company "to offer to renegotiate the existing contracts" so as to give any station an opportunity to take only the films it wants.

"Such relief would not prevent TV stations from licensing a large number of pictures at one time for administrative convenience," said Attorney General Brownell in press statement explaining suit. "The only requirement would be that the distributor must permit the station to select the pictures making up the group and permit negotiations picture-by-picture.

Rule established in Paramount case with regard to sales to theatres "applies in TV," said Hansen statement. "The present action should be especially helpful to unaffiliated TV stations which, not having access to network programs, must place their main reliance on films, particularly feature films."

Loew's TV station purchases are mentioned in complaint thus: "In at least 3 instances, corporations owning TV stations have issued or transferred 25% of their voting capital stock to defendant in exchange for licenses to exhibit said films on TV" (Loew's has acquired 25% of Los Angeles' KTTV, Denver's KTVR and Minneapolis' KMGM-TV). However, suit doesn't ask court action with regard to station ownership.

* * * *

Loew's says it will fight, pres. Joseph R. Vogel stating: "Our company has never engaged in this practice and I foresee no difficulty in persuading the Govt. or anyone else of this fact. We have made our TV deals at arm's length and, I am confident, to the satisfaction of the buyer as well as the seller. We have no hesitancy in cooperating with the Govt. in its objective of establishing the principle of non-forcing deals, since that is the only way we have conducted...ourselves."

MGM's pre-1948 features are licensed to stations on 7-year lease basis. To date, 35 TV outlets have leased complete 723-picture library. Aiming now at smaller markets, MGM recently offered to split library into smaller packages, has already sold group of 650 films to one station, 350 to another -- and now reports at least "another dozen" stations are negotiating smaller-package deals.

FIRST GOVT. COMPLAINTS ON TV COMMERCIALS: Federal Trade Commission this week filed long-awaited complaints against alleged false advertising on TV and radio, but apart from mentioning networks involved and saying that they were the first complaints brought as result of its TV-radio monitoring setup, gave no indication that broadcasters were in any way responsible. They were not made parties to complaints, and are not required to answer. Furthermore, the same ads also appeared in newspapers.

NARTB code officials declined to comment on FTC complaints pending further study. It was known that FTC did not contact NARTB before filing complaints, which were against 3 national manufacturers of arthritis and rheumatism medicine. Two of them, Mentholatum Co. and Whitehall Pharmacal, used TV and radio; the third, Omega Chemical Co., used radio and newspapers. Mentholatum used NBC-TV and CBS-TV; Whitehall used CBS-TV and Mutual; Omega used local radio outlets.

Final decision on how seriously broadcasters regard complaints must await any possible action by networks against sponsors or agencies. And that isn't likely until ruling is handed down on complaints. Respondents must answer by June 7.

STORER BROADCASTING Co., prodigy of the independent station operators (5 vhf, 2 uhf, 7 radio), enjoyed another record year in 1956, reporting operating revenues of $28,313,383 and net profit of $5,517,207 ($2.23 per share) after taxes of $5,935,684. This compares with $24,051,726 revenues, $4,330,428 profit ($1.73) after $4,462,449 taxes in 1955.

Comparative figures since 1950, when its operations were primarily radio and it had only the one pioneer TV station it founded in Toledo, show "how Storer has capitalized on the nation's expanding economy," the 1956 report states, and how "careful selection of markets, and progressive policies in serving them, have resulted in a steady growth of profits from both radio and TV operations."

In 1950, revenues of the then family-owned firm totaled $6,657,114, net profit $926,475 (39¢ per share); 1951, $9,560,086 & $1,464,776 (63¢); 1952, $11,475,618 & $1,594,956 (69¢); 1953, $14,901,078 & $2,186,415 (94¢); 1954, $17,736,531 & $3,680,779 ($1.62), including $897,655 non-recurrent profits on sale of broadcasting facilities.

Firm is one of few in telecasting-broadcasting other than the networks (in which station ownership is part of other big corporate operations) whose stock is traded publicly. It placed an issue on the market in 1953 and is now listed on N. Y. Stock Exchange.

At present, 973,610 shares of $1 par common are issued, after deducting 6000 held in treasury, out of 3,600,000 authorized, along with 1,501,140 shares of $1 par Class B common, convertible share for share into common, out of 2,314,460 authorized. All Class B is held by founders, pres. George B. Storer and his brother-in-law, senior v.p. J. Harold Ryan, or their families and trusts. Their aggregate percentage of total voting stock is 52.67% (George Storer's being 44.16%). In Oct. 1956, for estate purposes, Mr. Storer sold to underwriters 14,640 shares of common and 185,360 Class B, which were converted to an equal number of shares of common prior to public sale.

Report reveals 62% of common is held by 4967 individuals, 27% by 200 corporations, institutions, trusts, fiduciaries & brokers, 11% by 24 officers & directors (for remunerations and stockholdings of top officers-directors, see p. 12).

Stated policy is to retain about two-thirds of earnings for planned expansion, and amount retained at end of 1956 was $3,645,886. Dividends totaled $1,481,390 on the common, $389,931 on Class B. Annual rate on common went up to $1.80 with 10¢ extra at year's end, and on the B to 24¢ with extra of 2¢.

Financial position at end of 1956, as summarized in report: current assets, $7,422,203; current liabilities, $3,131,884; working capital, $4,290,319; net fixed assets, $9,711,503; all other assets, $11,400,890; invested capital, $25,402,712; long-term debt, $3,608,000; shareholders' equity, $21,794,712.

WBRC-TV, Birmingham (Ch. 6), with AM & FM adjuncts, are the stations being sold by Storer Bcstg. Co. to comply with FCC limitations, now that Commission has approved Storer's purchase of WPFH, Wilmington, with radio WIBG & WIBG-FM, Philadelphia. Birmingham buyer is Taft family (Hulbert Taft), deal due to be consummated shortly, with price $6-$6,500,000. In filing for the Wilmington purchase (for $5,626,312 plus about $1,000,000 liabilities), Storer had told FCC it would sell its Birmingham or Atlanta outlets. Storer is still seeking purchase of WMUR-TV, Manchester, N. H. (Ch. 9) and move of its transmitter to site about 20 mi. from Boston. Westinghouse Bcstg. Co., operator of WBZ-TV, Boston (Ch. 4), this week filed comments in Manchester case, bitterly attacking Storer for "trafficking in licenses," also asserting new site wouldn't comply with Commission rules. Storer had deal, contingent on Manchester approval, to sell its WAGA-TV, Atlanta (Ch. 5), with WAGA & WAGA-FM, to *Washington Post* for $6,500,000 but it fell through when FCC failed to approve Manchester plan.

Transfer of WAPA-TV, San Juan, P. R. (Ch. 4) to new firm in which Winston-Salem Bcstg. Corp. (James W. Coan, pres.) holds 80%, is understood to involve about $1,000,000. Winston-Salem operates WTOB-TV, Winston-Salem (Ch. 26) and radios WTOB; WSGN, Birmingham, Ala.; WLOW, Portsmouth, Va. Transaction doesn't include radio WAPA. Goar Mestre group, operator of Cuba's CMQ TV & radio network, retains its 20% of WAPA-TV through holdings in new firm, with Jose Ramon Quinones interests dropping out.

Key TV Inc.'s purchase of KEYT, Santa Barbara (Ch. 3) for $1,400,000 (Vol. 13:9) was approved by FCC this week. Heading Key TV is Richard C. D. Bell, ex-v.p. of KPIX, San Francisco, who owns 16⅔%; his cousin Wm. F. Luton owns 41⅔%; attorney Robert H. Dunlap, 41⅔%. Selling group includes Colin M. Selph; Harry C. Butcher, ex-CBS v.p. who owns radio KIST, Santa Barbara; actor Ronald Colman; Chicago adman Arthur F. Marquette, who will serve as a Key TV director.

FCC asked Congress to amend Communications Act to require that "abandoned or unused radio towers" meet same painting & lighting requirements that would be applicable if they were in use. This legislation was recommended in tall tower study by Joint Industry-Govt. Tall Structures Committee (JIGTSC).

CBS RECEIVED GRANT for St. Louis Ch. 11 this week, FCC upholding hearing examiner Thomas H. Donahue and reaffirming its earlier informal decision. The 4-3 decision culminated 3½-year battle among 5 applicants. Decision is notable in that it reveals definite show-me attitude on part of Commission with regard to charges of network "monopoly."

In reply to accusations by CBS's opponents that network violates anti-trust laws through station ownership, spot sales organization, film & live program control, talent contracts, etc., FCC majority stated: "There is no showing on the record of this proceeding which persuades the Commission that CBS has attained the position of dominance urged by its opponents through its various broadcast and other activities or that these activities, coupled with its station holdings, are adverse to the public interest. Rather, as indicated on this record, they are facets of network and business operation as it has developed under the American system of broadcasting wherein only licensees are subject to direct Commission regulation and the greater public benefit deemed to flow from the permitting of network operations free from direct operation through this Commission."

CBS was judged superior to its opponents—Broadcast House, St. Louis Amusemnt Co., St. Louis Telecast Co. & 220 Television Inc.—in background & experience, record of its local radio KMOX in satisfying community needs, availability of network programming, superiority and reliability of programming proposals, color broadcasting and staff.

Comrs. Hyde, Lee & Bartley dissented, latter issuing statement favoring grant to 220 Television and saying majority didn't give sufficient weight to its programming proposals.

CBS lost no time in making preparations for putting station on air, announcing programs would begin from interim studios in 4 months, with permanent installation to be completed by end of 1958, at total investment of $4,500,000. Radio KMOX gen. mgr. Gene Wilkey was named gen. mgr. of new KMOX-TV.

In another case involving grant worth millions—fight over Boston's Ch. 5—FCC reportedly instructed staff to draft ruling denying petition of *Boston Globe* which asked case be reopened. *Globe* had charged that *Herald-Traveler* (WHDM), which holds FCC majority in tentative voting, threatened to drive *Globe* out of business unless it consented to merger (Vol. 13:5). If *Globe* petition is turned down, it's assumed Commission will go ahead and finalize grant to *Herald-Traveler*.

KFDM-TV, Beaumount, Tex. (Ch. 6), on air since April 24, 1955, lost another round in litigation (Vol. 12:18) to keep permit. Following court-ordered FCC hearing, examiner Annie Neal Huntting said in initial decision March 26 that permit held by Beaumont Bcstg. Corp. should be rescinded and given instead to Enterprise Co. (*Beaumont Enterprise*-KRIC) because of deal with W. P. Hobby (*Houston Post*-KPRC-TV) by which he would gain largest single interest (32½%) in KFDM-TV.

Commission had granted Ch. 6 application of Beaumont Bcstg. Corp. on Aug. 6, 1954, in contest with *Enterprise* and KTRM, which won stay on Dec. 3. In effort to settle issue, licensee negotiated agreement Dec. 15 with KTRM and Hobby providing for payment of $55,000 to KTRM for expenses in case, from which KTRM withdrew 2 days later. *Enterprise* was denied rehearing by FCC Jan. 28, 1955, but carried appeal to D. C. Circuit Court, which returned case to Commission Dec. 29 to reconsider status of ownership of KFDM-TV. Examiner Huntting concluded that Hobby deal constituted "substantial change" in Beaumont's status during proceedings. She acknowledged KFDM-TV "is faced with a dilemma; but it is a dilemma of its own making."

FCC's authority to weigh diversification of media ownership was again affirmed this week, when Supreme Court declined to review Court of Appeals unanimous decision sustaining Commission's denial of McClatchy Bcstg. Co. competitive application for Sacramento's Ch. 10 (Vol. 12:4). FCC had granted KBET-TV, turning down McClatchy on grounds of too-heavy concentration of newspaper-radio ownership. Court of Appeals had ruled that "the Commission is free to let diversification of control of communications facilities turn the balance, if it reasonably concludes that it is proper to do so."

* * * *

Both Commission and Court of Appeals are really getting loaded up with petitions challenging FCC's deintermixture decisions. Among them: WIRL, Peoria, which had held conditional CP for Ch. 8 before channel was shifted to Rock Island, went to court; GE asked FCC to hold up on proposal to add Ch. 6 to New Haven, Ch. 8 to Providence, while it argues that its WRGB, Schenectady, not be shifted from Ch. 6 to uhf; Capitol TV Corp., Providence (Harry Pinkerson, pres.), asked Commission to go back to original proposal to shift Ch. 3 from Hartford; WTVW, Evansville, which is losing Ch. 7 to Louisville, asked for reconsideration and stay; WNOK-TV, Columbia, S. C. (Ch. 67), citing serious financial conditions, urged that Ch. 5 be added to city as originally proposed.

There was one final allocations change—addition of Ch. 3 to Ainsworth, Neb. Following changes were proposed by Commission: (1) Add Ch. 12 to Lamar, Colo. (2) Add Ch. 10 to Presque Isle, Me. (3) Shift KTVX's Ch. 8 from Muskogee to Tulsa. (4) Shift Ch. 10 from Pullman, Wash. to Moscow, Ida. or shift Ch. 12 from Coeur d'Alene to Moscow. (5) Shift KYAT's Ch. 13 from Yuma, Ariz. to El Centro, Cal. (6) Add Ch. 12 to Farmington, N. M. (7) Shift Ch. 33 from Reading to Harrisburg, Pa. or to York.

Another uhf CP was cancelled—KCOA, Corona, Cal. (Ch. 52)—while Commission granted Ch. 82 translator to serve Romeo, La Jara & Manassa, Colo. to San Luis Valley TV Inc.

FCC Chairman McConnaughey still says he hasn't made up mind about accepting reappointment when term expires June 30, repeats that Administration urges him to stay. Though there's prevalent belief he'll leave, some of his closest associates predict he'll confound prognosticators by taking reappointment.

New WIIC, Pittsburgh (Ch. 11), with mid-July on-air target, will become NBC-TV basic affiliate, Westinghouse's KDKA-TV retaining CBS-TV plus some ABC-TV programs. Westinghouse spokesmen says no affiliation shifts are in prospect for its other stations: WBZ-TV, Boston (NBC); KYW-TV, Cleveland (NBC); KPIX, San Francisco (CBS).

Another victory for community antenna operators in their fight against 8% Federal excise tax on "wire & equipment services" was won in Appeals Court for Third Circuit in test case brought by National Community TV Assn. Court ruled community antenna charges aren't subject to tax since CATV service is "supplied as an aid to reception only" and does not constitute wire communication from point of origin to point of reception. Last November, NCTA won similar case in Appeals Court for Fourth Circuit.

CBS TV Affiliates Assn. meets April 5-6 at new studios of WBBM-TV, Chicago. Frank Stanton, pres. of CBS Inc., and Merle S. Jones, pres. of CBS-TV, head speakers.

END OF CBC's TV station monopolies and of its broadcast regulatory functions are recommended in Fowler Report on Canadian TV & radio, in works for year and likely to be translated into law at next session of Parliament.

Prepared by 3-man Royal Commission headed by chairman Robert M. Fowler of Canadian Pulp & Paper Assn., 150,000-word report was released March 28 and tabled next day by House of Commons in Ottawa, where Parliament session is near end. Any action will be delayed until at least after general election expected in June, but Canada generally adopts Royal Commission recommendations.

Fowler report calls for:

(1) Abandonment of single-station TV policy by which privately-owned stations can't compete in same cities with CBC. Second stations in CBC areas would be permitted so long as they "substantially" meet standards of national CBC network.

(2) Abolition of present CBC Board of Governors, and replacement of it by new Board of Broadcast Governors, distinct from CBC. New Board would be responsible for all TV & radio, partly separating CBC from over-all control of private broadcasting.

(3) Direct financing of CBC through Parliamentary grants instead of present system earmarking 15% excise tax on TV sets, radios & parts to CBC for operating expense. New formula would continue excise, but turn revenue from it into capital budget. Urging Parliamentary appropriations for CBC operations based on percentage of consumer spending, Commission said excise system is "unsatisfactory"—it "yielded too much" in early TV years, "too little" recently. No direct license fees on TV or radio receivers are contemplated, Commission criticizing them as poor source of revenue, expensive to collect, disliked by public. It estimated that CBC would get about $170,000,000 from public funds by 1963 in proposed formula.

(4) Restriction of foreign ownership in Canadian stations to maximum of 20% in the future, but no sell-off would be required in cases where current foreign investment is greater than 20%.

(5) Introduction of color TV by CBC stations on "conservative and gradual basis," with perhaps 50% of CBC-TV programming in color by 1963. Private TV stations would be free to make own decisions whether or when to begin colorcasting.

(6) Rejection of subscription-TV concept—at least for time being—since a pay system might siphon many popular programs away from free TV.

Commission strongly backed principle of state-supported TV & radio, stating that only publicly-owned system paid for by taxpayers can sustain Canadian national identity. Private system would soon be engulfed by U. S. broadcasting wave from across border, report said, adding that there is little hope now that national Canadian network can be operated profitably.

Canadian Assn. of Radio & TV Broadcasters, holding annual meeting at Quebec City, hailed report for recognizing position of private broadcasting in face of monopoly. It particularly welcomed recommendations for creation of new governing body and licensing of competitive TV stations.

At press conference after report was issued, Fowler said Commission had found no evidence of any attempt by Govt. to exercise political influence on broadcasting. Fowler also said general level of TV & radio programming is good, that Canadians do not feel they're getting second-best fare compared with U. S. Other Commission members were pres. James Stewart of Canadian Bank of Commerce and Edmond Turcotte, former newspaperman, recently Canadian ambassador to Colombia.

Telecasting Notes: **Paramount is asking $50,000,000** for its 700-feature pre-1948 backlog, pres. Paul Raibourn confirmed in address this week to N. Y. Society of Security Analysts. He also conceded that CBS was among active negotiators for the movie package (Vol. 13:9) . . . **Universal Pictures'** 550-film library of pre-1948 features reportedly is subject of hot negotiations—involving some $23,000,000—with group of telecasters headed by KMGM-TV pres. Sy Weintraub, who also is partner in Flamingo Films, with Westinghouse & Storer reportedly represented in group . . . **Columbia's Screen Gems** announced new sales div., specializing in distribution of "B" features and starting out with new pre-1948 batch of 52, sold under name of "Hollywood Value Parade" . . . **TV film production & distribution** have become a worldwide business. This week's examples: TPA reports on first anniversary of founding of TPA International div. that its foreign business has grossed $2,700,000 on 12 series in 12 countries, predicts that within 2-3 years international revenues will compose 40%-50% of company's business. Screen Gems announces 23rd sale of a film series to Latin American TV. March 27 *Variety* reports 30 pilot films now rolling in Britain and that "London and its environs have emerged as the second telefilm production capital of the world, outdistanced only by Hollywood, with the made-in-Britain stake in American TV growing by millions of dollars yearly" . . . **NBC spectaculars** (they're now called "specials") will be spotted irregularly throughout program schedule next season, ending 3-weeks-out-of-4 pattern; 28-32 of the 60 & 90-min. shows are planned . . . **Producers:** Movie & theatrical team of Norman Panama & Melvin Frank have been signed by NBC-TV to produce 2 spectaculars next season; Broadway producer Norman Erskine signed to long-term pact by CBS; Talent Associates Inc. (Dave Susskind-Al Levy), has been released from exclusivity clause of 5-year NBC pact to produce at least 6 duPont spectaculars for CBS-TV . . . **Ten TV film series** are in the works by Four Star Films and its new production arm Dayton Productions—biggest schedule in Four Star's history . . . **Three-part live series,** *All About Music,* will be presented on ABC-TV April 7, 14 & 21, Sun. 10-10:30 p.m., with individual shows devoted to calypso, country music & jazz—following March 31 demise of *Omnibus* in Sun. 9-10:30 p.m. period . . . **Two shows the critics liked** were dropped by CBS-TV after last Sunday's showings: *Boing Boing Show* (color) and *Mama;* no sponsors . . . **Mrs. America Pageant** finals will be televised by ABC-TV May 11, 10:30-11 p.m.

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Compendium of feature film available for TV, listing 6965 movies, together with information about packages, price ranges, color films and brief plot outlines—684-page *TV Directory of Feature Film*—has just been published by Broadcast Information Bureau, 535 Fifth Ave., N. Y.

New ABC Chicago headquarters on top 3 floors of 190 N. State St., designed for quick conversion to color, will be dedicated May 16 by AB-PT pres. Leonard H. Goldenson. ABC offices & WBKB studios provide 60% more space, cost $1,500,000.

Permanent TV-radio coverage facilities should be built into Chicago City Council chambers, city's TV-radio stations urged Mayor Daley. Chambers were recently destroyed by fire, will be rebuilt shortly.

Young & Rubicam is installing special closed-circuit system for transmitting pilots of shows and commercials from N. Y. headquarters to clients throughout nation.

NBC Opera Company will give 70 performances in 57 cities in 10 weeks during tour starting next fall.

TOP 100 national advertisers list, released this week by Magazine Advertising Bureau on basis of Publishers Information Bureau figures, shows Procter & Gamble far and away the biggest user of network TV, with expenditures of $43,457,-339, or nearly 80% of its total investment of $55,477,411 in general and farm magazines, Sunday newspaper-magazine supplements, and network TV.

PIB figures are based on one-time gross rates, hence are discountable by at least 25% to arrive at more realistic estimate of outlays for time; also, figures do not embrace talent, production & other costs, usually equated at 1.75 times net cost of time. Here are PIB rankings of top 100 advertisers in 1956, with their total expenditures for network TV-magazines-newspaper supplements, and for network TV alone:

Company	Total Expenditures	Network Television
1. Procter & Gamble Co.	$55,477,411	$43,457,339
2. General Motors Corp.	48,981,798	19,086,646
3. Colgate-Palmolive Co.	29,566,513	19,880,282
4. General Foods Corp.	27,646,261	15,688,789
5. Chrysler Corp.	26,923,885	18,198,264
6. General Electric Co.	25,026,555	8,106,204
7. Ford Motor Co.	21,793,953	10,316,421
8. American Home Products Corp.	18,979,916	15,758,019
9. General Mills Inc.	17,930,233	9,891,113
10. Gillette Co.	17,221,804	15,257,871
11. American Tobacco Co.	16,108,798	9,387,768
12. R. J. Reynolds Tobacco Co.	15,662,104	11,424,421
13. Lever Brothers Co.	15,000,143	11,322,643
14. Bristol-Myers Co.	14,422,347	9,132,455
15. Campbell Soup Co.	13,684,134	4,415,970
16. National Dairy Products Corp.	10,836,340	5,628,107
17. Westinghouse Electric Corp.	10,773,594	8,598,023
18. American Telephone & Telegraph	10,753,125	2,285,036
19. Liggett & Myers Tobacco Co.	10,341,277	7,786,114
20. Pillsbury Mills Inc.	8,871,283	4,897,601
21. Distillers Corp.-Seagrams	8,188,824	635,010
22. Kellogg Co.	8,059,547	6,101,919
23. Radio Corp. of America	7,939,230	3,353,358
24. Goodyear Tire & Rubber Co.	7,509,807	2,281,203
25. Standard Brands Inc.	7,404,552	2,899,611
26. Swift & Co.	7,011,380	4,091,533
27. E. I. Du Pont de Nemours	6,918,970	1,404,990
28. Revlon Inc.	6,853,191	5,002,528
29. Helene Curtis Industries	6,630,266	4,302,168
30. Quaker Oats Co.	6,574,062	2,908,511
31. Armour & Co.	6,504,523	3,085,325
32. Sterling Drug Inc.	6,292,292	2,638,741
33. P. Lorillard Co.	6,116,852	5,324,843
34. Pharmaceuticals Inc.	6,083,920	5,803,715
35. Borden Co.	6,042,121	3,722,931
36. Scott Paper Co.	5,833,412	3,856,325
37. Coca-Cola Co.	5,754,512	3,631,999
38. Johnson & Johnson	5,720,715	1,471,867
39. Carnation Co.	5,565,228	2,509,406
40. Miles Labs Inc.	5,495,745	4,485,467
41. Sperry Rand Corp.	5,486,217	3,139,404
42. National Biscuit Co.	5,415,390	1,810,052
43. Eastman Kodak Co.	5,413,905	2,211,599
44. Warner-Lambert Pharm. Co.	5,383,727	2,265,660
45. Brown & Williamson Tobacco	5,361,682	3,987,901
46. National Distillers Products Corp.	4,948,603	----
47. Firestone Tire & Rubber Co.	4,854,808	1,874,773
48. Sunbeam Corp.	4,847,943	3,014,261
49. S. C. Johnson & Son Inc.	4,716,167	3,412,804
50. Nestle Co.	4,492,570	2,892,319
51. Armstrong Cork Co.	4,470,494	1,890,933
52. American Motors Corp.	4,400,086	2,218,142
53. Corn Products Refining Co.	4,386,802	1,855,366
54. Philip Morris Inc.	4,370,713	586,315
55. Philco Corp.	4,343,997	2,539,257
56. Prudential Insurance Co.	4,224,120	3,070,155
57. Aluminum Co. of America	4,037,084	2,285,215
58. Kimberly-Clark Corp.	3,956,712	1,273,706
59. Joseph Schlitz Brewing Co.	3,704,570	2,544,207
60. Studebaker-Packard Corp.	3,609,856	1,322,888
61. Schenley Industries Inc.	3,587,242	----
62. Rexall Drug Co.	3,580,706	----
63. Texas Co.	3,541,821	884,304
64. Ohio Match Co.	3,506,430	----
65. H. J. Heinz Co.	3,438,832	1,673,820
66. Reynolds Metals Co.	3,393,745	2,085,629
67. Wesson Oil & Snowdrift Co. Inc.	3,381,096	1,266,658
68. U. S. Steel Corp.	3,369,957	2,033,971
69. Best Foods Inc.	3,330,401	2,419,882
70. Schick Inc.	3,271,913	2,609,425
71. Avco Manufacturing Corp.	3,173,842	1,052,491
72. Mennen Co.	3,141,221	2,655,631
73. Chesebrough-Pond's Inc.	3,035,220	1,718,344
74. U. S. Rubber Co.	2,991,387	1,264,972
75. B. F. Goodrich Co.	2,955,567	1,064,679
76. Andrew Jergens Co.	2,935,665	1,285,353
77. Purex Corp. Ltd.	2,865,735	2,372,814
78. Hiram Walker-Good'ham & Worts	2,831,203	----
79. Pepsi-Cola Co.	2,826,028	----
80. American Dairy Assn.	2,789,369	1,842,219
81. Norwich Pharmacal Co.	2,765,184	1,000,334
82. Monsanto Chemical Co.	2,669,849	723,006
83. Hazel Bishop Inc.	2,644,770	2,523,950
84. American Cyanamid Co.	2,620,847	----
85. Borg-Warner Corp.	2,602,168	----
86. Gulf Oil Corp.	2,599,797	2,268,375
87. Sylvania Electric Products Inc.	2,592,519	2,010,959
88. California Packing Corp.	2,551,651	516,891
89. Amer. Radiator & Standard San.	2,548,024	886,750
90. Doubleday & Co. Inc.	2,455,139	----
91. Atlantis Sales Corp.	2,410,897	----
92. Lehn & Fink Products Corp.	2,395,777	788,824
93. Admiral Corp.	2,383,151	1,767,202
94. New York Life Insurance Co.	2,379,084	----
95. Union Carbide & Carbon Corp.	2,370,760	620,043
96. Singer Manufacturing Co.	2,353,023	1,256,610
97. Pet Milk Co.	2,346,238	2,334,816
98. Outboard Marine Corp.	2,298,428	376,068
99. Cluett, Peabody & Co. Inc.	2,241,619	241,350
100. Whirlpool-Seeger Corp.	2,172,238	924,391

Network Accounts: Daytime sponsorship splurge continues at NBC-TV, with $3,100,000 in new business reported this week, to add to the $6,500,000 invested last week by **Lever Bros.** and **Procter & Gamble.** New sales were to **SOS Cleanser, Standard Brands, Dixie Cups & Drackett Co.** (Windex Cleaner) for *Tic Tac Dough, Tennessee Ernie Ford Show, Queen for a Day* . . . **General Foods** to replace **Armour** and **Kleenex** as sponsor of *Danny Thomas Show* and will move program from ABC-TV to CBS-TV starting in fall, Fri. 8-8:30 p.m. . . . **Johnson's Wax** to be alt. sponsor of *Steve Allen Show* on NBC-TV starting July 12, Sun. 8-9 p.m., thru Needham, Louis & Brorby . . . **Scott Paper** to sponsor *Gisele MacKenzie Show* on NBC-TV starting in fall, Sat. 9:30-10 p.m., thru J. Walter Thompson . . . **American Dairy Assn.** buys re-runs of *I Love Lucy* for 39 weeks on CBS-TV starting in Sept., time undetermined; status of new *Lucy* series is in doubt, will probably go bi-weekly . . . **Sunbeam** to sponsor 20 min. of *Perry Como Show* on NBC-TV next fall, Sat. 8-9 p.m., thru Perrin-Paus . . . **Joe Lowe Corp.** (ice cream) to sponsor *Popsicle 5 Star Comedy Party* on ABC-TV starting May 18, Sat. 5:30-6 p.m., thru Parris & Peart . . . **Plymouth** to sponsor *Date With the Angels* as replacement for *Ray Anthony Show* on ABC-TV starting May 3, Fri. 10-10:30 p.m. . . . **Speidel** and **Purex** to sponsor *Arthur Murray Dance Party* as replacement for *Big Surprise* on NBC-TV starting April 9, Tue. 8-8:30 p.m. . . . **Colgate** cancels alt. sponsorship of *Bob Cummings Show* and *Mr. Adams and Eve*, both on CBS-TV.

Rate increases: KABC-TV, Los Angeles, March 15 raised base hour from $2000 to $2300, 20 sec. $500 to $600. WXYZ-TV, Detroit, April 1 raises hour from $1800 to $2200, min. $450 to $550. WGAN-TV, Portland, Me. April 1 raises hour from $400 to $500, min. $80 to $100. WHIS-TV, Bluefield, W. Va. April 1 raises hour from $200 to $240, min. $40 to $60. **Spot increase:** WSPA-TV, Spartanburg, S. C. adds Class AA min. only rate (7:30-10 p.m. daily) at $112.50. **Rate decrease:** KOVR, Stockton, March 1 cut base hour from $800 to $650, min. $175 to $135.

Network TV topped all media in terms of improvement in Jan. over Jan. 1956, rising 13%, according to *Printers' Ink* National Advertising Index. Business papers' ad volume rose 12%; network radio, 9%; magazines and outdoor, 6% each; newspapers were down 4%. Newspapers showed 10% gain in Jan. over Dec. 1956 while TV was down 1%.

Tribute to NTA Film Network, which begins weekly sponsored feature film series next week, was inserted in March 28 *Congressional Record* by Rep. Dollinger (D-N. Y.), who praised "vision and courage" of the NTA-20th Century-owned organization in launching "a new film network, one dedicated to provide outstanding film programming to the American viewing public."

"TV Grabs Off the Growth Prizes" headlines lead story in March 30 *Business Week*, delineating growth of TV as advertising medium and pinned to 1956 *Printers' Ink*-McCann, Erickson ad spending figures (Vol. 13:6).

Personal Notes: **Robert Eastman**, exec. v.p. of rep Blair-TV, named v.p. in charge of ABC Radio, replacing **Don Durgin**, now v.p. of NBC-TV . . . **Morris Rittenberg** named NBC-TV special program sales mgr., **George A. Graham Jr.** NBC Radio sales planning director . . . **Wm. H. Brennan Jr.** promoted to western div. mgr. of station relations for CBS Radio, covering 11 states and Columbia Pacific network . . . **Wm. B. Quarton** promoted to exec. v.p. of WMT-TV, Cedar Rapids; **Lewis Van Nostrand** to v.p. in charge of sales; **Douglas B. Grant** to v.p. in charge of TV operations . . . **Donald R. Powers**, mgr. of radio WRDO, Augusta, Me., named mgr. of Maine Bcstg. System stations (WCSH-TV & WCSH, Portland; WLBZ, Bangor & WRDO) . . . **C. Roger Bower** promoted to gen. mgr. of WNAO-TV & WKIX, Raleigh . . . **Ted Nelson**, resigned as v.p.-gen. mgr. of WFIE, Evansville, owns 75% of firm buying WKTL, Kendallville, Ind. for $47,500, with **Howard G. Pearcy**, sales mgr. of WILO, Frankfort, Ind., owning remaining 25% . . . **Vic Ludington** promoted to station mgr. of WOAY-TV, Oak Hill, W. Va. . . . **Al Hollander**, ex-Edward Kletter Assoc. & DuMont Bcstg. Co., appointed program director of WABC-TV, N. Y., succeeding **George Rice**, who joins KGO-TV, San Francisco . . . **Ted Eiland**, ex-WPTV, Palm Beach, appointed local sales mgr. of WTVJ, Miami . . . **Robert B. Marye** resigns as v.p.-chief engineer of KARD-TV, Wichita, to join Vandivere, Cohen & Wearn, Washington consulting engineers . . . **Fred V. Davis**, ex-*Collier's*, Detroit, named mgr. of TNT Tele-Sessions office there . . . **John F. Screen**, asst. commercial mgr. of WDSU-TV, New Orleans, promoted to mgr. of radio WDSU . . . **Robert Doyle**, ex-NBC, named Washington office mgr., Teleprompter Corp. . . . **Jay L. Schiller**, ex-Atherton & Currier Adv., N. Y., named research director of NTA Film Network . . . **Vern Dallim**, CNQC, Saskatoon, elected pres. of Canadian Assn. of Radio & TV Broadcasters, succeeding F. A. Lynds, CKOW-TV, Moncton; **Geoff Stirling**, CJON-TV, St. John's, Nfld., elected TV v.p. . . . **Stanley Whitaker**, ex-southern div. mgr. of UP, joins Atlanta office of broker Blackburn & Co. . . . **Milton P. Kayle**, ex-Stone Assoc., joins TPA as N. Y. resident counsel; he was special White House asst. in 1951-1953 . . . **Joan Frankel**, ex-Ted Bates, named librarian of CBS reference dept., replacing **Agnes Law**, retired after 30 years with network . . . **John F. Watter** promoted to mgr. of GE's new district sales office in Washington, D. C. (Wyatt Bldg.) for TV-radio broadcast equipment.

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Alfred I. duPont awards for 1956, presented at March 29 banquet at Washington's Mayflower Hotel: NBC's Chet Huntley for "consistently authoritative, intelligent and responsible reporting and analysis of public affairs"; CBS's KNXT, Los Angeles, for "scope and generally high quality of programs"; independent WFMT (Bernard Jacobs, pres.), Chicago, for broadcasts "to enlarge and enrich community experience." Each received plaque and check for $1000.

Sylvester L. (Pat) Weaver Jr., ex-NBC chairman, whose plans have been subject of incessant speculation (none of it confirmed), will reveal scope of his operations in address to Seattle Ad Club April 10.

Twenty-year look-ahead by RCA chairman David Sarnoff, delivered at dinner celebrating his 50 years in communications (Vol. 12:39), is reprinted and amplified in April *Reader's Digest*.

Thomas F. O'Neil, pres. of General Teleradio and chairman of Mutual, elected a director of Mutual of Omaha and Companion Life Insurance Co. of N. Y.

Radio & TV Executives Society publishes 1956-57 roster yearbook listing nearly 950 members, available from RTES headquarters, Biltmore Hotel, N. Y.

ADVERTISING AGENCIES: **Wilfred F. Howard**, v.p. of J. Walter Thompson, Detroit, elected chairman of AAAA's east central region . . . **Lou Jackobson**, ex-Leo Burnett Co., named TV-radio production mgr., Ruthrauff & Ryan, Chicago . . . **C. W. Christenberry Jr.**, ex-N. W. Ayer TV-radio dept., joins Guild, Bascom & Bonfigli, N. Y., on Galen Drake network show . . . **Albert W. Reibling**, ex-gen. mgr. of Kudner TV-radio dept., joins Ted Bates TV-radio dept. as asst. business mgr. . . . **Jorge Cardoze**, from Mexico City office, named mgr. of Young & Rubicam's new Caracas office.

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Nielsen Coverage Service No. 2—how effective is it? That was subject of lively pro-&-con debate at Radio & TV Executives Society luncheon March 26 in N. Y., with Nielsen v.p. John K. Churchill defending the recently released study against criticism by Robert Kibrick, Kenyon & Eckhardt; Daniel Dannenholz, Katz Agency; Ward Dorrell, John Blair & Co.; Robert M. Hoffman, WOR. Churchill said NCS provided important data on TV-radio set ownership, coverage characteristics of stations, efficiency of TV-radio spectrum allocations and trends in public acceptance, and added that next report will be even more precise. Kibrick said main deficiency of NCS is that it doesn't spell out what advertising delivers and has caused confusion among timebuyers. He urged formation of special industry committee to study and report on NCS No. 2 methods and findings. Dannenholz sharply criticized NCS methodology, particularly the provision that a station must have at least 50% of audience in a given market to be included. Hoffman said that report unintentionally favored TV in its questionnaire by giving detailed instructions on how to fill out forms for TV data.

Big magazines fared well as group in 1956 despite casualties (Vol. 13:11), March 26 *Wall Street Journal* says, reporting these net profit margins: New Yorker Magazine Inc., 10.26%; McGraw-Hill Publishing Co., 8.88%; Meredith Publishing Co., 8.73% (last 6 months); Time Inc., 6.04%; Macfadden Publications Inc., 3.48%; Curtis Publishing Co., 3.34%. However, McCall Corp.'s profit margin was down to 1.16%, lowest in 18 years; Conde Nast, publisher of *Vogue*, lost $83,000. Meanwhile 623 severance-seeking former employes of Crowell-Collier Publishing Co., which lost estimated $2,500,000, were balked by N. Y. Supreme Court in move for appointment of receiver for sale of Springfield, O. printing plant, judge holding financial condition "is sound."

Monthly religious debate between Catholic & Protestant spokesmen was proposed last week to pres. Arthur Hull Hayes of CBS Radio by Protestants & Other Americans United for Separation of Church & State following network's turndown of *Church of the Air* talk by Jesuit priest (Vol. 13:11). Protestant group said debate would provide "dignified hour," promote tolerance between faiths. Suggestion drew no support from Rev. Thurston L. Davis, editor of Jesuit weekly *America* whose script on Catholic doctrine had been rejected by CBS. He said POAU, which has asked FCC to bar Jesuits from owning TV stations (Vol. 13:10), isn't "capable or even desirous" of promoting tolerance.

Educational WQED, Pittsburgh, on air Mon.-thru-Fri., will add Sun. to its regular program schedule starting April 7 to receive live 6 NBC-TV programs not available on any commercial station there. The programs, all to be unsponsored on WQED, are *Zoo Parade, Outlook, Youth Wants to Know, Mr. Wizard, Meet the Press, Frontiers of Faith*.

Peabody Awards for 1956, administered by U of Georgia's Henry W. Grady School of Journalism, will be presented April 16 at Radio & TV Executives Society luncheon in Hotel Roosevelt, N. Y.

Radio Station Sales Reports: KOWH, Omaha, by Todd Storz group for $822,500 to bi-monthly magazine *National Review* (Wm. F. Buckley Jr., publisher) . . . **KFAB, Omaha,** 48.86% by Sidles Co. (Harry B. Sidles, pres.) for $372,000 to May Bcstg. Co., operator of KMTV, Omaha (Ch. 3); Journal Star Printing Co. retains 48.86% of KFAB, 2 employes other 2.28% . . . **KODY, North Platte,** Neb. by John Alexander, George B. Dent Jr. & Townsend E. Dent for $210,000 to Hartley Samuels, ex-ABC exec. . . . **KUDU, Ventura, Cal.** by Voice of Ventura Co. (Wm. H. Haupt, pres.) for $162,500 to group headed by Wm. Rea Jr., ex-owner of CKNW, New Westminster, B. C. . . . **WJAT, Swainsboro, Ga.** by Mr. & Mrs. Jack A. Thompson for $125,000 to co-equal owners James R. Denny, ex-mgr. of Grand Ole Opry, and Webb Pierce, Decca country music artist . . . **KATZ, St. Louis,** by Mrs. Cora L. Garrett & Bernice Schwartz for $110,000 to Wayne Rollins, who with family owns WPTZ, Plattsburgh, N. Y. (Ch. 5) and 6 radio stations . . . **WBOW, Terre Haute,** by Banks of the Wabash Inc. (Alvin Eades, pres.) for $108,000 to Radio WBOW, Inc., controlled by Jerome W. O'Connor, owner of WPFA, Pensacola and 50% of KLEE, Ottumwa, Ia . . . **WLAY, Muscle Shoals, Ala.** by Michael R. Freeland for $69,000 to Robert G. Watson & John M. Latham, employees of WKTM, Mayfield, Ky. . . . **WFBF, Fernandina Beach, Fla.** by Marshall W. Roland for about $64,000 to Edward W. Murray, Storer TV programming consultant . . . **WJVB, Jacksonville Beach, Fla.** by J. Lyle Williams Jr. & associates for $60,000 to Andrew B. Letson, also owner of AMs in Ocala & Quincy, Fla. . . . **KSTV, Stephenville, Tex.** by Oscar H. Halvorson & Olaf Folkvord for $55,000 to Dixie Bcstrs. (Cyril W. Reddock, 66⅔%), interlocking with KREH, Oakdale, and KDLA, De Ridder, both La. . . . **WALD, Walterboro, S. C.** by group headed by R. M. Jefferies for $45,000 to co-owners Robert S. Taylor (also ⅓ of WONN, Lakeland, Fla.) and Paul Gilmore . . . **WSTN, St. Augustine,** by James D. Sinyard for $44,000 to new firm controlled by Carmen (Jim) Macri, also owner of WQIK, Jacksonville, Fla., holding CP for Ch. 30 . . . **WPFD, Darlington, S. C.** by Robert R. Hilker (also owns WCGC, Belmont, N. C.) for $41,500 to Ralph W. Hoffman . . . **KONG, Visalia, Cal.** by radio KYNO, Fresno (L. E. Chenault, pres.) for $35,000 to Harry C. Layman, ex-owner of WJOC, Jamestown, N. Y. . . . **KSUB, Cedar City, Utah,** 93% by KSL-TV, Salt Lake City (Ch. 5), for $33,778 to following local residents who have held minority interest —Arthur Jones, Dorham Morris, Lenell N. Lunt & Lorin C. Miles . . . **Brokers:** KOWH & KONG, Hamilton, Stubblefield, Twining & Assoc.; KODY & KATZ, Allen Kander & Co.; WLAY & WJVB, Paul H. Chapman Co.; WFBF & WPFD, Blackburn & Co.

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Radio station sales approved by FCC: KXYZ, Houston, with CP for KXYZ-TV (Ch. 29) by Glenn H. McCarthy to Milton R. Underwood & family for $600,000—investment banking firm of Underwood, Neuhaus & Co. having agreed to dispose of 3.75% interest in Houston radio KTHT (Vol. 13:9). **KLBS, Houston,** by Howard Bcstg. Corp. (Howard W. Davis, pres.) to McLendon Investment Corp. for $525,000 (Vol. 13:9). **KIOA, Des Moines,** by Town & Farm Co. Inc. (Don Searle, pres.) to KAKC, Tulsa (Lester Kamlin, owner) for $185,000 (Vol. 13:9). **WCTC, New Brunswick, N. J.** by Chanticleer Bcstg. Co. (James L. Howe, pres.) to group headed by Joseph L. Rosenmiller Jr. & Peter A. Bordes (including Louis J. Appell Jr. of WSBA-TV, York, Pa.) for $215,000 (Vol. 13:9). **KRGI, Grand Island, Neb.** by group headed by Robert L. Lester to James Stuart, owner of KFOR, Lincoln, Neb. for $145,000 (Vol. 13:8). **KUMA, Pendleton, Ore.** by Mr. & Mrs. C. H. Fisher to new Pendleton Bcstg. Co. (principals are 3 Fisher children) for $60,000 (Vol. 13:8). **KBMY, Billings, Mont.** 50% by Don C. & John W. Foote to Billings Bcstg. Co. (Horace S. Davis & Rockwood Brown Jr., principals) for $59,000 (Vol. 13:8). **WTOK, Meridian, Miss.** by owners of WTOK-TV to New South Bcstg. Corp. (J. W. Carson, pres.) for $56,200 (Vol. 13:8). **KMLW, Marlin, Tex.** by KMLW Inc. (Charles E. Reagan, pres.) to M-L Radio Inc. (Louis F. Leurig, pres.) for $47,500 (Vol. 13:9). **WLDL, LaCrosse, Wis.** by Lyons Bcstg. Co. (Lyle D. Lyons, pres.) to LaCrosse Radio Inc. (Joseph H. Rohrer, ex-KRDO-TV, Colorado Springs, pres.) for $35,000 (Vol. 13:10).

Quoteworthy quotes: "In 1949, the average evening [radio] network show reached 5,500,000 families; today, less than 1,000,000; daytime audiences in the same period have declined from 3,000,000 to 1,500,000. Does this mean that radio has lost its punch? Not at all. It simply means that no one network or individual station can deliver a king-size audience—but the right use of radio can amass tremendous audiences for an advertiser's commercials. Timid use won't do it; 5 or 10 spots a week won't do it, but for the advertiser who goes in aggressively with adequate frequency, radio can crowd plenty of the right people into his tent. Radio is a natural addition to an advertising program in other media—an addition capable of doing a perpetual, personal sort of selling job, leaving the bombast and the blockbusting to the others."—Arthur Porter, v.p. & media director of J. Walter Thompson, to Canadian Assn. of Radio & TV Broadcasters meeting in Quebec.

Hearings on complaints of daytime radio stations will be held April 29-30 in Washington, Chairman Morse (D-Ore.) of Senate Small Business subcommittee on daytime radio broadcasting announced this week. Referring to complaints by small daytimers that FCC "has failed to act on their request for extended hours of operation" (Vol. 13:12), Morse stated: "Changes in the functions performed by radio and in technology during the 30 years since the writing of FCC rules on radio frequency allocation may well warrant revision and modernization of those regulations."

Fellowship grants for study & training in fields related to broadcasting are among 53, totaling nearly $250,000, which will be announced April 1 by Fund for Adult Education. Recipients in Ford Foundation-financed 1957-1958 leadership training awards program include (assignments in parentheses): Graydon L. Ausmus, U of Alabama, to NYU (educational broadcasting); Norman De Marco, U of Ark., to CBS-TV, N. Y., and WGBH-TV, Boston (TV research); Robert W. Clyde, WREX-TV, Rockford, Ill., to Rockford College (social studies); Milton W. Metz, WHAS-TV & WHAS, Louisville, to N. Y. (United Nations); Sister M. Annella, College of St. Scholastica, Duluth, to Cal. (TV training); Wm. T. Pettit, Continental Films & WCCO-TV, Minneapolis, to Ia. State U (communications & humanities); Clarence E. Flick, U of Neb., to U of Cal. at Los Angeles (writing & productions, NBC & CBS internship); Roswell C. Williams, Creighton U, to U of So. Cal. (movies, TV); Ben L. Yablonky, NYU, to unselected school (TV journalism); Nazaret Cherkezian, NYU, to Boston, Philadelphia, Washington (public service TV); Shelby Gordon, CBS-TV, to U of So. Cal. (movies); Gerald H. Elliott, WCBT, Weldon, N. C., to U of N. C. (press agencies & WPTF, Raleigh).

Madras, Ore. translator K74AB began Jan. 29, repeating KOIN-TV, Portland, with Louis Kinkade in charge. Mohave County Board of Supervisors' 3 Kingman, Ariz. units began Dec. 15, with Ernest Scott in charge. K70AC repeats KLRJ-TV, Henderson-Las Vegas; K74AA, KTVK, Phoenix; K82AA, KOOL-TV, Phoenix.

New and Upcoming Stations: Educational WYES, New Orleans (Ch. 8), delayed from March 12 start by bad weather, took down scaffolding March 28, after installing 12-bay RCA antenna on roof of Hibernia Bank Bldg., planned to begin programming April 1, carrying NBC education series as well as about 2 hours of film daily from Educational TV-Radio Center, Ann Arbor. On-air box score now stands at 498 (94 uhf), with 25 being educational. Not included in count this week, though it aired first test patterns March 8, is educational KTCA-TV, St. Paul-Minneapolis (Ch. 2)—because it won't be programming for months.

WYES, with offices at 4920 Canal St., has 5-kw DuMont transmitter. Studio at Isaac Delgado Central Trades School, 916 Nevarre St., is scheduled to be ready in mid-May when station begins live programming. Duff Browne, ex-educational WUNC-TV, Chapel Hill, N. C., is gen. mgr.; Walter Ryan, production mgr.; John Haney, producer-director; W. S. Hart, chief engineer.

KTCA-TV has 25-kw DuMont transmitter and 450-ft. Stainless tower with 6-bay antenna at site 1 mi. N of U of Minnesota's St. Paul Agricultural Campus. Programming with films and slides isn't expected to start until summer, although temporary facilities are about ready at transmitter. Live programming is scheduled for Sept. 1, when studio building on farm campus is to be ready. John C. Schwarzwalder, ex-director of educational KUHT, Houston, is station director; Harold O. Bergman, asst. to director; Paul Owen, ex-KUHT, program director; Berten A. Holmberg, ex-engineer of U of Minnesota radio KUOM, chief engineer.

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In our continuing survey of upcoming stations, these are latest reports from principals:

WWL-TV, New Orleans (Ch. 4) has ordered RCA transmitter and plans Aug. 15 debut, writes W. H. Summerville, gen. mgr. of radio WWL, licensed to Loyola U, which has held Ch. 4 CP since July 13, 1956, but couldn't build until FCC concluded deintermixture rule-making. It will use 750-ft. Ideco tower. Rep will be Katz.

KPAC-TV, Port Arthur, Tex. (Ch. 4), granted March 20 to Port Arthur College, hasn't ordered equipment, but plans start next fall, reports pres. Floyd G. Betts. It will be second outlet in Port Arthur-Beaumont area, where KFDM-TV (Ch. 6) has been operating since April 1955. KPAC-TV will use 602-ft. tower. Port Arthur College got grant after 2 competitors dropped out—Jefferson Amusement Co. (Julius M. Gordon, pres.) getting option for 50%, radio KPBX (Joe B. Carrigan & James K. Smith) being reimbursed $75,000 for expenses. Rep not chosen.

KSPR-TV, Casper, Wyo. (Ch. 6) has new studio-transmitter building nearly ready, plans May start with CBS-TV, reports owner Donald Lewis Hathaway. It has ordered 5-kw DuMont transmitter, will use GE antenna on 300-ft. tower of radio KSPR. It will be second outlet in town where KTWO-TV (Ch. 2) began March 1. Rep will be Walker.

KPLO-TV, Reliance, S. D. (Ch. 6), planned as semi-satellite of parent KELO-TV, Sioux Falls (Ch. 11), 146 mi. away, expects to begin programming in June, reports principal N. L. Bentson. Butler steel building to house operations is nearly ready, and 10-kw RCA transmitter is due May 1. Although work hasn't started on base, 6-bay antenna is scheduled to arrive shortly and 700-ft. Stainless tower is due in mid-April. Still to be built is microwave to Sioux Falls. KELO-TV, which also operates satellite KDLO-TV, Florence, S. D. (Ch. 3), has $450 base hour. Rep is H-R Television.

WIPR-TV, San Juan, P. R. (Ch. 6, educational) has changed target to May 30, reports R. Delgado Marquez, gen. mgr. of TV-radio for Puerto Rico Dept. of Education, building elaborate TV-radio plant with $882,000 appropriation. It expects to have 25-kw RCA transmitter ready by April 30. It has first section up of 200-ft. Blaw-Knox tower, and 6-bay antenna is due in mid-April. Dept. of Education also is competitor for commercial Ch. 3, Mayaguez.

KSPS, Hot Springs (Ch. 9) hasn't completed road to mountain transmitter site but hopes to start in Aug., reports Larry Boggs for owner Video Independent Theatres. It has 250-watt Tarzian transmitter on order, will use Prodelin antenna on 200-ft. Andrews tower. VIT also owns 12½% of KWTV, Oklahoma City (Ch. 9), holds CP for KVIT, Santa Fe, N. M. (Ch. 2), which plans site change to Sandia Crest, where Albuquerque stations have towers. Reps not chosen.

WGTV, Athens, Ga. (Ch. 8, educational) hopes to begin next Nov., reports Gerard L. Appy, assoc. director of communication services, for grantee U of Georgia. It has 25-kw RCA transmitter on order, but construction hasn't begun at Jacks Creek Mt., where 1000-ft. Stainless tower will be located. Studios will be in Athens, in $2,500,000 Center for Continuing Education, being built under Kellogg Foundation grant and state funds. Closed-circuit programming at Center (Vol. 12:46) is due to start in April.

CJOX-TV, Argentia, Nfld. (Ch. 10) plans May 15 test patterns, programming as satellite of parent CJON-TV, St. John's (Ch. 6) by May 30, reports Don Jamieson, CJON-TV v.p. & program director. It has 500-watt RCA transmitter due April 15, wavestack antenna by April 30. Road to transmitter site, adjoining U. S. Naval & Air base, is under construction and pre-fabricated transmitter house is ready in St. John's. CJON-TV base hour is $200. Reps are Weed and All-Canada TV.

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RCA shipped 50-kw transmitter March 18 to upcoming WFGA-TV, Jacksonville, Fla. (Ch. 12); 10-kw March 22 to upcoming KBTX-TV, Bryan, Tex. (Ch. 3); 10-kw March 25 to upcoming WPSD, Puducah, Ky. (Ch. 6); 6-section superturnstile antenna March 25 to upcoming KPLO-TV, Reliance, S. D. (Ch. 6); 6-section superturnstile antenna (replacement) to WMT-TV, Cedar Rapids, Ia. (Ch. 2).

Crosley's upcoming WLWI, Indianapolis (Ch. 13) is due to become primary ABC-TV affiliate, effective Sept. 14.

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TV-radio court coverage should be permitted at judge's discretion, not banned arbitrarily by American Bar Assn.'s Canon 35, W. D. (Dub) Rogers Jr., pres.-gen. mgr. of Texas Telecasting Inc. told Lubbock, Tex. Bar Assn. March 23. Rogers demonstrated that coverage "can be completely unobtrusive" by having meeting televised over closed circuit and speech recorded without knowledge of audience.

Foto-Video Labs reports recent shipments of color test equipment packages (including keyed signal generators, amplitude linearity testers & high-pass filters) to WHEN-TV, Syracuse; WLVA-TV, Lynchburg, Va.; WKNO-TV, Memphis; WLOS-TV, Asheville, N. C.; WCKT, Miami; WPIX, New York; WTTG, Washington; WGBH-TV, Boston.

NARTB deleted color discussion from permanent agenda for its convention in Chicago April 7-11, spokesman explaining that subject will be covered by other TV and engineering sessions.

Brisk sales in daytime color *Club 60*, now carried by 62 stations, are reported by NBC—ranging 40-78% sponsored in its owned-&-operated stations.

Two-day color seminar for telecasters in Chicago's Blackstone Hotel is set by RCA for April 12-13.

Latest show switching to color is NBC's *Life of Riley*, starting April 12.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
March 30, 1957

TV INVENTORIES CUT 10% IN FIRST QUARTER: With TV production running about 20% under the first quarter of 1956, and with retail sales approximately equal to the 1,689,-178 sold in first 3 months year ago, total inventories were reduced from 2,500,000 to about 2,250,000 in first quarter of 1957. Though the decrease was accompanied by some drastic personnel layoffs, it resulted in clearing industry's decks for big merchandising push in final 6 months of year and also held dumping to bare minimum.

TV inventories as of March 31 were only slightly higher than the 2,200,000 in pipelines at same time year ago -- and nobody was crying then about high inventories. Retail stockpiles are considered in best shape of all, with NARDA managing director A.W. Bernsohn telling us "I know of very few dealers with excess TV inventory."

Industry leaders are inclined to the view that worst is over, insofar as TV market glut is concerned. They confidently expect modest improvement in output and sales in second quarter, really big pickup after introduction of new lines in mid-year. At that time, they also anticipate higher profits through price increases and greater concentration on production of higher-end receivers.

RETMA retail statistical service is given credit by industry, incidentally, for preventing what could have been chaotic condition in inventories. By alerting trade to level of consumer demand, production and sales were restored to balance.

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Public's extraordinary demand for hi-fi, whose market dimensions seem as difficult of definition as the term itself, has prompted speculation as to whether many consumers are now channeling their big home-entertainment dollars into hi-fi and are accordingly contenting themselves with low investments in TV sets. Thus, is there a connection between boom in hi-fi and decline in higher-end TV?

We put the question to several manufacturers, noted in both TV and hi-fi and hi-fi only, and they agreed almost unanimously that there was very little relationship, that the appeals were basically to different groups of consumers.

James M. Toney, v.p.-gen. mgr. of RCA Victor Radio & Victrola div., said the "premise that the consumer has set aside a fixed sum for home entertainment is wrong. Hi-fi actually gives him something he never had before, but that doesn't mean that he has neglected TV as a result. I'm confident that both will prosper."

Hi-fi is now going through "show-off" phase reminiscent of TV's early days, when first families on block with a TV set staged parties to demonstrate it. But nowadays the hi-fi parties are given mainly by young folks for their friends, to show off a finished product they bought, or the set they built themselves.

Joseph Benjamin, pres. of Pilot Radio, which quit TV production 6 years ago to concentrate on radios & hi-fi and is now one of bigger hi-fi producers, also says he doesn't believe slump in higher-priced TVs is attributable to hi-fi. "The people who can afford hi-fi generally can also afford higher-priced TV sets," he said. "The boom in hi-fi is really only the reflection of a desire to listen to music reasserting itself. That desire began 20 years ago and was interrupted by the war."

Benjamin has been leader of a RETMA group trying to arrive at definition of hi-fi and standardization of various components. He added that he had "no regrets" about leaving TV field, saying "it's interesting to note that a lot of big TV set makers are now discovering hi-fi for the first time and are getting into the field."

110-degree Plans: The 110-degree tube is fast on its way to being adopted by all TV manufacturers as the standard for 17 & 21-in. black-&-white sets to be introduced in midyear. Purpose is to provide more compact, lighter-weight sets, which will permit the industry to give greater emphasis to 17-in. portables. The weight advantage seems destined to move 17-in. tables into the truly portable category.

Nearly all major tube makers have announced that they're now producing or

plan to produce the 110-degree tube. Sylvania, in production several months, said the 110-degree tube will be used in its entire 1958 line. RCA, also in production, brought newsmen to Marion, Ind. plant this week, announced all of its 17 & 21-in. black-&-white sets will have 110-degree tubes and expects 24-in. tube in June. G.W. Duckworth, mgr. of planning, CR tube marketing operations, said RCA intends to push 110-degree tube "aggressively." He said plant now turns out 1000 of the new tubes daily, will double that figure in a month and hit 3500 daily rate in June.

RCA spokesmen said price of 110-degree tube will be about $2 higher than for 90-degree in 21-in. size, plus another $1.50 for chassis, saw little saving in reduced size of cabinet. Also, they said, new tube needs 15% more deflection power, meaning sets with marginal power need added circuitry. RCA engineers said their tests have shown the 110-degree tube to have longer life than 90-degree tube.

Graybar Looking? Nation's largest independent electrical distributor, with 134 branches, Graybar is currently reported in negotiations with several white goods manufacturers for production of own private-label appliance line. Most prominently mentioned name is "White Star." Company refused to comment officially, but trade gave significance to report because of 3 major recent developments: (1) Graybar has lost Hotpoint line in 15 branches due to creation of Hotpoint Appliance Sales Co. (2) Whirlpool was dropped in 11 Graybar branches as a result of Whirlpool-Seeger merger and distribution tieup with RCA outlets. (3) Discontinuance of Crosley-Bendix div., with subsequent sale of Bendix to Philco, meant loss of appliance line in 14 Graybar branches. Rather than subject itself further to vagaries of appliance business, it has apparently taken first steps toward securing brand of its own. Handling its own private-label brand would not be new experience with Graybar; it handled various appliance products under "Graybar" label from 1928 to 1933.

Production: TV output totaled 11,601 week ended March 22, compared with 129,754 preceding week and 131,224 in corresponding week year ago. It was year's 12th week and brought TV production for year to date to about 1,376,000, compared with 1,708,-633 in same period of 1956. Radio production totaled 299,075 (104,385 auto) week ended March 22, compared with 328,540 (126,352) preceding week and 258,394 (84,845) in corresponding week year ago. Radio production for 12 weeks totaled 3,666,000 (1,546,000 auto) vs. 3,260,218 (1,339,875 auto) in same 1956 period.

Trade Personals: Marvin J. Spath, ex-RCA, named mgr. of new product development, Sylvania international div. . . . Morgan Greenwood promoted to Philco-Bendix sales mgr. for home laundry equipment, succeeding James M. Hufnagel, resigned; Robert C. Digges succeeds Greenwood as special sales rep . . . C. J. Urban promoted to radio sales mgr. of Westinghouse, succeeding Kimball A. Reyher, named radio sales mgr. for mid-Atlantic states, Philadelphia . . . Carroll V. Roseberry elected Westinghouse v.p. & midwest mgr., Chicago, succeeding A. M. Fisher who becomes Minneapolis district mgr. following sick leave . . . Ernest H. Ulm promoted to gen. sales mgr. of Sylvania semiconductor div., Woburn, Mass. . . . Robert F. Sim Jr., ex-CBS-Hytron, appointed mgr. of Raytheon distributor order service dept. for CR & receiving tubes, Newton, Mass.; James M. Igoe promoted to distributor sales coordinator for operations sales services dept. . . . Edward H. Kelly promoted to adv. mgr. of RCA Victor custom record div., succeeding Frank J. O'Donnell, devoting full-time to Camden Records line . . . Arthur H. Jones, engineering director of Motorola national defense dept., promoted to mgr. of Chicago Area Military Electronics Center . . . Leo Pierson named industrial relations director of Kin Tel (formerly Kay Lab); Tom Sheffrey named sales coordinator . . . Orgain E. McCullough Jr. promoted to assistant to Clevite pres. Wm. G. Laffer.

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Magnavox moves west coast office to new 20,000-sq. ft. quarters at 6480 Corvette St., Los Angeles (Elwood Reeves, western zone mgr.).

DISTRIBUTOR NOTES: Emerson Radio of Pa., Philadelphia, reports resignation of v.p.-gen. mgr. Samuel Jacobs, forming local distributorship for Blaupunkt radios & hi-fi . . . Hotpoint Appliance Sales Co., Newark, names John I. Marge as sales mgr., replacing Wm. F. Carolan . . . Elliott-Lewis Corp. (Motorola) appoints v.p. Tim Lewis Jr. to additional duties of appliance sales mgr., succeeding Laurence C. Phister, resigned . . . Muntz appoints Picture Tube Center as exclusive dealer within 25-mile radius of downtown Los Angeles, exclusive of Long Beach, replacing Don Adams Inc. . . . DuMont appoints Standard Electric Supply Co., 1045 No. 5th St., Milwaukee (Morris Stern, pres.) . . . Whirlpool-Seeger appoints Carter-Johnson Inc., 820 W. Ash St., San Diego (E. S. Carter, pres.), replacing Jerry Achtenhagen & Sons Inc.

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Three long-time Philco executives are due to be replaced as directors at stockholders meeting April 5 in Philadelphia. James H. Carmine and James T. Buckley, both ex-presidents, and Larry E. Gubb, who like Buckley has been ex-chairman of Philco, will not be candidates for re-election. To replace them, management has proposed treas. Wm. R. Wilson; Gaylord Harnwell, pres. of U of Pa.; Richard C. Bond, pres. of John Wanamaker. Buckley had been director since 1932, Carmine and Gubb since 1942.

Robert McKenna, director of Chilton Co., becomes publisher of *Electronic Industries & Tele-Tech*, succeeding M. Clements, who remains as consultant; Clements, pres. of Caldwell-Clements Manuals Corp., founded McGraw-Hill's *Electronics* in 1930 and was its first mgr.

Topics & Trends of TV Trade: Promising dark horse in TV-radio-appliance marketing is little-publicized 2-year-old CBS International Div., already handling diversified line of products abroad, with good growth prospects foreseen by its pres. Lewis Gordon, ex-Sylvania. Actual dollar volume is unrevealed but it went up 80% last year, and profits tripled, according to annual report of CBS Inc. (see p. 13), which reveals in part scope of its operation.

Besides CBS's own manufactured products—tubes, records, phonos—CBS International has also arranged to handle export sales of other companies manufacturing TV and radio receivers (Trav-Ler), washers & dryers (Apex), kitchen ranges (Magee); also handles, under own brand name, line of recording tape, air conditioners, refrigerators & freezers of undisclosed manufacture. It's recalled that Trav-Ler bought tools and dies of discontinued CBS-Columbia last year (Vol. 12:28).

It's also selling special TV-radio station equipment such as microphones, low-power transmitters and mobile radio equipment, and recently signed export agreement with Adler Communications Inc.

During 1956 new distribution channels were established in Argentina, Aruba, Bolivia, Chile, Denmark, Finland, Iceland, Iran, Lebanon, Norway, Peru, Sweden, Thailand, Uruguay. "Despite increased competition from Europe and Japan," states report, "the gains established for CBS International in 1956 will be maintained and expanded in 1957 through further broadening of markets, product & personnel."

Note: Foto-Video Labs Inc., manufacturers of broadcast & closed-circuit TV equipment, this week announced its entry in export sales field, with CBS International div. as exclusive representative outside U. S. & Canada.

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Irrepressible Sol Polk, big Chicago TV-radio-appliance dealer whose off-beat merchandising tactics have made him one of industry's most unpredictable (and most publicized) figures, broke into news again this week by purchasing $105,885 worth of movie tickets to "Around the World in 80 Days." Producer Mike Todd said Polk will receive 100 tickets for each performance for one year, and said Polk plans to give tickets away to his customers. It's said to be largest block purchase of tickets in show business history.

Australian TV production totaled 43,600, retailing at $450 up, in final 6 months of 1956.

Battery-operated portable TV could be manufactured in 1957 to retail in $150 price range, says pres. Nicholas Glyptis of Multi-Tron Lab Inc., Chicago—taking issue with our story last week reporting consensus of engineers and manufacturers that "true portable" TV at moderate price may be about 5 years off (Vol. 13:12). Glyptis, whose company currently is demonstrating to manufacturers the "pure signal" or "multiple-beam" picture tube which eliminates video amplifier (Vol. 13:8), says Multi-Tron intends to show set makers soon its own version of a practical cordless portable. As described by Glyptis, it would be "hybrid" set, using transistors which are available today, with tubes in applications for which transistors aren't yet ready. It would use new flat projection "pure signal" picture tube—"which doesn't operate on the principle of optical projection." He said such a set could be constructed and shown within 60 days, and added that his firm—being in the tube research & development business—is actively seeking to make arrangements with a circuit company for planning and construction of demonstration models of hybrid portable using "pure signal" principle.

National Assn. of Purchasing Agents, in monthly economic report released March 31, describes business conditions in first quarter of 1957 as "a floating plateau." Production and new orders varied little between the 3 months. Among other significant developments: upward price spiral is being arrested, inventory paring continues, employment remains high, lead time on production is about "as short as can be expected," materials in generally good supply.

Russians have hit 21—21 inches, that is. Newest Soviet-made TV receiver, Temp-4, has "American look," with U. S.-style cabinetry, 21-in. rectangular tube—and it also incorporates FM radio tuner, phonograph and 3-speaker sound system. Details of pricing are not available.

"Five Star TV Specials" sales promotion is being offered dealers by RCA's TV div. giving "extremely attractive trade-in allowances and other excellent values" on five 21-in. sets—2 table models, 3 consoles.

New replacement parts program for all consumer products was instituted by Philco this week, providing for "emergency" service to distributors for parts on 24-hour basis and maintenance of 90-day inventory of service parts in each distributor territory.

MORE REMUNERATION reports on officers-directors for 1956, as disclosed in proxy statements for annual meetings (figures in parentheses indicate shares of common stock held at time of proxy notices):

Columbia Broadcasting System Inc.—Wm. S. Paley, chairman, $300,000 (122,604 A, 708,357 B); Frank Stanton, pres., $300,000 (108,266 A, 31,917 B); Edward R. Murrow, v.p., $177,233, not including his and family shares of $151,800 royalties from Person to Person Corp. Inc. (no stock); J. L. Van Volkenburg, pres. CBS-TV, now retired, $134,961 (8277 A, 636 B); Arthur Hull Hayes, pres. CBS Radio, $65,000 (124 A, plus option on 7803 A); Henry C. Bonfig, ex-pres. of CBS-Columbia, $56,346 (option on 7803 A); Goddard Lieberson, pres. Columbia Records, $48,000 (option on 7650 A). Newly elected prcs. of CBS-TV Merle S. Jones and pres. of CBS-Hytron Arthur L. Chapman, both directors whose remunerations are not yet reported, held no stock at end of 1956 but each holds options on 7500 A. Director Ralph F. Colin (3061 A shares) is member of firm of Rosenman, Goldmark, Colin & Kaye, general counsel of the corporation, to which $204,400 was paid for 1956 legal services. (Annual meeting, April 17, N. Y.)

Storer Broadcasting Co.—George B. Storer, pres., $75,350; (1,092,890 B common); J. Harold Ryan, senior v.p., $20,200 (5500 common, 100,000 B); Lee B. Wailes, exec. v.p., $69,292 (13,000); Stanton P. Kettier, operations v.p., $59,771 (11,200); Wm. E. Rine, district v.p., $54,903 (10,000); George B. Storer Jr., district v.p., $37,951 (2000). Profit-sharing trust plan set up in 1952 has these accruals: Messrs. Storer, $65,968; Wailes, $52,716; Kettier, $41,908; Rine, $38,090; Storer Jr., $22,066. (Annual meeting, April 9, Miami.)

Admiral—Ross D. Siragusa, prcs., $125,300 (252,667); John B. Huarisa, exec. v.p.-trcas., $125,300 (98,131); Vincent Barreca, v.p., $60,250 (435); Wallace C. Johnson, v.p., $52,800 (2200); Edmond I. Eger, $50,250 (none). In addition, Mrs. Siragusa owned 421,520 shares directly, and Mr. and Mrs. Siragusa owned 241,480 in trust for 4 children. Mrs. Huarisa owned 13,294 directly, and with Mr. Huarisa, 7200 in trust for daughter. Mrs. Barreca owned 400. Mrs. Johnson owned 120. (Annual meeting, April 11, Chicago.)

Sylvania—Don G. Mitchell, chairman & pres., $150,000 (3731); Barton K. Wickstrum, v.p., $56,319 (264); Frank J. Healy, v.p., $56,077 (824); Arthur L. Chapman, v.p. (now pres. of CBS-Hytron), $56,077 (none); Max F. Balcom, consultant, $36,000 (3700). (Annual meeting, April 30, N. Y.)

Note: For similar reports on other TV-radio and related electronics companies, see Vol. 13:12.

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Teleprompter Corp. reports consolidated net income of $206,841 ($1.45 per share on 142,652 shares outstanding) on gross revenues of $1,784,607 in 1956, compared with $96,743 (81¢ on 120,000 shares) on gross revenues of $1,215,559 in 1955. Balance sheet lists current assets of $683,239 as of Dec. 31, 1956, compared with $465,204 year earlier; current liabilities were $179,750, as against $526,823 at end of 1955. Company "now has reached a stage of solid growth," said pres. Irving B. Kahn, citing formation of group communications div. for closed-circuit servicing. Teleprompter has "realized more than $500,000" in closed-circuit business since Dec., he said.

Bureau of Labor Statistics reports Dec. average of $82.41 per week for electrical appliance production workers, amounting to $2.05 hourly for 40.2 hours—compared with $84.25 for 40.7 hours in Nov.

Financial & Trade Notes: ABC division of American Broadcasting-Paramount Theatres increased gross income in 1956 to $98,759,306, from $81,116,634 in 1955, but fell below expectations in fourth-quarter TV network sales, according to annual report released this week. No breakdown was given for TV revenues alone.

AB-PT pres. Leonard H. Goldenson noted that returns for final quarter last year were below those in similar 1955 period, singling out failure of *Mickey Mouse Club* to win full sponsorship. "While efforts are being continued to improve TV sales during the current broadcast season, a materially broadened and straightened program schedule is being set for the 1957-1958 season," Goldenson told stockholders.

Consolidated AB-PT report showed over-all 1956 earnings of $8,476,716 ($1.96 per common share) compared with $8,373,000 ($1.93) in previous year. Of total net income last year, $7,734,545 ($1.78) came from operating earnings, $742,171 (18¢) from capital gains. This compared with $8,218,017 ($1.89) in operating earnings and $155,356 (4¢) in capital gains in 1955. Gross AB-PT income was at new high—up $198,350,068 to $206,915,705 from 1955.

"To implement the development of the ABC program structure," Goldenson said, "a plan to expand the physical facilities of the TV network is . . . under way. Our company has maintained a strong financial position, with additional funds having been arranged for this year in order to meet all of these requirements. Working capital at the year end was $41,200,000 compared with $30,238,000 in 1955.

Goldenson cited "fine progress" in subsidiaries Am-Par Records and ABC Film Syndication, and in other AB-PT interests including Disneyland Park (35%), Wind Tunnel Instrument Co. (25%), Microwave Assoc. Inc. (33⅓%), Technical Operations Inc. (25%).

Movie production by AB-PT Pictures Corp., formed last Nov., "is being undertaken on a limited basis at the outset," Goldenson said. Theatre income in 1956 was $100,565,000 compared with $110,503,000 in 1955, partly reflecting disposition of 32 properties last year under anti-trust consent decree. AB-PT holds full or part interest in 550 theatres.

* * * *

Hoffman Electronics earnings in first quarter of 1957 will be about 10% ahead of the 64¢ per share in first 3 months of 1956, though sales will be down slightly from the $12,100,000 of first quarter year ago, v.p. C. E. Underwood told *Wall Street Journal*. Earnings increase this year resulted from higher profit per sale on TV receivers. Sales decline, he said, was due to conclusion of TACAN contract for Air Force. He also said that Hoffman has borrowed more than $4,000,000 against some govt. contracts since Jan. 1, expects to clear all short-term loans by July 1. Hoffman financial report for 1956, released this week, detailed earlier report by pres. H. L. Hoffman (Vol. 13:8). Earnings were $1,601,974 ($2.19 per share on 730,295 common shares) on sales of $46,580,279, as against $1,560,596 ($2.15 on 724,760 shares) on $44,416,673 in 1955.

RCA's first-quarter earnings "probably" will approximate the $12,727,000 (85¢ per share) earned in first quarter of 1956, reports *Wall Street Journal*. No comparison was made with sales of $274,848,000 in first 3 months year ago. RCA's unit TV sales thus far were said to be keeping pace with 1956, with its factory and distributor inventories under last year. Radio sales were running ahead of 1956 levels, phonos up 25%, hi-fi sales "substantially" above 1956.

Sprague Electric reports sharp drop in earnings to $2,176,297 ($1.75 per share) in 1956 from $3,003,128 ($2.42) in 1955.

CBS Inc. 1956 report distributed to stockholders this week verifies previously disclosed all-time peaks in consolidated sales and earnings (Vol. 13:5, 7)—but its division reports are especially revealing. Though divisional balance sheets are never shown, it's no secret that telecasting is CBS's biggest volume item and CBS-TV ("the largest advertising medium in the world") increased its advertising revenues by 18.3% while CBS-Radio "continued to be profitable and to lead all competitors."

Columbia Records sales volume rose 50% to new peak, LPs alone increasing by 120% and accounting for "almost 60% of the record industry's total volume."

Consolidated revenues and sales went up 12.1% to $354,779,843 and, despite contrary industry trends, after-tax profits went up 21.5% to $16,283,462 ($2.17 per share) —an achievement all the more remarkable in light of liquidation of unprofitable CBS-Columbia TV-radio manufacturing div., discontinued in July and representing loss of 41¢ per share, and in the face of the undisclosed losses of CBS-Hytron.

Yet CBS-Hytron tube and semiconductor business tripled in dollar volume over 1955, tube sales being severely hampered by shrinkage of TV-radio set manufacturing as result of 22 companies quitting field or merging and because "market for color tubes did not develop as expected and a general excess capacity in the industry caused unprofitable price levels." Yet factory sales of transistors went up tenfold in year and diode sales more than doubled.

CBS Laboratories rechanneled its efforts from TV-radio receiver work to research for the Air Force in solid-state physics, guided missiles and photographic devices—though in TV it contributed to improved reception with its Highlight Aperture Equalizer for sharpening the transmitted image. (For report on CBS International, see p. 12.)

* * * *

Sylvania proposes increase in authorized common shares from 4,000,000 to 6,000,000, will also ask stockholders at annual meeting in N. Y. April 30 to approve increase in directors from 10 to 12. Proxy statement noted that only 341,667 shares were outstanding or "reserved for issue" as of March 11, and said there were no plans for issuance of additional shares under authorization. But, it adds, directors believed additional shares "should be available for any corporate purposes, including, but not limited to, the refinancing of outstanding indebtedness and raising of additional capital." Sylvania last year called off announced plans to raise $25,000,000 by sale of 30-year debentures because of "unsatisfactory conditions in the money market."

Avco's consolidated earnings for 3 months ended Feb. 28 totaled $3,119,876 (34¢ per share) on sales of $83,194,479, compared with $665,300 (7¢) on $88,763,084 in corresponding period of preceding fiscal year. Earnings improvement, noted chairman Victor Emanuel, resulted from elimination of unprofitable Crosley-Bendix TV-radio-appliance lines, income tax credit, continued growth of industrial & defense businesses, specialized farm equipment and broadcasting operations.

Canadian Westinghouse earned $1,801,734 in 1956 vs. $1,514,915 in 1955 despite fall-off in TV market, "depressed prices" of electrical equipment and effects of last year's strike at 30 Westinghouse plants in U. S. which curtailed supplies of components, pres. George L. Wilcox reports. Good year in radio & hi-fi helped set records in orders.

RCA's 3½% convertible subordinated debentures, being issued in exchange for temporary debentures issued in Dec. 1955, will be available for exchange at Irving Trust Co., 1 Wall St., N. Y. Permanent debentures will have coupons representing interest payments from June 1, 1957 to Dec. 1, 1980, the due date.

STILL ANOTHER study of allocations is being proposed by MIT's Prof. Edward Bowles, chairman of ad hoc committee on allocations created nearly 2 years ago by Senate Commerce Committee. Proposal has been circulated to other members of committee—all of them engineers and most of them from TV industry—but group has not yet met to consider recommendations.

Proposal is contained in Bowles' 282-page "supporting brief," which reviews history of allocations, with sections on networks, color, educational TV, Communications Act, etc. This is the report which Bowles submitted to Chairman Magnuson (D-Wash.) of Senate Commerce Committee several weeks ago (Vol. 13:9, 11). Though Bowles said he would submit his own formal recommendations later, his study—highly critical of FCC—does make this proposal:

Establish an "independent audit," working separately from FCC through a responsible professional agency of national standing free of commercial or political interests. Audit group would be financed directly by Congress, watched over by Commerce Committees of both houses, study "public interest" from both engineering and economic standpoint—and presumably work out an allocations plan, as well as details about how proposed allocations changes might best be effected, etc. As a pattern, Bowles points to specialized MIT Radiation Lab set up by Govt. during World War II to develop and accelerate radar on an independent no-govt.-interference basis.

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"Unwarranted grab" by aviation interests for sole use of airspace was sharply attacked by v.p.-director Victor Sholis of Louisville's WHAS-TV in letter urging FCC to toss whole matter of his station's tall-tower plans back into the hands of Washington Airspace Panel. Replying to McFarland letter which raised "aviation hazard" issue, Sholis reviewed station's 5-year effort to find tall-tower site acceptable to Airspace Panel, revealing that 25 different sites had been analyzed, 5 of them placed under option, and 79 conferences held with Airspace Panel members and technicians, which culminated in Panel's ruling that "there is no site within approximately 20 mi. of [Louisville] where a tower of the height requested can be approved." Sholis charged Panel's action in "kidnaping all airspace over and around Louisville as aviation's private preserve" violated Commission's goal of providing nationwide TV service, as well as joint CAA-FCC-industry agreement for "cooperation" in solving airspace problems. He urged FCC to "insist the Panel find a site within a reasonable and practical distance from Louisville for a 2000-ft. tower to bring TV service to rural areas of Kentucky."

Emphasis on Washington news coverage is pointed up by establishment of Washington news bureau by Westinghouse Bcstg. Co., headed by Rod MacLeish from WBZ, Boston; he plans to add assistant shortly. Move follows MBS's shift of news headquarters from N. Y. to Washington; news director Robert Hurleigh says he has go-ahead for "definitely enlarged news staff." Among other networks, ABC's John Secondari says "we are definitely going to expand"; CBS's Ted Koop reports addition of one man; NBC's Julian Goodman points to increase in news originations from Washington by NBC.

Dave Beck got full live coverage by WTOP-TV, Washington, at McClellan Committee hearings on Teamsters Union this week in Senate Caucus Room. CBS affiliate dropped all commercial schedules for nearly 11 hours March 27-28 for exclusive show, reminiscent of 1954 Army-McCarthy hearings and Kefauver crime investigation in 1952.

Big closed-circuit apartment house TV project is expected to be in operation within a month, linking 1672 apartments in 4 cooperatively owned buildings on New York's lower east side. If it proves successful, system is slated to be extended to thousands of additional apartments in other buildings in area. Program is being initiated by East River Housing Corp., independent agency operating under aegis of International Ladies' Garment Workers Union (AFL-CIO), which sponsored and helped finance apartment development. Closed-circuit hookup will be fairly simple and inexpensive, merely linking master antennas of the 4 buildings to "studio" at development's offices. Ch. 6 will be employed for closed-circuit transmissions, which will be initiated with rented cameras, lights, sound equipment, etc. Initially, programs will last one hour once or twice monthly, featuring discussions of problems affecting residents of the co-op apartments; later they will be extended to entertainment, debates, etc., put on by residents. New program service, under direction of East River Housing Corp. educational director Donald Martin, will involve no additional expenditure on part of tenants using master antenna system.

Broadcasting industry's stepped-up public relations program bears first fruit in the unprecedented network TV-radio coverage planned for NARTB convention at Chicago's Conrad Hilton Hotel April 7-11. Highlight will be live telecast by CBS-TV of FCC Chairman McConnaughey's 2:30-3 p.m. April 9 luncheon address. CBS radio will rebroadcast his talk at 10:05-10:30 p.m. Formal opening address by Gen. Alfred M. Gruenther April 9 will be recorded by NBC & CBS radio broadcast at 8:30 & 10:30-11:00 p.m., respectively. ABC radio & MBS will carry NARTB pres. Harold Fellows' principal convention address live 3-3:30 p.m. April 10, CBS radio rebroadcasting it 10:05-10:30 p.m.

One application for new TV station, 2 for translators, were filed with FCC this week, bringing total to 113 for stations (25 uhf) and 58 for translators. Station application was for Globe, Ariz., Ch. 34, by local KWJB, which also operates AMs in Safford, Coolidge, Winslow & Clifton, Ariz. Translator applications were filed for Center, Colo., Ch. 80, by Central TV Assoc., to rebroadcast KCSJ-TV, Pueblo, and for Truth or Consequences, N. M., Ch. 80, by municipal govt., to rebroadcast KGGM-TV, Albuquerque. [For details, see *TV Addenda 24-L* herewith.]

Florida-Cuba microwave which can accommodate TV program and 120 telephone conversations simultaneously (Vol. 13:6, 12) is due for shipment to Florida next week by Federal Telecommunication Labs—with start of service on first commercial broad-band "scatter" relay due to begin by summer. AT&T is silent as to when first TV programs will be exchanged between the 2 countries—but it's safe guess that relay will be used to bring World Series to Cuban viewers.

More long-distance TV: J. Sestak, Czech TV-radio amateur, is receiving British TV programs at his home in Mihalovice, eastern Czechoslovakia—1000 mi. from London —according to Czech news agency Ceteka.

TV-radio and movie coverage of state courts, commissions and other tribunals would be authorized by bill submitted this week by rules committees of N. Y. legislature.

Spring-Summer Factbooks Still Available

IF YOUR ORGANIZATION is playing "Factbook, Factbook, who's got the Factbook?" now is the time to order enough copies for all your executives—while the supply lasts. Single copies cost $4.50; 5 copies or more $3 each. You'll find an order card enclosed with this issue.

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SUMMARY-INDEX OF THE WEEK'S NEWS — April 6, 1957

REAL STORY ON MILITARY and Ch. 2-6: Despite sensationalized rumors, there's no active drive now to take away vhf channels; some day there may be (p. 1).

2 CONGRESS REPORTS on TV investigations now imminent; neither is expected to seek stringent legislation to curb broadcasting practices (p. 3).

MIAMI SHUFFLE will put Storer's WGBS-TV off air April 13 after sale of equipment to upcoming vhf WPST-TV. "Trusteeship" for WCKT sought (p. 6).

COURT APPEALS abound and petitions flock to FCC with requests for reversal of deintermixture. Court denies stay in St. Louis Ch. 2 case (p. 7).

AMPEX COLOR TV RECORDER design still 18 months away. RCA plans tape progress report. Minnesota Mining due to show its color TV tape spon (p. 9).

COLOR OUTLOOK of major manufacturers, as expressed in reports to stockholders, reflects readiness for mass-market break (pp. 10 & 14).

GE's 2 NEW PORTABLES, both using 110-degree tubes, 2 lb. lighter, 4-in. shallower than old models, may set industry pace, though price is a variable (p. 10).

GROWTH OF TRADE SHOWS, with drain on personnel and money, prompts RETMA to undertake survey of members to determine number, cost, effectiveness (p. 11).

COLOR MARKETING TEST to be undertaken in Milwaukee by RCA for 6 weeks starting April 22, will serve as pattern for similar ventures elsewhere (p. 13).

TV NETWORK BILLINGS hit $39,758,704 in Feb., up 6% from year earlier despite 3.8% dip by ABC; 2-month total of $82,941,074 represents 9% gain (p. 9).

NARTB CONVENTION—CONFIDENT, NOT COMPLACENT: The TV-radio industry is well able to take care of itself. A year ago, broadcasters were more than a little disturbed as they met at NARTB's convention -- by deep thrust of govt. investigators (Vol.12:15). Now that the probers have largely completed their dissections, and on eve of this year's NARTB convention at Chicago's Conrad Hilton Hotel April 7-11, there's evidence that they're likely to come up with recommendations neither punitive nor ignorant (see p. 3). The young and virile industry has held its own -- and more. Furthermore, it isn't likely that telecasters will be panicked by scare stories about Govt.'s alleged immediate craving for Ch. 2-6. Rather, they'll get behind the fuzzy curtain and determine the facts -- which aren't frightening (see below).

In the year since last convention, however, industry has realized it was communicating everything to the public except information about itself. It has done something about it -- gradually stepping up a campaign to tell its own story. Fact that several important speeches at convention are being televised is one good sign.

Industry has done its own intramural fighting with minimum of refereeing from FCC, and it's expected Chairman McConnaughey's speech will tend more to give credit to the conscientious broadcaster than to dwell on the occasional bad actor.

PROPER PERSPECTIVE ON MILITARY AND CH. 2-6: Here we go again...another scare story about military demands for Ch. 2-6 for non-TV uses...headlining the unanswered question: "Will 200-plus vhf stations have to move to ultra highs?"

Nobody can look into the forever-&-forever future to give a definitive answer to this rhetorical question posed by a trade publication this week, but -- backed by U.S. Govt.'s top military & civilian communications authorities -- we can give this advice to telecasters now operating on the "doomed" low-band vhf channels: There's no need to cancel any equipment purchases or to start shopping for low uhf channels.

Gist of report which erupted this week has familiar ring: That White House has received request from Joint Chiefs of Staff -- or somebody else in the military -- to turn low-band vhf over to the Armed Forces for defense uses; that the request currently has personal attention of President Eisenhower, who is in consultation with Presidential asst. Sherman Adams on it. We heard same rumor last week, checked

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carefully with responsible authorities and received flat denials down the line. At least one other trade publication and The New York Times also checked out these rumors, and neither decided they were worth a stick of type.

Checking again this week with all responsible sources up-&-down the communications chain of command, we came up with these answers, which we give you verbatim:

Office of Secy. of Defense: "Nothing to it whatsoever."

Office of Joint Chiefs of Staff: "We have no knowledge of such a request."

A top military official who did not wish his name used but who would necessarily participate in formation of any request for additional frequencies: "This is not a true statement. There is no such proposal."

Rear Adm. H.C. Bruton, Chief of Naval Communications: "I don't know anything about it. All I know is that I've got a couple of TV sets myself -- one of them a color set -- and I'm not shopping around for uhf converters."

Lee Schooler, director of information, Office of Defense Mobilization (ODM): "Any such request would come through the Interdepartment Radio Advisory Committee (IRAC). IRAC is lodged in ODM. Such a request has not come in. There has been no change in that situation for the past year."

An official White House spokesman: "No one in the White House knows anything about such a request; it has not been made." He added that he, too, had taken the trouble to check story with ODM & Joint Chiefs of Staff, receiving blanket denials.

FCC members said they had no knowledge of any such request.

* * * *

Similar scare story was spread (by the same source) in Jan. 1955. At that time, the Navy was said to be demanding Ch. 2-6, as well as FM band, for communications between widely dispersed ships. We checked that story thoroughly at the time, drawing flat denials from Chief of Naval Communications and everyone else down the line (Vol. 11:5), and -- well, Ch. 2-6 just kept rolling along.

We don't claim to know why these scare rumors are being planted at this particular time. They are built around a kernel, a wisp, of commonly known facts about the military's present and potential uses for scarce vhf spectrum space.

It's true the military is casting a covetous eye toward vhf TV channels -- just as the FCC last year tried to pry a couple of new TV channels away from the military. It's true that in the event of a war emergency, Armed Forces most certainly would try to requisition some extra vhf spectrum space from TV. (It's also true that in case of enemy air attack all TV stations would leave air under Conelrad plan, but we have heard no complaints about that arrangement). Even barring a war, it is highly possible that the military may some day come up with a long-range plan whereby some TV channels would be vacated over a long period (10 years? 20 years?).

Such a request could come this year; but it did not come last week. It would take years to implement -- and the military, quite frankly, is extremely hesitant to tackle the rather formidable TV industry unless and until it has airtight argument.

Last study of TV vs. govt. uses of vhf spectrum was made last year by Defense & Commerce Depts., coordinated by ODM, at request of FCC -- in order to determine whether any new vhf channels could be siphoned from military to TV uses. Summarizing study, ODM reported that not only were no new channels available for TV, but Armed Forces were seeking more spectrum space in 40-60 mc band to accommodate military vhf operations displaced by rapidly developing vhf ionospheric scatter point-to-point transmission techniques (Vol. 12:15). But this happened in April of last year.

Findings of this study were reiterated this week by ODM director Gordon Gray in April 2 letter to Sen. Potter (R-Mich.), who had inquired whether Govt. is utilizing all of the frequencies assigned to it -- particularly those which might be used for TV or radio. Gray pointed to last year's Defense-Commerce study, stating that "the military services find it difficult to meet requirements with the limited spectrum space available, [and] this situation will become more critical as new technology now under development reaches the operational stage."

FCC Chairman McConnaughey & other commissioners have echoed this warning be-

fore Senate Commerce Committee and elsewhere -- to illustrate point that TV can't assume it has found permanent home in vhf band, that uhf is vital to future of TV. Even today, in fact, Armed Forces are using vhf TV frequencies for tactical weapons, missile guidance and other purposes -- but on a non-interference basis. Much tactical training is now conducted after midnight for sole purpose of avoiding interference with TV and other vhf services. For public relations purposes, if for no other reason, military would prefer sharing TV frequencies to confiscating them.

* * * *

Full-scale inquiry into allocations and uses of 25-890 mc portion of spectrum, which includes TV & FM bands, was ordered this week by FCC -- similar to current proceedings in frequencies above 890 mc. Commission's order (Public Notice 43754) noted that hearings eventually would be held, and set July 1 as deadline for filing of data and information by interested parties.

Inquiry will review present allocations in light of technological progress since last review (1944), said FCC, to determine whether more efficient utilization is possible, to evaluate long-range requirements of users, to explore future allocation possibilities, to get information on possible conflicts between govt. & non-govt. users, and, "in particular, to determine the impact, economic and otherwise, upon users of the spectrum and the general public of implementing desirable future changes." FCC said rule-making proceedings may come out of over-all review, but stressed that no "freeze" is contemplated during study.

This study may shed some light on impact of military spectrum requirements. But as of today, one truth stands out among the rumors: It is common knowledge in the industry that the military would like more of the vhf spectrum -- but no active move has been initiated to displace TV from any of its current channels.

CONGRESS AND TV—2 NEW REPORTS IMMINENT: Work has been completed on reports of two big Congressional investigations of TV industry -- both dealing primarily with network practices. Though contents of both have been closely guarded, probability is that neither will urge strong legislation with punitive intent.

TV investigation report by House Judiciary anti-trust subcommittee, headed by Rep. Celler (D-N.Y.), is now in type in form of 125-page "committee print" draft -- an indication that it probably already has approval of majority of subcommittee. The report could be released any time within next few weeks.

It's still speculation and "educated guessing" -- but best guess is that the Celler report, though critical of some industry practices, will unleash no drive for restrictive legislation. However, it is expected to warn industry that committee will watch closely and recommend legislation if further information warrants.

Subcommittee majority may express opinion that network option time and must-buy practices violate anti-trust laws -- but this is matter which currently is being investigated by Justice Dept. and requires no further legislation.

Report will be sharply critical of FCC for authorizing NBC-Westinghouse swap of Cleveland & Philadelphia TV-radio stations, challenged by Justice Dept. in anti-trust suit (Vol. 12:49). Subcommittee is expected to oppose any relaxation of the multiple ownership rules, but make no specific recommendations for tightening the present limit of 5 vhf & 2 uhf outlets. Report is also due to recommend that affiliation agreements between networks and stations be made public record.

Network affiliation agreements, CBS & NBC discounts to individual advertisers and other "trade secrets" are printed in hearing record of Celler's TV investigation, released this week in 4 volumes (3350 pages), now available from Govt. Printing Office at $11.25 ("Monopoly Problems in Regulated Industries," Part 2 -- TV).

* * * *

Senate Commerce Committee's TV investigation counsel Kenneth Cox completed his draft report on network practices inquiry April 3, handed it to Chairman Magnuson (D-Wash.) and left next day for Seattle to resume his private law practice.

Taking no chances on repetition of squabble which killed Cox's report on pay-TV (Vol. 13:7,9), Magnuson is expected to release network report and recommendations

as a "staff study" -- on a par with Plotkin & Jones reports of 2 years ago -- rather than as report of full Committee. This study probably will be issued in few weeks.

Report on allocations phase of Senate investigation is still to be completed -- with Cox planning to do his part of job from Seattle.

Magnuson's investigation branched out this week into program ratings field -- as the Senator released letter sent to all rating services, stemming from "inquiries or complaints" received during TV investigation. Letter poses 14 questions designed to help determine "the possible effect of ratings upon the program service being furnished the public." Questions concern sampling methods, size & makeup of samples, possible influence of rating services' clients on measurement techniques, etc.

Sale of WTVD, Durham, N. C. (Ch. 11) for $1,621,800 to new Durham TV Co. Inc., controlled by owners of WCDA, Albany, N. Y. (Ch. 41), is requested in application filed this week. Frank M. Smith, pres. of WCDA, also is pres. of Durham TV Co., with 13.29%; commentator Lowell Thomas holds 9.58%; Wm. J. Casey, 8.92%; John F. McGrath, 7.79%; other WCDA stockholders own less than 5% each in buying firm. Selling principals Harmon L. Duncan and wife (12.5% each) and J. Floyd Fletcher (24.9%) also hold stock in purchaser—Duncans with 6.25% each, Fletcher 12.5%. Other WTVD principal, Durham radio WDNC (25%) holds 5% in new firm. Purchase is being financed by $1,625,000 loan from Bankers Trust Co. of N. Y. Fletcher gets $337,500 for his stock, as do Mr. & Mrs. Duncan, and E. C. Brooks Jr. and Robert I. Lipton, who hold option on remaining 39,840 shares of stock and debentures, get $946,800. Duncan and Fletcher also are to remain as co-gen. mgrs. of WTVD, each to get $18,000 per year to start, being raised to $30,000 Oct. 1, 1958 (or whenever gross billings equal $75,000 monthly). Also part of sale is "put or call" option on Duncan-Fletcher holdings in purchasing firm; if they elect to sell, they get total of $400,000, but if WCDA interests decide to buy them out, price is $625,000. WTVD grossed $726,027 for year ended Dec. 31; net was $48,989 after taxes. Dec. 31 WTVD balance sheet lists $330,668 current assets, $488,357 fixed, $986,452 total. It had $234,363 current liabilities, $376,794 fixed.

The $6,350,000 sale of WBRC-TV, Birmingham (Ch. 6) with radio adjuncts by Storer Bcstg. Co. to Radio Cincinnati Inc. (Hulbert Taft) includes $350,000 under agreement whereby Storer agrees not to compete in any media in area for 5 years nor to "raid" staff (Vol. 13:13). Financing is through First National Bank and Fifth-Third Union Trust Co., both Cincinnati; Society for Savings, Cleveland; plus $500,000 through Birmingham bank. Approval of WBRC-TV sale is necessary before Storer can formally acquire WPFH, Wilmington, with Philadelphia radio adjuncts, approved by FCC last week (Vol. 13:13). Broker for Birmingham sale was R. C. Crisler & Co.

Sale of WDBO-TV, Orlando, Fla. (Ch. 6) with radio adjuncts for slightly more than $3,000,000 has been negotiated, purchaser being Cherry Bcstg. Co., 85% owned by Wm. Cherry—who heads Cherry & Webb Bcstg. Co., operators of WPRO-TV, Providence (Ch. 12). Other 15% is held by Arnold F. Schoen, mgr. of WPRO-TV, and Wm. T. Goodman, an officer of Cherry enterprises (dept. store, etc.). Sellers are headed by Harold P. Danforth, who will remain as mgr. No broker. WDBO-TV is only TV station in Orlando, but final decision is awaited in Ch. 9 case, in which WORZ holds initial decision. There's also uhf CP —WEAL-TV (Ch. 18). WDBO-TV carries all 3 networks.

First translator sold is K80AA, Center-Sargent, Colo. It was sold by Eugene Strausser for $7550 to Central TV Assn., Strausser stating he is unable to continue financing operation. Buyers, headed by wholesale petroleum distributor M. E. McKnight, will depend on public donations for support.

Radio station sales reported this week: **WJHP, Jacksonville**, by *Jacksonville Journal* (John H. Perry Jr.), operator of WJHP-TV & WESH-TV, Daytona Beach, for $275,000 to Carmen (Jim) Macri, contingent on his sale of Jacksonville radio WQIK. **WPEO, Peoria**, by WPEO Inc., 90% owned by Theodore P. Noyes Jr., employe of Bcstg. Corp., headed by Merritt Owens, other owners being attorney Les Vaughn and Kenneth R. Greenwood & Robert E. Sharon, WHB salesmen. **WONN, Lakeland, Fla.** by co-owners Robert S. Taylor, Duane F. McConnell & E. D. Covington Jr. for $169,000 to Noyes Enterprises Inc., 90% owned by Theodore P. Noyes Jr., employe of WMAL-TV, Washington, and 10% by Robert W. Jonscher, mgr. of radio WMAL. **KGKB, Tyler, Tex.** by Mrs. Lucille Ross Lansing for $150,000 to Ron C. Litteral Enterprises Inc. (R. C. Litteral, ex-sales mgr. of WAFB, Baton Rouge). **WTRL, Bradenton, Fla.** by Howard A. Donchoe for $81,427 to Blue Skies Bcstg. Corp., headed by Lockwood (Dick) Doty, ex-WHAM, Rochester, with 79% control held by Dr. James H. Lockhart Jr., Genesee, N. Y. KTRC, Sante Fe, by J. Gibbs Spring for $50,000 to Garfield C. Packard, ex-mgr. of KICA-TV, Clovis, N. M. Brokers: WJHP & KGKB, Blackburn & Co.; KTRC, Hamilton, Stubblefield, Twining & Assoc. Note: For frequencies, powers, etc. of all AM & FM stations, consult our 1957 AM-FM Station Directory ($7.50). Weekly Addenda service also available, covering FCC actions in quick-reference form.

Details on transfer of **WAPA-TV, San Juan** (Ch. 4), revealed by application filed this week with FCC, show Winston-Salem Bcstg. Corp. is paying $320,000 for 320 shares held by Jose Ramon Quinones interests; balance (20%) held by Goare Mestre interests is not affected. Buyers will also pay off $431,733 in obligations—all but about $74,000 to be refinanced. Dec. 31 WAPA-TV balance sheet shows station cut deficit during year from $141,707 to $17,912. Current assets were $473,663, fixed assets $230,368, deferred charges $129,896. Long term liabilities were $418,961, current liabilities $126,721. Winston-Salem's combined balance sheet for WTOB-TV & WTOB dated Dec. 31 shows deficit of $169,751, but this was offset by $499,440 capital stock. Current assets were $58,065, fixed assets $261,924, investments $221,935. Current liabilities were $171,143, deferred liabilities $147,927.

Sale of KVDO-TV, Corpus Christi (Ch. 22) to South Texas Telecasting Co. Inc. for $94,300, plus $100,000 obligations (Vol. 13:12) was approved by FCC this week. New principals are E. J. Healey, chairman, with 17%; Hubert J. Schmidt, ex-KVDO employee, pres., 17%; Dr. Jose Garcia, 9%. Continuing with station are Gabriel Lozano, Joe Garza, Celso Guzman (each with 9% of South Texas) and chief engineer Nestor Cuesta Jr., 13%.

New exclusive Canadian licensee for all Adler Electronics products, including uhf translators, is Benco TV Assoc. Ltd., 278 Bridgeland Ave., Toronto, makers of community antenna equipment and other distribution systems.

Power boost: WKTV, Utica (Ch. 13), from 187 to 316 kw this week, after replacing 20-kw GE transmitter with 50-kw.

Personal Notes: Adolph B. Chamberlain promoted to engineering director of CBS-TV, **Howard A. Chinn** to chief engineer, **Richard S. O'Brien** to asst. director for audio & video engineering; **J. D. Parker** continues as asst. director for radio frequency engineering . . . **Carl Ward**, gen. mgr. of radio WCBS, N. Y., promoted to mgr. of CBS-TV station relations; **Robert Wood** named head of station contracts & records div., reporting to Ward . . . **Ted Fetter** promoted to program director of ABC-TV; **James H. McNaughton** to director of production services, **Bernard I. Paulson** to mgr. of production services . . . **Richard F. Hess** named asst. to v.p. in charge of station administration for CBS Radio . . . **Gerald A. Vernon**, ex-J. Walter Thompson & ABC-TV, joins NBC-TV as director of network sales services . . . **Frank C. McIntyre** resigns as v.p.-gen. mgr. of KLIX-TV & KLIX, Twin Falls, Ida., to become v.p. of KVOS Inc., Bellingham, Wash., taking charge of radio KVOS and directing research & development for KVOS-TV; he reports to pres. Rogan Jones . . . **James Eells**, ex-TPA, named national sales mgr. of KTVW, Tacoma-Seattle . . . **Thomas B. Cookerly** promoted to national sales mgr. of WBTV, Charlotte, N. C.; **Joseph W. (Buck) Timberlake Jr.** to Carolinas sales mgr. . . . **Robert E. Marcato**, ex-NBC-TV, joins ABC Film Syndication as eastern sales mgr.; **Robert Dalchau** promoted to southern sales mgr. . . . **Joe Bernard**, v.p.-gen. mgr. of WGR-TV, Buffalo, now serving as consultant for KTVI, St. Louis, preparing for shift from Ch. 36 to Ch. 2 . . . **Leonard Zweig**, ex-NBC-TV, named news & special events director of WABD, N. Y. . . . **James M. Dolan**, noted boxing announcer, placed in charge of CBS Radio sports dept. . . . **Harold E. Van Wegenen**, radio KIXX, Provo, elected pres. of Utah Bestrs. Assn.; **Jay W. Wright**, KSL-TV, Salt Lake City, v.p.; **Arch G. Webb**, radio KVOG, Ogden, and applicant for Ch. 9, secy.-treas. . . . **Don Ross**, ex-radio KNX, Los Angeles, named v.p.-gen. mgr. of Golden West Features Inc., new TV-radio program packaging subsidiary of Gene Autry's Golden West Broadcasters Inc. (radios KMPC, Los Angeles & KSFO, San Francisco) . . . **Ralph Renick**, news director of WTVJ, Miami, elected pres. of Florida United Press Broadcasters-Telecasters Assn. . . . **Bernard Platt** promoted to v.p. & asst. publisher of *Sponsor Magazine;* **Arch Madsen**, ex-director of station services for Radio Advertising Bureau and onetime v.p. of Intermountain Radio Network, succeeds Platt as gen. mgr. . . . **James Washburn** resigns as program mgr. of KONA-TV, Honolulu.

Obituary

John Balaban, 62, a director of American Broadcasting-Paramount Theatres and one of 5 brothers who were movie pioneers, died April 4 following heart attack in Chicago home. He was pres. of Balaban & Katz, operators of nearly 100 theatres. His brothers are pres. Barney Balaban of Paramount Pictures Corp.; Harry & Elmer Balaban of H. & E. Balaban Corp., which has TV-radio & theatre interests in midwest; A. J. Balaban, now retired. Other survivors include his widow, a son, a daughter.

Richard W. Slocum, 55, exec. v.p. of *Philadelphia Bulletin*, vice chairman of its WCAU-TV & WCAU, ex-pres., American Newspaper Publishers Assn., died of cancer March 31 in Philadelphia. Survivors include his widow, 2 sons, 6 daughters.

Wm. H. Rankin, 79, retired advertising executive frequently credited with having placed radio's first commercial (in 1922), died March 30 in Wingdale, N. Y. hospital. Survivors include his widow, 2 daughters, 3 sons.

ADVERTISING AGENCIES: **Frederick C. Bruns**, ex-Ruthrauff & Ryan, elected v.p. & chairman of plans board of Bermingham, Castleman & Pierce . . . **Victor Ratner**, onetime CBS v.p. & sales promotion director, serving last 4 years as McCann-Erickson v.p. in charge of new business presentation, joins Benton & Bowles as v.p. . . . **Lee M. Montgomery**, ex-KGMB-TV, Honolulu, named TV-radio director, N. W. Ayer, Honolulu . . . **Arthur G. Rippey**, of Rippey, Henderson, Bucknum & Co., Denver, elected chairman of AAAA's central region; **James G. Cominos**, TV-radio v.p. of Needham, Louis & Brorby, Chicago, vice-chairman; **Alexander H. Gunn III** of J. Walter Thompson, Chicago, secy.-treas. . . . **Frank E. Heaston**, ex-KSTM-TV, St. Louis, named media director of Gardner Adv., St. Louis.

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Ruddick C. Lawrence, ex-NBC director of promotion, now public relations v.p. of N. Y. Stock Exchange, is author of article on how Stock Exchange's educational program has resulted in 33% increase in ownership of shares, published in special financial section of March 31 *N. Y. Herald Tribune.*

Citations for developing weekly *TV Guide* were awarded this week to editor Walter H. Annenberg, Triangle Publications pres., and publisher James T. Quirk by Atlantic Coast Independent Distributors Assn. (newspapers & magazines).

Harold S. Barnes resigns as director of ANPA's Bureau of Advertising to become consultant. He's succeeded in acting capacity by Robert L. Moore, sales & marketing director.

Harry W. McMahan, ex-McCann-Erickson v.p. in charge of TV commercials, now a TV consultant, is author of *The Television Commercial* (Hastings House, 224 pp., $6.50).

Promising author: NBC pres. Robert W. Sarnoff will periodically write newsletter to nation's TV-radio editors.

G. Richard Shafto, pres. of WIS-TV, Columbia, S. C., resigns as chairman of NARTB's TV code review board because of business and personal obligations; Wm. B. Quarton, v.p.-gen. mgr. of WMT-TV, Cedar Rapids, and vice chairman of code board, succeeds Shafto. Donald H. McGannon, pres. of Westinghouse stations, named member of code board, others being Mrs. Hugh McClung, KHSL-TV, Chico, Cal.; Roger W. Clipp, Triangle Stations; Richard A. Borel, WBNS-TV, Columbus, O.

AP gen. mgr. Frank J. Starzel will be speaker at annual Radio Pioneers Dinner April 10 in Chicago's Conrad Hilton Hotel. Pioneers will present plaque to former NAB pres. Judge Justin Miller for his efforts to secure equal access to courtrooms for TV-radio. Hall of Fame award, presented posthumously each year to commemorate lasting contributions to broadcasting, will be accepted by Mrs. Edwin H. Armstrong in behalf of her late husband, the noted inventor.

Martin Codel, publisher of *Television Digest*, who suffered complications in Jan. from bladder operation last fall, has returned to work on part-time basis, will be at Chicago NARTB convention with staff members Robert Cadel, David Lachenbruch & Harry Soghigian—located in Conrad Hilton Hotel.

Oliver Whitley, asst. controller of BBC overseas service, is member of British goodwill mission attending Jamestown, Va. Festival, will visit N. Y. and Canada before returning to England at end of April.

FCC Comr. John C. Doerfer underwent appendectomy March 29, was discharged from hospital April 1, will be recovering for next week or 2 at home, 9424 Locust Hill Rd., Bethesda, Md.

Smith & Pepper is new law firm formed by E. Stratford Smith and Vincent A. Pepper, who left Welch, Mott & Morgan this week to establish offices at 714 Perpetual Bldg., Washington (Executive 3-8333).

Notes on Upcoming Stations: Miami's TV facilities are in quite a flux. Storer shuts down his uhf WGBS-TV (Ch. 23) April 13 after selling land, tower & studios to upcoming WPST-TV (Ch. 10), recently granted to National Airlines. WPST-TV pres. G. T. Baker stated that purchase will enable station to get started 3 months earlier than expected; it now has June target. Francis C. McCall, ex-mgr. of NBC-TV news & special events, has been named gen. mgr. of WPST-TV. With no new starters or dropouts this week, on-air boxscore remains 498 (94 uhf).

WCKT (Ch. 7), meanwhile, suffering setback recently when Court of Appeals ordered FCC to reconsider its grant (Vol. 13:11), came under fire of East Coast TV Corp., one of defeated applicants in Ch. 7 decision. East Coast petitioned Commission to set up "trusteeship" to operate WCKT, stating that "there is no authority in law for the continued operation of station WCKT [by present owners]."

Before long, too, it's expected addition of Ch. 6 to area will be finalized by Commission, making total of 4 commercial vhf outlets—including pioneer WTVJ (Ch. 4).

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In our continuing survey of upcoming stations, these are latest reports from principals:

WIIC, Pittsburgh, Pa. (Ch. 11) has ordered 100-kw RCA transmitter, plans July 15 start with NBC-TV, writes gen. mgr. Robert A. Mortensen, ex-N. W. Ayer, Philadelphia. Studio-transmitter building is about 80% ready, while base & anchors have been completed for 840-ft. guyed Truscon tower now on hand. Roger D. Rice, ex-KING-TV & KTVW, Seattle, is sales mgr.; Shelton Weaver, ex-WSM-TV & WSIX-TV, Nashville, production mgr.; Henry R. Kaiser, ex-WWSW, Pittsburgh, chief engineer. Base hour will be $1800. Rep will be Blair.

WREG, New York City (Ch. 25, educational), now held by Board of Regents of U of State of New York, will probably be turned over to Metropolitan Educational TV Assn., which is "very anxious to have Ch. 25 put on the air as soon as possible," reports E. A. Hungerford Jr., META exec. director. It plans "experiment with TV to be beamed at schools, clubs, churches, etc. [for] organized viewing projects." META is building studio workshop at 345 E. 46th St. in Carnegie Endowment International Center, with that organization assuming most of cost. It expects to produce first programs, generally kines, by July. Richard D. Heffner, ex-public affairs director of WRCA-TV, has been named program director; Frank D. Jacoby, production director; Donald R. Collins, chief engineer; Hungerford is slated to become operations director.

WMVS-TV, Milwaukee (Ch. 10, educational) has ordered 10-kw RCA transmitter, plans Aug. start, reports H. E. Barg, asst. director & business mgr. for grantee Board of Vocational & Adult Education. Transmitter house adjacent to WITI-TV tower, on which WMVS-TV antenna will be side-mounted, is scheduled to be ready in July. Studios are at 1015 No. 6th St. where closed-circuit operations have been conducted for some 2 years. WMVS-TV gen. mgr. will be Barg; Paul K. Taff, program mgr.; James C. Wulliman, chief engineer.

KVTX, San Angelo (Ch. 3), recently granted CP, is taking bids on equipment, hopes to begin operating as soon as possible, reports banker Lowell Smith, co-owner with Brownwood auto dealer Joe N. Weatherby. It may request site change, however. Rep not chosen.

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Temporary operation on St. Louis' Ch. 11 is sought by CBS in request filed with FCC this week. It seeks to mount antenna on KCFM tower atop Boatmen's Bank Bldg. Commission recently ruled that new stations must start with full technical facilities unless unusual circumstances were shown. CBS reported that it's negotiating with other St. Louis stations for use of common tower, plans to complete permanent installation by end of 1958.

Municipally-owned translator K70AO, Boise City, Okla. plans April 10 start repeating KGNC-TV, Amarillo, reports Mayor Millard Fowler. Romeo, Colo. translator K82AC hopes to start "testing with portable power," repeating KGGM-TV, Albuquerque, reports Jack M. Corry for San Luis Valley TV Inc. Permanent installation on San Antone Mt. depends on construction of 4-mi. road.

Plans for multiple-antenna tower for San Francisco area, proposed by KRON-TV, were outlined this week to Washington Airspace Panel, which scheduled further discussion for April 23 meeting. Proposed 981-ft. candelabra-type tower on Mt. Bruno would be able to accommodate up to 15 antennas, cost $1,000,000 (Vol. 12:32).

WHTN-TV, Huntington, W. Va. (Ch. 13) on March 30 began construction of new transmitter plant and 754-ft. tower on Barkers Ridge, at cost of $400,000, upon arrival of 90-ft. GE antenna. Concurrently, new TV-radio studios are being built in downtown Huntington.

KVSO-TV, Ardmore, Okla. (Ch. 12), with tower destroyed by tornado April 2, hopes to resume shortly with interim equipment.

NARTB code review board has notified its members that they are not "under obligation" to drop a commercial merely because Federal Trade Commission has cited it in a complaint. Station's course should be determined only after complaint has been settled one way or another, but meanwhile the stations "may wish" to review such advertising for conformity with code provisions and station or network policies, said bulletin to members. Edward H. Bronson, director of NARTB code affairs, said comments were not directly related to FTC's complaints of last week (Vol. 13:13) against 3 manufacturers of pharmaceutical products on charges of false advertising on TV-radio and in newspapers. FTC meanwhile declined to say when or whether additional complaints would be filed on false broadcast advertising charges. Note: March 30 *Sponsor Magazine* has interesting review of FTC monitoring, sources of complaints and appeals open to defendants.

TV closeup of moon by rocket-carried cameras may be possible within 5 years, Dr. G. Edward Pendray, a founder of American Rocket Society in 1931, declared at its meeting in Washington April 3.

All networks are clamoring to be "first" with live pickup from Cuba via new over-horizon "scatter" microwave link currently being installed by AT&T and Radio Corp. of Cuba (IT&T) spanning 180-mi. Florida Straits (Vol. 13:6, 12-13). Within next few days, AT&T is expected to file for FCC permission to use route. Though it's designed primarily for telephone, it will be able to accommodate one U. S.-to-Cuba or one Cuba-to-U. S. program at a time. Perhaps best way out of AT&T's dilemma over which network will be first would be a pooled telecast of ceremonies opening the link, with pickups from both U. S. & Cuba, carried by all U. S. & Cuban TV networks.

ABC is expected to separate its TV and radio operations shortly, each to be operated autonomously, each with a separate president. Oliver Treyz, v.p. in charge of ABC-TV, is slated to become pres. of TV operation; Robert Eastman, exec. v.p. of John Blair & Co., is due to be named pres. for radio, ABC having previously confirmed that he had been named to succeed Don Durgin as v.p. in charge of radio. AB-PT board meeting April 10 is expected to clarify corporate structure.

COURT APPEALS and petitions for reconsideration at FCC are order of the day—aftermath of Commission's deintermixture decisions. Latest to go to court were Cape Girardeau TV Co., seeking to make Commission put Ch. 2 in Cape Girardeau, Mo.; Louisiana Purchase Co., aiming to block uhf KTVI (Ch. 36) from starting on Ch. 2 in St. Louis (denied by court this week); WVJS, Owensboro, Ind., trying to keep Ch. 9 in the area (Hatfield, Ind.).

There were dozen or so petitions for reconsideration or rehearing filed with FCC, all by parties hurt by deintermixture actions in Fresno, Hartford, St. Louis, Madison, Peoria, Albany.

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Some litigated competitive cases are being cleaned up fast. In old Clarksburg, W. Va. battle, Clarksburg Pub. Co. withdrew protest against Feb. 17, 1954 grant of Ch. 12 to WBLK-TV—whereupon Commission made grant effective immediately and approved sale of CP, along with radio WBLK and radio WPAR, Parkersburg, W. Va. to owners (Berkman-Laux) of WSTV-TV, Steubenville, O. (Ch. 9) for $250,000.

Also withdrawn was protest by KCCC-TV, Sacramento (Ch. 40) against move of KOVR, Stockton (Ch. 13) some 72 mi. to west—enabling KOVR to start relocation immediately. Grant of Ch. 19 in Victoria, Tex. to KNAL is now in the works, initial decision being granted after withdrawal of O. L. Nelms from competition.

Bitter blast against FCC was loosed April 2 by Rep. Dingell (D-Mich.), who repeated charges that Commerce Secy. Sinclair Weeks is trying to push grant of Ch. 5, Boston, to *Herald-Traveler*-WHDH, despite fact that newspaper and station are "tainted with a long record of monopoly." He said he'd demand "most exhaustive" investigation of FCC if *Herald-Traveler* gets grant, noting that Commission still appears to lean toward the newspaper despite opposition filed by competing *Globe* (Vol. 13:13).

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Commission underwent some unusual gyrations this week in a radio protest case. KIKI, Honolulu, had protested grant of KHVH to industrialist Henry Kaiser. On April 3, protest was denied. On April 5, Commission turned around and granted it, told KHVH it had to get off air by April 8 pending oral argument on economic issues April 22. Commission had concluded it was on shaky legal grounds in denying the protest.

Channel change actions: (1) WFAM-TV, Lafayette, Ind. was authorized shift from Ch. 59 to Ch. 18. (2) FCC finalized shift of Ch. 9 from Rome, Ga. to Chattanooga, granted WROM-TV permission to move to latter city. (3) Commission proposed substitutions of Ch. 4 for Ch. 8 in Hay Springs, Neb., Ch. 9 for Ch. 4 in North Platte, Neb. It also proposed substitution of Ch. 29 for Ch. 59 in Buffalo-Niagara Falls. (4) FCC received petition to swap Ch. 7 & Ch. 36 between Alexandria & St. Cloud, Minn. Petitioner is prospective applicant Central Minn. TV Co., Alexandria, headed by Joseph O. Perino, mgr. of REA cooperative.

One uhf CP went by the boards, WLAM-TV, Lewiston, Me. (Ch. 17) permitting grant to expire April 1, while translator CPs were granted in: Alturas, Cal.; Blythe, Cal.; Needles, Cal.; Alpine, Tex.; Manson, Wash.

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George Polk Memorial Award for outstanding foreign reporting on TV was presented to CBS-TV for hour-long report last Nov. on crises in Poland, Hungary & Middle East. Awards administered by Long Island U journalism dept. honor CBS correspondent killed in 1948 in Greece.

Standard TV test signal to be transmitted by stations while programs are on air—an idea which has TV engineers excited—was formally suggested this week by FCC in form of proposed rule-making and authorization for experimental tests by TV stations for one year (Doc. 11986). Idea of a dynamic test signal, to be transmitted by station during vertical blanking interval (between frames) was officially broached to FCC by NBC for checking monochrome and color transmission. It was subject of heavily attended panel discussion at IRE convention 2 weeks ago (Vol. 13:12) and the idea as it relates to color will be discussed in TV engineering panel April 8 at NARTB convention in Chicago. There is wide disagreement among engineers as to exactly what test signals and information should be transmitted during the interval—but Commission gives stations carte blanche for their tests, with the proviso that there be no degradation of picture. Comments and relevant data on proposed standards and on entire question of a test signal are due Sept. 1.

Six applications for new TV stations, one for translator, were filed with FCC this week, bringing total to 118 for stations (27 uhf) and 54 for translators. Station applications were for Ch. 11 in Coos Bay, Ore., by Eugene Television Inc., operating KVAL-TV, Eugene, and owning 50% of KPIC-TV, Roseburg; Ch. 6 in Nampa, Ida., by radio KYME, Boise; Ch. 3 in Wilmington, N. C., by local group headed by J. S. Brody, 20% owner of radio WFIG, Sumter, S. C., and including Leo Brody, 24.5% owner of WLPM, Suffolk, Va.; Ch. 25 in Kennewick, Wash., by local Columbia River Television Co., headed by TV producer Stuart Nathanson; Ch. 13 in Aguadilla, P. R., by Hector Reichard, who operates radio WABA there; educational Ch. 30 in Toledo by Greater Toledo Educational TV Foundation. Translator application was for Cave Junction, Ore., Ch. 70, by California Oregon Television Inc., operating KBES-TV, Medford, Ore.—one of few instances when station has applied for translator. [For details, see *TV Addenda 24-M* herewith.]

No subscription-TV discussion at FCC this week—due to absence of Comr. Doerfer, hospitalized for appendectomy. It won't come up next week, either, with Chairman McConnaughey taking week's vacation. Thus, situation stands where it did last week (Vol. 13:13), 2 alternatives being considered—with no one knowing whether Commission will go for a "test" or "experiment" or not. Meanwhile, fluctuation of stocks of pay-TV proponents, notably Skiatron & Zenith, are the delight of speculators lucky enough to get in synchronization with their rise and fall. In recent weeks, Zenith has risen more than 10%, closing April 5 at 113½. Skiatron, which stood at 3½ few weeks ago, closed April 1 at high of 5¼, ended week at 4⅞.

White House press conferences are being "undermined" by growing tendency of TV, radio & newspapers to make reporters "supporting members of a theatrical cast" who take spotlight from President Eisenhower, Don Whitehead says in April 5 *N. Y. Herald Tribune*. He doesn't blame TV for "degeneration" of conferences, but suggests rules should be changed so reporters don't identify themselves when asking questions, so that focus remains on President.

Sympathetic questioning of FCC by Senate Appropriations subcommittee members Sens. Magnuson (D-Wash.) and Ellender (D-La.) April 5 led Commission to hope at least part of budget cuts voted by House may be restored (Vol. 13:12). Comrs. McConnaughey, Craven & Bartley and battery of top FCC staff members suffered no needling on controversial matters.

Telecasters' Congressional Colleague: Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, has bought 25% of KRBB, El Dorado, Ark. (Ch. 10) for $5000.

Telecasting Notes: Programming trend for next season —on basis of news which has seeped out of networks so far—indicates that those critics who complained of this season's "sameness" aren't going to be very happy. "Adult westerns," giveaways and situation comedies again are certain to be staple commodities in 30-min. program category, with few real "innovations" on horizon . . . **On the spectacular front,** fairy tales apparently will be winners in a walk—with "Hans Brinker" and "Pinnocchio" among those scheduled by NBC-TV . . . **Shirley Temple,** now 29 and brought back into public eye by TV showings of her old features, has signed with Henry Jaffe to narrate and host series of 20 live 60-min. fairy tales (no network set yet) . . . **One trend in summer TV programming** on networks will be extensive use of feature-length films—made for TV or movies. ABC-TV will play series of RKO features, CBS-TV plans to play back re-runs of 90-min. filmed dramas on *Playhouse 90* during July & Aug., NBC-TV will replace *Robert Montgomery Presents* with 60-min. color films—some new, but most of them originally seen on daytime *Matinee Theatre* . . . **Record of 107,000,000 viewers** is claimed by CBS for Rodgers & Hammerstein's "Cinderella" March 31. In trade ads, Kenyon & Eckhardt stated: "If this [show] had been presented on Broadway in the 3000-seat City Center, it would have taken an 80-year run —at 8 performances a week—to reach an audience of the same size" . . . **"The 14 regular network money programs,"** reports April 6 *Billboard*, "are actually giving away a mere $7500 average per week; that's less than the one-shot guest fee of many an actor." Most generous is *$64,000 Question*, which gives away almost $14,000 a week; *Twenty-One* averages $9141 . . . **Barry & Enright,** producers of *Twenty-One*, are scheduled to have 3 evening quiz shows on NBC-TV next season. Network is negotiating to buy the packager for a reported $2,000,000 . . . **"Time-for-film" barter deals** were assailed this week by Goodson-Todman sales mgr. Bud Austin as undermining TV film rate structure—and April 1 *Advertising Age* editorial terms them "cancers" which should be "stamped out" . . . **Top TV commercials for 1956** in *Billboard's* annual TV Commercials Awards: Most effective & convincing, Kraft's live series (J. Walter Thompson) ; most original & imaginative, Piel's Beer (Young & Rubicam) . . . **Public spent more money** going to movie theatres in 1956 than in any of preceding 3 years, reports Sindlinger & Co.'s *Movie Market Trends.* Total ticket outlay was $1.275 billion, excluding state & local taxes—almost $10,000,000 more than 1955 . . . **Touchy subject** of academic freedom will be tackled in 2-part series Sun. Apr. 7 & 14 by CBS-TV's *Camera 3.*

NTA Film Network hung out SRO sign as it made its commercial debut this week end on 133 TV stations with its 90-min.-plus *Premiere Performance* program featuring new-to-TV 20th Century-Fox movies. Latest sponsors are Hazel Bishop, thru Raymond Spector Co., N. Y., and Sunbeam, thru Perrin-Paus, Chicago, each taking one partic. alt. weeks on 126 of the 133 stations. Previously announced sponsors are Warner-Lambert, with 6 partics. weekly, and Old Golds with 3. Timed with commercial opening was "largest consumer advertising and promotion campaign in support of a feature film TV series," keyed to 2-page spread in April 8 *Life*, one page plus one column in April 16 *Look*, together with more than 250,000 lines of NTA-paid newspaper advertising. NTA is also offering $10,000 in "showmanship" prizes to stations carrying its film network presentations. As part of its promotion, N. Y. Mayor Wagner proclaimed April 6 "NTA Film Network Day." Next fall, NTA hopes to expand programming with new 30-min. TV film series produced by 20th Century-Fox and later with Saturday daytime kiddie spectacular, produced by Martin Stone, onetime owner of *Howdy Doody.*

Network Accounts: ABC-TV this week filled big gap left by departure of long-time sponsor Pabst when it signed Miles Labs (Alka-Seltzer, One-A-Day Vitamins), effective June 5, for alt. sponsorship (with **Mennen**) of *Wednesday Night Fights* from 10 p.m., thru Geoffrey Wade . . . **Revlon** to sponsor *Guy Mitchell Show* on ABC-TV starting in fall, Sat. 10-10:30 p.m., thru Emil Mogul; singer has signed long-term contract with network . . . **Miller Brewing** buys half partic. in new *Championship Golf* on ABC-TV starting Oct. 5, Sat. 4:30-5:30 p.m., thru new Walter Schwimmer Adv. . . . **SOS Cleanser, Procter & Gamble, General Foods** expected to add $1,500,000 to NBC-TV's daytime business (Vol. 13:13) in *It Could Be You* Mon.-thru-Fri. 12:30-1 p.m. . . . **Philip Morris** sponsors *Mike Wallace Interviews*, new title of his *Night Beat*, in shift from DuMont's WABD, N. Y., to ABC-TV starting April 28, Sun. 10-10:30 p.m., thru N. W. Ayer . . . **Royal McBee** (business machines) to sponsor alt. 30 min. of 3 of 4 *Washington Square* series on NBC-TV starting May 9, Thurs. 9-10 p.m., thru Young & Rubicam; **Helene Curtis** is other sponsor, taking full program June 13, Thurs. 8-9 p.m., thru Earle Ludgin . . . **Buick** buys alt. Fri. 8:30-9 p.m. on ABC-TV for western film series next season for which it seeks John Wayne as host . . . **Corn Products** continues as sponsor of Martha Rountree's *Press Conference* on ABC-TV in move to Mon. 9-9:30 p.m. from Sun. 5:30-6 p.m., starting April 15.

Nielsen Coverage Service No. 2 reports circulation of every station which achieves a 10% monthly audience in a given county, and in addition provides subscribing stations (on request) with a total circulation figure for all counties in which they get less than 10% coverage, v.p. E. P. H. James writes us in clarification of last week's Radio & TV Executives Society debate on NCS No. 2 (Vol. 13:13). Daniel Denenholz, director of research & promotion for Katz Agency, said in debate that many agencies, in misusing NCS No. 2, arbitrarily put a 50% cut-off on station audience figures.

TPA forms international sales div. to handle its films, now being distributed in 12 countries. J. E. (Ev) Palmer resigns as TV-radio mgr. of McCann-Erickson (Canada) Ltd. to become gen. sales mgr. for TPA in Canada, working with Horace N. Stovin & Co., exclusive TPA distributors in Canada. Reporting to foreign sales mgr. Manny Reiner are these new appointees: Enrique Candinai, Mexico; A. L. Garcia, Brazil; Howard Sunden, Puerto Rico; Isidro Rosenfeld, Argentina; Rafael Villanueva, Dominican Republic; Leon Nebel, Peru; Joseph Novas Jr., Venezuela; Roberto Giron Lemus, Guatemala; Jacques Brunet, France.

CBS TV Film Sales' "6-star plan" uniform discount structure has resulted in sales of more than $250,000 in less than 6 weeks, gen. sales mgr. Thomas Moore announced. Under the plan, stations receive discounts up to 50% based on number of 30-min. CBS Film programs they use per week.

TvB releases list of 1206 national and regional spot TV advertisers with estimated expenditures of at least $20,000, giving company-by-company and brand-by-brand breakdown, available from TvB, 444 Madison Ave., N. Y. Total spot TV expenditures for 1956 had been previously estimated by TvB at $397,498,000 (Vol. 13:7).

Buyers guide to TV-radio programs, which catalogues local programming of each TV and radio station by program categories, with audience interests, facilities and services of stations, was released as Part 2 of March 30 *Sponsor Magazine.*

NBC-TV's live education series picked up 5 more NBC owned-&-operated stations via kine—leaving Chicago's WNBQ as only o-&-o outlet not carrying series.

TAPE RECORDED TV, the sensation of last year's NARTB convention, will be a big attraction again this year—with demonstration of ABC's 3 Ampex recorders due to be heavily attended in new ABC studios in *Chicago Daily News* Bldg. under ABC-Ampex auspices.

Question of color tape recording is being answered thus by Ampex: "Completion of color design is still 18 months away. While Ampex has issued no assurance that its monochrome recorders will be convertible to color, its color videotape recorders will use same slow speed as the monochrome recorders."

RCA—aiming primarily at a color TV tape recorder—is slated to give progress report on its development at NARTB convention.

A third company working on color tape recorder, Minnesota Mining & Mfg.—which purchased Bing Crosby Enterprises electronics div.—reportedly is due to demonstrate color recorder in 2-3 months. Its machine uses half-inch tape, with 5 channels, run at 180-in. per second.

As networks continue to increase use of Ampex recorders, another landmark was quietly reached this week—the delayed rebroadcast of a 90-min. spectacular by videotape. CBS-TV transmitted its March 30 production of "Cinderella" to west coast on tape—in monochrome version, of course—receiving critical acclaim for technical quality. *The New York Times* reported from Hollywood:

"The telecast of 'Cinderella' was one of the best seen since the machines went into operation last November. The technical flaw of 'drop-out'—a white flash across the screen caused by microscopic imperfections in the tape—was at a minimum. The image of the colorcast, seen here in black-&-white, was far superior to filmed kinescope. Details were sharply defined and gradations of black-&-white were excellent."

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"Big Brother" is having successful season "on all sides of the TV camera" and in radio, Jack Gould says in March 31 *N. Y. Times* in scathing review of censorship. Citing incidents of suppression and/or avoidance of controversy, Gould says: "Big Brother is always delighted to see so many in radio & TV share his stimulating concept of absolute fairness rooted in a vacuum." Examples: (1) Cancellation by WGN-TV, Chicago, of "Martin Luther" movie (Vol. 13:10). (2) CBS Radio's disapproval of *Church of the Air* script by Jesuit priest (Vol. 13:13). (3) Killing by CBS of Eric Sevareid commentary on policies of Secy. of State Dulles (Vol. 13:7) and dropping last week of proposed *Studio One* drama on related theme. (4) Procedure this week by which Dr. David M. Spain of Study Group on Smoking & Health was "disinvited" from Tex McCrary's show on WRCA-TV, N. Y., after Tobacco Industry Research Committee declined joint appearance to discuss cancer. Gould also decries use of TV for "surveillance," pointing derisively to: (1) Closed-circuit watch by principal on study hall at Pearl River, N. Y. school (Vol. 13:7). (2) N. Y. apartment building circuit permitting landlord to address tenants simultaneously (Vol. 13:13). (3) Reports that major business concern has "bugged" conference rooms with cameras so executives can spy on staff. Gould fears that "Big Brother" influence is getting to point where "priest, commentator, doctor & producer are soothingly shushed from afar" while home TV viewer becomes "a happy cabbage who is expected only to think positively about nothing."

Latest edition of *Television Magazine*'s "Data Book" was released this week, providing information on advertisers' expenditures in network and spot, program production costs, rating services and new feature attempting to define coverage area of each TV market.

Network Television Billings

February 1957 and January-February 1957

(For January report see *Television Digest*, Vol. 13:12)

TOTAL TV NETWORK billings were up 6% in Feb. to $39,758,704 compared with $37,191,571 year earlier, according to Publishers Information Bureau. First 2 months of 1957 showed cumulative total of $82,941,074—gain of 9% above $76,089,188 in same 1956 period. ABC slipped 3.8% in Feb. compared with Feb. 1956, but CBS was up 8.5%, NBC 7.6%. The complete PIB report for Feb.:

NETWORK TELEVISION

	Feb. 1957	Feb. 1956	% Change	Jan.-Feb. 1957	Jan.-Feb. 1956	% Change
CBS	$18,362,959	$16,928,361	+8.5	$38,594,433	$34,748,816	+11.1
NBC	14,900,631	13,845,000	+7.6	31,455,572	28,540,116	+10.2
ABC	6,175,488	6,418,210	−3.8	12,891,069	12,800,256	+ 0.7
Total	$39,758,704	$37,191,571	+6.0	$82,941,074	$76,089,188	+ 9.0

1957 NETWORK TELEVISION BY MONTHS

	ABC	CBS	NBC	Total
Jan.	$ 6,715,581*	$20,231,474	$16,554,941*	$43,501,996*
Feb.	6,175,488	18,362,959	14,900,631	39,439,078
Total	$12,891,069	$38,594,433	$31,455,572	$82,941,074

* Revised as of April 5, 1957.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

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Publicity, promotion & advertising expenditures of TV networks now total close to $10,000,000 a year, reports April 3 *Variety*, noting about 10% annual increase in budgets for these network depts. Article says CBS-TV has earmarked more than $3,000,000 for these categories in 1957, with NBC spending "slightly more" and ABC budgeting some $2,000,000. CBS Radio, handled separately from TV, "is upping its already large pub-promotion-ad budget in readiness for a special $1,000,000 fall campaign."

TV deserves praise for creating "better understanding of American traditions," Fund for the Republic chairman Elmo Roper said at National Civil Liberties Clearing House conference in Washington this week. He cited *The Open Mind* (WRCA-TV, N. Y.), *See It Now* (CBS-TV), *Night Beat* (WABD, N. Y.) as programs "which have not sidestepped controversial issues of civil liberties problems."

TV cuts reading time of children, but it's good for them and book business, according to Prof. Edward Stasheff, U of Mich. He says that TV viewing has made them "more selective and—judging by children's book sales—more enthusiastic"; that programs dramatizing children's classics start runs on books in libraries & stores; that "TV presents so much factual matter that even children are demanding fact rather than fiction in their books."

Theatre Network Television reports "additional purchase of TV projection equipment from GPL," bringing its facilities to 60 locations. TNT says it has 25 mobile projection units, capable of providing pictures from 9x12 to 15x20-ft., plus 35 GPL portable projectors for 7x9 to 9x12-ft. pictures.

CBS has completed move to 630 No. McClurg Court, Chicago, which houses TV & radio network and spot sales, WBBM-TV & WBBM, Columbia Records & Columbia Transcriptions.

Summer TV workshop for students, educators, community leaders and industry will be conducted Aug. 5-23 at Mich. State U, E. Lansing (WKAR-TV).

National Community TV Assn. moved this week to 714 Perpetual Bldg., Washington.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
April 6, 1957

COLOR TV—AS EVALUATED IN ANNUAL REPORTS: RCA's sublime faith in the large-scale emergence of color TV hasn't abated one whit -- and you'll notice, too, that all the comments on color in the annual reports of other set and parts manufacturers (which we digest on p. 14) carry at least a note of hope and expectation. They're all ready and willing to move in when the mass market, which RCA & NBC are so staunchly underwriting and promoting almost single-handedly, begins to open up.

Everyone is now chary of timetables, including RCA, which has disclosed that it made and sold 102,000 color sets last year (out of unofficially estimated total of 150,000) and that it has set its own 1957 goal at 250,000 sets. And noteworthily, neither GE nor Westinghouse, now major factors in TV sales which continue dominantly in low-priced portables, mentions color in its annual report. Nor do many component makers, despite their great stake. Zenith insists its introduction was "premature and unwarranted" and blames color for "disrupting" 1956 monochrome sales, but admits it "offers a great opportunity to this industry" and promises to go into it "when we feel the product and merchandising environment are right."

Note: A few more assists like "Cinderella," the Rodgers-Hammerstein original which CBS-TV underwrote to the tune of about $375,000, should help push color sales immeasurably; in color, it was so dazzingly splendorous that it's hard to see how anyone could have enjoyed it fully on a monochrome set.

GE's NEW PORTABLES: WILL THEY SET THE PACE? Some of basic industry patterns may be discerned in GE's two 14 & 17-in. portables introduced this week. The 110-degree tubes, the lighter weight (2 lb. off old models), shallower dimensions (4-in. less, from front to back) seem certain to be standard in portables to be introduced by other manufacturers between now and July.

Price structure of GE's new portables -- suggested range of $140-$150 for the 14-in. and $170-$180 for 17-in. -- may be subject to variations by other set makers, however. Portables introduced thus far in 1957 by Philco feature same price range but portables to be shown later this year by others will, of course, be priced according to market conditions at time of their introduction. It's industry's hope -- and expectation -- that portables to be shown for fall marketing will be able to support still higher price tags. GE's portables were $10 higher than old models.

Industry leaders declined to comment publicly on GE's new models, but some opined privately that the $10 increase seemed rather small in view of fact that the 110-degree tube itself is said to cost $2 more than 90-degree. Others pointed out that GE could raise prices later as market conditions permitted.

The 2 basic portables constitute GE's 1958 portable line -- though the sets are each available in 3 different colors to make total of 6 receivers. GE will not introduce "furniture" line -- i.e., higher-end table models and consoles -- until June, probably at Chicago's midsummer marts.

Introduction of portables in spring, by GE and Philco thus far, has prompted speculation as to whether TV manufacturers generally might adopt practice of showing new portables in spring and "furniture" models in June. If so, it might be considered as further proof that the 2 types of receivers require different merchandising tactics. For, despite slowly rising prices, there's growing belief in industry that portable TVs are moving inexorably into category of traffic appliances.

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GE's new models merit unusual significance, of course, because it was GE that started the entire industry trend to portables with its 14-in. $99.95 model in 1955 (Vol. 11:21). On the strength of its brand name in portables, it rose to No. 1 or 2 market position among TV manufacturers, though some in industry have expressed opinion publicly that GE bought way into TV market at expense of industry profit.

April Fortune Magazine, in first of 4 articles on electronics industry, takes note of GE's influence on TV market, saying: "It is the fashion now for the whole electronic industry to blame all kinds of competitive ills on GE, which in a remarkable surge has moved from practically zero in electronic manufacture to industry leadership -- or at least a tie for first place with RCA." Explaining GE's pricing policies, the article by Wm. B. Harris states:

"Dr. W.R.G. Baker, the man responsible for the merchandising of the portable TV and indeed for GE's whole electronic buildup, completely upset the TV receiver industry's traditional pricing policy. Instead of permitting each GE parts department to make its 'normal' departmental profit (equal to profit on sales for other manufacturers), Baker priced the portable low enough to produce only a corporate profit. He would probably have had to sell a million of the $99.95 sets to make $10,000, but the $99.95 set was actually not too easy to find on dealers' shelves."

GE has unquestionably maintained high market position in TV despite entry of other manufacturers in portables. Having moved its 14-in. from $99.95 to $140-$150 in less than 2 years, it now faces first real market test to determine how much of its appeal was to brand, how much to price.

Production: TV output totaled 108,266 week ended March 29, compared to 111,601 preceding week and 122,370 in corresponding week year ago. It was year's 13th week and brought TV production for year to date to about 1,484,000, compared with 1,844,-632 in same period of 1956. Radio production totaled 293,059 (95,158 auto) week ended March 29, compared with 299,075 (104,385) preceding week and 246,302 (85,104) in corresponding week year ago. Radio production for 13 weeks totaled 3,959,000 (1,642,000 auto) vs. 3,532,243 (1,435,531 auto) in same 1956 period.

Topics & Trends of TV Trade: Increasing number of trade shows, with resultant drain of money and personnel, has impelled RETMA to survey its membership to determine number, cost and effectiveness of such shows. As a RETMA spokesman explained it to us: "Many manufacturers feel there are just too many trade shows and that too few potential customers are putting in an appearance at their exhibits." It's also understood that another important consideration is fact that many manufacturers are regarding trade shows as means of "raiding" each other for valuable technical personnel.

RETMA's current action, authorized by recent board meeting in Washington, consists of circulating trial questionnaire to special trade show survey committee to work out its final form for submission to RETMA board meeting May 17 in Chicago, prior to full-scale circulation to members. D. S. Cook, Stromberg-Carlson, is chairman of trade show committee.

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GE took full-page ad in April 4 *Home Furnishings Daily* to say it would not make private-brand major appliances, asserting that GE monogram assures "the best engineering, most modern design and highest quality . . . and we've worked hard to give it this meaning." Westinghouse, prime competitor of GE in white goods though considerably below it in TV market, recently disclosed plans to seek private-label business as means of utilizing idle productive capacity at TV-radio plant in Metuchen, N. J. (Vol. 13:6).

Sonora Radio, one of early entries in TV manufacturing field, more recently concentrating on private-label, has been adjudged bankrupt by Chicago Federal Court. Headed by Joe Gerl, Sonora had produced private-label TV-radio sets for Montgomery Ward until Westinghouse recently took over the contract. Judge Knoch appointed Stephen R. Chummers as referee in bankruptcy proceedings.

Transistor sales nearly tripled in first 2 months of 1957 over similar period last year, with RETMA reporting totals of 3,221,300, compared with 1,190,000; factory value of $9,291,000 vs. $3,632,000.

DISTRIBUTOR NOTES: Sylvania appoints Frank Edwards Co., 900 David Rd., Burlingame, for San Francisco & No. Cal. (Frank Edwards, pres.); it dropped DuMont & CBS-Columbia lines in 1955 . . . **DuMont** appoints Hi-Quality Distributors Inc., 6609 Woodwell St., Pittsburgh (Edward Jacob, pres.), replacing Moto Radio Distributing Co. Inc. . . . **Raymond Rosen & Co.**, Philadelphia (RCA), promotes Lawrence J. Crevey to field sales mgr., replacing Wm. J. Strandwitz, resigned . . . **Hotpoint Appliance Sales Co.** appoints Bill Roberts mgr. of new branch at 2406 Fla. Ave., W. Palm Beach . . . **Southern Wholesalers Inc.**, Washington (RCA) promotes Jack Wayman to director of adv. & sales promotion . . . **Apollo Distributing Co.**, Newark (Zenith), names Andrew Schwartz, ex-Gerald O. Kaye & Assoc., as sales mgr., replacing Samuel Blum, resigned; Harold Bergman, gen. sales mgr., named v.p.

Whirlpool-Seeger merger with Birtman Electric Co., manufacturer of vacuum cleaners, and change of name back to Whirlpool Co. (Vol. 13:9-10) was approved this week by stockholders of both companies. New Birtman div. will continue to be prime supplier of vacuum cleaners to Sears Roebuck, which like RCA owns 20% of Whirlpool-Seeger.

Thorn Electrical Industries (British affiliate of Sylvania) and Electric & Musical Industries (parent of Capitol Records), London, are merging domestic TV-radio receiver interests, will handle Ferguson, H. M. V. & Marconiphone receivers.

Story of Philco's "New Look," giving details of executive line-up and consolidated warehouse plans, is in April *Electrical Merchandising Magazine.*

Sentinel Radio moved general sales offices from Evanston, Ill. to headquarters of parent Magnavox in Ft. Wayne.

Philco introduces 17-in. "leather-look" portable at $180. It's 6th portable in line.

RCA electron tube div. is new name of tube div., designed as more inclusive term.

General Transistor Corp. buys 20,000-sq. ft. building in Jamaica, N. Y., expects to be in production by mid-summer.

Trade Personals: George R. Marek promoted to operations v.p. of RCA Victor record div., succeeding **Howard L. Letts**, who moved to NBC-TV as head of business dept., programs & sales; **Wm. W. Bullock** succeeds Marek as mgr. of album div.; **Jack Burgess** promoted to single records mgr. . . . **Robert E. Lewis**, Sylvania v.p. & pres. of its Argus Camera div., given added post of asst. to Sylvania chairman-pres. Don G. Mitchell on special assignments . . . **L. Alan Wintering** promoted to St. Louis district sales mgr., Sylvania TV-radio div. . . . **Wm. J. Blazek** promoted to mgr. of business services, Motorola consumer products div. . . . **Malvern B. Still** promoted to mgr., RCA Victor radio & phono plant at Canonsburg, Pa., replacing **F. E. Stouffer**, resigned . . . **Thornton F. Scott** promoted to adv. & sales promotion administrator, RCA components div., Camden . . . **G. F. Coyle** named national TV-radio-appliance merchandising mgr. of Firestone stores, handling Philco as well as Firestone label; **J. R. Small**, TV-radio sales mgr.; **L. L. Zarrilli**, major appliance sales mgr. . . . **George H. Fass**, ex-Dean Electronics, named domestic marketing director, DeWald Radio; **Seymour Wald** appointed asst. sales mgr. . . . **Marvin Weck**, a founder of Columbia Record Club, named operations v.p., N. Y. . . . **Ted Smithers** promoted to Westinghouse asst. radio sales mgr. . . . **Marvin Hass** named Pilot Radio adv. & sales promotion mgr.; **Donald A. Ross** midwest regional mgr., Wilmette, Ill. . . . **A. C. Woodman** named Stromberg-Carlson sales rep for sound distributing and intercom equipment, Dallas . . . **John F. Moyer** promoted to dealer promotions mgr., Westinghouse major appliance adv. dept.

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New **Philco directors** elected April 5: Wm. R. Wilson, Philco treas.; Richard C. Bond, pres. of John Wanamaker stores, Philadelphia; Gaylord P. Harnwell, U of Pa. pres. They replace ex-Philco presidents James H. Carmine & James T. Buckley and ex-chairman Larry E. Gubb, who did not seek re-election.

ELECTRONICS PERSONALS: **Andrew H. Bergeson**, Stromberg-Carlson engineering v.p., named v.p. for military liaison, headquartering in Washington . . . **Cmdr. Edmund B. Redington** (USCG, ret.) named RETMA staff engineer and liaison member of its engineering dept. . . . **Donald F. Karaffa** promoted to supervisor of govt. sales service for Sylvania electronic products . . . **Thomas Allinson**, ex-Beckman Instruments, named marketing v.p. of Daystrom Inc. . . . **Allan Easton** elected pres. of new General Transistor Distributing Corp., continuing as v.p. & sales mgr. of parent General Transistor Corp. . . . **Gen. A. C. Wedemeyer** (ret.), v.p. & director of Avco and of Rheem Mfg. Co., elected to board of Axe Science & Electronics Corp., investment company . . . **Warren Knapp** named mgr., N. Y. financial operations, RCA defense electronic products.

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Military electronics spending totaled $1.536 billion during first half of fiscal 1957 (July 1-Dec. 31, 1956), RETMA reported this week—indicating sharp increase in spending in second quarter over first quarter. In major categories, report gave this breakdown: aircraft, $353,000,000 in second quarter vs. $213,000,000 in first; guided missiles, $216,000,000 and $205,000,000; electronics & communications, $236,000,000 and $130,000,000; research & development, $76,000,000 and $66,000,000.

Assn. of Electronic Parts & Equipment Mfrs. elects: pres., A. N. Haas, Bud Radio, Cleveland; exec. secy., Kenneth C. Prince; 1st v.p., Helen Staniland Quam, Quam-Nichols; 2nd v.p., Gail Carter, Merit Coil & Transformer, Chicago; treas., Ken Hathaway, Ward Leonard, Chicago.

Robert A. Seidel, RCA exec. v.p.-consumer products, reported doing "quite well" following April 2 operation—understood to be for colon condition—is expected to remain 3 weeks at New York's Roosevelt Hospital.

Dominion Electrohome Industries opens 103,000-sq. ft. Kitchener, Ont. TV-radio-hi-fi plant April 11.

Financial & Trade Notes: More officers-&-directors stock transactions for Feb. reported to SEC (for previous items, see Vol. 13:12): **Avco**—Irving B. Babock bought 1000, holds 2097; Henry J. Oechler bought 1000, holds 1100. **CBS**—Richard S. Salant bought 100, holds 100. **Corning Glass**—Russel Brittingham exercised option to buy 300 in Dec., 1956, holds 5472. **DuMont Labs**—Allen B. DuMont sold 1500, donated 200 more in Jan. **Emerson**—Max Abrams bought 700, holds 83,909 personally, 6655 in trusts, 63,801 in foundations. **Hazeltine**—J. F. Willenbecher bought 100, holds 817. **Hoffman Electronics**—Willard W. Keith bought 100, holds 500. **Litton**—Charles R. Abrams Jr. exercised option to buy 400, donated 100, holds 3100; H. W. Jamieson sold 401 in partnership and 400 personally, holds 19,575 in partnership, 48,090 personally; Carl A. Spaatz bought 1600, holds 3400; Charles B. Thornton sold 863 in partnership, holds 43,065 in partnership, 115,098 personally. **Motorola**—E. P. Vanderwicken bought 100, holds 600. **Philco**—Russell L. Heberling bought 240, holds 25,000. **Raytheon**—Harold S. Geneen bought 200, holds 200. **Skiatron**—Philip A. Levey donated 3500, holds 200; Kurt Widder exercised option to buy 2500, sold 1800, holds 10,250. **Sylvania**—W. Benton Harrison received 117 in compensation, holds 945; Don G. Mitchell sold 500, holds 3731; H. L. Richardson received 101 in compensation, holds 874; B. K. Wickstrum received 122 in compensation, holds 952.

Sylvania had 3,524,794 shares outstanding or reserved for issue as of March 11, according to its proxy notice mailed to stockholders in connection with annual meeting April 30 in N. Y., to vote on proposal to increase authorized common shares from 4,000,000 to 6,000,000. In error last week, we reported only 341,667 shares outstanding.

Westinghouse profit of $3.50 to $4 a share on sales of some $2 billion is foreseen by chairman-pres. Gwilym A. Price. Rosy prediction, following last year's strike-deflated earnings of only 10¢ per share on sales of $1,537,890,970, was based on high backlog of orders, increasing defense business and achievements in atomic field, annual stockholders meeting was told. Westinghouse is paying particular attention to the highly-competitive TV-appliance industry on the dealer & distributor levels, he said, adding: "We are gearing production schedules to potential market requirements and stressing the need for reasonable profits rather than seeking mere volume."

Standard Coil Products' 1956 loss went up to $1,819,371 on sales of $59,694,674 from loss of $320,313 on sales of $60,647,963 in 1955—attributed in part to fact that such TV set makers as CBS-Columbia, Raytheon, Crosley & Spartan quit field, in part to former regime's failure to tool up for portable market. It now makes 2 new tuners, Neutrode & Fireball, has added Zenith & Westinghouse as customers. It also now manufactures an electronic garage door opener. Current assets at year's end were $25,517,864, current liabilities $15,148,443, long-term debt $4,301,799, retained earnings $8,390,677.

Wells-Gardner earned $1,054,610 on sales of $24,152,103 in 1956, down from 1955 peak of $1,221,856 on $26,646,745—annual report of major private-label manufacturer noting "hectic year's operation" due to unusually stiff competition, lower unit prices, indecision on color, shrinkage in number of TV-radio manufacturers, increased civilian sales but loss in govt. business. Outlook for profitable 1957 was regarded "excellent." At end of 1956, firm's current assets were $7,696,845, current liabilities $2,688,398, earned surplus $5,511,884.

RKO Teleradio Pictures profits are anticipated at $4,000,000-$4,500,000 in fiscal year ending Nov. 30, making sharply higher contribution to parent General Tire's earnings, pres. Thomas F. O'Neil said April 2 following annual meeting in Akron. RKO Teleradio earned $2,530,961 in 10 months of last fiscal year, when General Tire's 12-month net was $10,860,129 (Vol. 13:8). O'Neil said RKO Teleradio is in "stronger position now than ever before" except for radio network. He indicated current study may result in reducing Mutual programming to music & news. "The day of high cost extravaganza shows are over as far as the radio networks are concerned," said he.

National Telefilm Assoc. earnings rose to $508,631 (77¢ per share on 662,600 shares outstanding) in first half of fiscal year ended Jan. 31, compared with $135,813 (20¢) preceding year. NTA's film rentals for 6 months totaled $4,511,670 vs. $1,494,888, exhibition contracts $7,178,392 vs. $2,423,483, and NTA pres. Ely A. Landau said he's "hopeful" comparable advances will be made in rest of fiscal year. At special meeting April 4 in N. Y., stockholders voted increase in capital stock from 1,000,000 to 2,000,000 shares, authorizing board to issue up to $8,000,000 in convertible debentures, probably to be underwritten by Bache & Co.

Dividend Notes: Official Films Inc., reporting 75% increase in sales for 8 months of fiscal year to Feb. 28 (gross: $6,365,000), declares its first dividend, semi-annual 5¢ payable June 3 to stockholders of record April 30 . . . **Webcor Inc.** omitted dividend this week due to restrictions in recent loan agreements; formerly known as Webster-Chicago, firm recently reported 1956 loss of $995,000 on sales of $34,306,000 after deduction of Federal tax carryback vs. 1955 profit of $589,000 on $31,984,539 . . . **Gross Telecasting Inc.** declares 40¢ quarterly dividend on common, 7½¢ on Class B, payable May 10 to holders April 25.

Paramount Pictures earnings in 1956 fell to $8,731,000 ($4.43 per share) from $9,708,000 ($4.49 on 2,161,716) in 1955, but income last year from sales of film to TV soared. Profit included $2.26 per share for "special items," largely sales to TV networks, compared with 13¢ per share from similar sources year earlier. In 4th quarter 1956, earnings were $1,988,000 ($1.01) vs. $2,028,000 (94¢) in same 1955 period.

Profit of $2,226,598 was realized by giant General Dynamics Corp. (equivalent of 29¢ per common share) when it sold subsidiaries WHAM-TV, Rochester (Ch. 5), now WROC-TV, and radio WHAM year ago (Vol. 12:24, 29), acquired when it absorbed Stromberg-Carlson in 1955. Figure is disclosed in 1956 annual report which reveals consolidated net profit of $31,946,995 ($4.14 per share) on sales of $1,047,818,510, up from 1955 profit of $21,254,386 ($2.82) on sales of $687,274,182.

AT&T's 1,490,000 stockholders as of early 1957 makes it more widely held than next 3 biggest on N. Y. Stock Exchange combined—General Motors, 640,473; Standard of N. J., 403,000; GE, 366,524—but phone company's 1956 sales at $5.8 billion ran second to GM's $10.8 billion. Not generally known is that RCA ranks 9th in share owners (158,397), Westinghouse 15th (139,201), though latter's sales of $1.5 billion ran well ahead of former's $1.1 billion.

IT&T enjoyed best year in its history in 1956, reporting total income of $559,625,294 ($501,405,379 from factories & labs, most of remainder from telephone-telegraph operating companies, mainly abroad) as against $502,760,051 ($448,378,128) in 1955. Consolidated net income in 1956 rose to $28,109,946 ($3.92 a share) from $23,070,327 ($3.21). Nearly 65% of domestic business was defense contracts.

American Electronics earned $376,128 (73¢) in 1956, compared with $265,013 (51¢) in 1955.

Color Trends & Briefs: Major merchandising campaign will be undertaken by RCA in Milwaukee for 6 weeks starting April 22, in concentrated effort to test marketability of color. Using all media, dealer tie-ins, etc., expensive promotion called "Milwaukee Carnival of Color," will be pattern for similar ventures in other cities later in year, said RCA merchandising v.p. Martin F. Bennett.

"New merchandising ideas," unidentified in advance, will be used, along with big increase in color demonstrations in stores and programs on local stations. At retail level, drive is being spearheaded by Taylor Electric Co., big RCA distributor in Milwaukee, which has lined up about 50 key dealers to participate. Personal appearances by TV stars will be another feature.

Bennett said Milwaukee was selected as a "typical major market" for the test. It has vhf stations, ranks 15th in population, 14th in "potential buying power" among U. S. markets, with annual sales of $1.9 billion.

* * * *

Extremely bullish on color, *New York Herald Tribune* business & financial editor Donald I. Rogers predicts in his March 31 financial column that "in 3 years color TV sets will be as much in demand as were black-&-white TV sets in 1950-52." Reason color hasn't caught on earlier, he says, is that dealers haven't pushed it, choosing to devote their efforts to selling monochrome sets. Now black-&-white market has leveled off, he adds, and "those who have not even considered the advent of color TV in the home would be well advised to give it some thought now . . . for to see color TV is to want it."

New color rate card of NBC's WRCA-TV, N. Y. and WNBQ, Chicago, abolishes extra charge for color station breaks but requires all advertisers to convert to color all station breaks adjacent to or within regularly-scheduled color programs. April 1 rate card provides that incumbent sponsor convert spots to color or vacate position if new client desiring color is available. Move effectuates policy announced some 2 years ago (Vol. 11:26).

Color set sales in Feb. in Los Angeles area were 314, bringing total to 8110, according to Electric League of Los Angeles. Sales to dealers in Colo. in Jan.-Feb. totaled 229, compared with 751 in all 1956 and 252 in 1955, according to Rocky Mountain Electrical League. Kansas City color set sales were 215 in Feb., bringing total to date to 1887, according to city's Electric Assn.

N. V. Philips' Gloeilampenfabrieken, big Dutch TV-radio-electronics-appliance maker (Vol. 12:22), reports 18% volume increase in 1956, rising about $101,500,000 in year to $670,000,000 while after-tax profits went up from $33,675,000 to $37,013,000. Prices of products generally held stable, says report issued in Eindhoven this week. **Note:** Consolidated Electronic Industries (formerly Reynolds Spring Co.), 40% owned by North American Philips, subsidiary of the Dutch firm, is acquiring interest in Sessions Clock Co.; Consolidated earned $692,672 (88¢) on sales of $8,110,400 in 3 months ended Dec. 31, 1956 vs. $813,509 ($1.18) on $7,787,082 in same 1955 period.

North American Philips, 50% owner of Ferroxcube Corp. of America, has extended ownership to full 100%. Started jointly by North American Philips and Sprague Electric in 1950, Ferroxcube sells ferro-magnetic ferrites used as components in electronics items.

Muter Co. and subsidiaries (Rola, Jensen, Enderes) showed consolidated net income of $31,645 on sales of $12,126,563 in 1956 vs. net loss of $84,422 on $12,722,296 in 1955. The 1956 profit came after considering loss of $27,592 from investments in oil operations. Current assets at Dec. 31 were $3,893,326, current liabilities $694,839, earned surplus of $1,817,119, long-term debts $960,000.

What They Tell Stockholders About Color

Quotes from 1956 annual reports of key TV & components companies

(See also story on page 10)

ADMIRAL—"Admiral has been building color TV sets commercially for the past 4 years. While this segment of the receiver division has sustained heavy losses during that period, it is believed that color TV sales will increase substantially this fall and should be on a profitable basis. Color TV production for the past few years has been scheduled on a modest basis in line with restricted purchasing by dealers and the public."

CBS—"The public continued slow to accept color TV, and the development of a mass market here continues to lie in the future. But both CBS-TV and CBS-Hytron continued to contribute to the eventual maturity of this form of communication. CBS-TV in 1956 averaged a color broadcast a day, broadcasting 2 of the live nighttime programs in color regularly, and others occasionally. Late in 1956, CBS-TV began weekly broadcasting of the 'Boing Boing Show,' an animated cartoon series uniquely suited to color reproduction... The sale of color TV receivers to the public again proved disappointing to the industry. Accordingly, CBS-Hytron refrained from mass production of color tubes in 1956. Through continuing research and development and through cooperation with interested receiver manufacturers, the division will be in a position to start production of color tubes as market conditions indicate. In the meantime, [CBS-Hytron] is developing a patent position in this field. During 1956 another major company was licensed under a profitable cross-licensing agreement to manufacture these color tubes."

CORNELL-DUBILIER—"Sales and earnings in our industry have been adversely influenced by . . . the unexpectedly slow growth in sales of color TV receivers which use 3 times as many capacitors as the black-&-whites, and rising costs in the face of an industry-wide competitive price structure."

DuMONT—"In Sept., 1956, an agreement was made with Chromatic Television Laboratories Inc., whereby DuMont has undertaken a program aimed to put the Chromatic single gun color tube and the color TV set using this tube into production on a practical commercial basis. It is hoped that this program will lead to the manufacture of a receiver with such improvement in cost and performance qualties that we can develop a profitable volume market for color sets."

EMERSON—"Sales of color TV receivers were disappointing because of continued necessarily high selling prices and the lack in number and quality of color broadcasting programs. Color receiver production and sales were not a profitable operation for the industry, including Emerson . . . While the profitable production and sale of color receivers are not in immediate prospect, Emerson is prepared, by its continuing program of engineering, production, sales and service of color sets, on a modest scale, to expand into and participate in the potentially large and profitable market when it becomes a reality."

HAZELTINE—"The year [1956] undoubtedly will become historic as the point at which commercial color was given a great forward impetus . . . During the year, approximately 125,000 color sets were bought by the public, bringing the total number in use to approximately 160,000. There is every possibility this number will be more than doubled in 1957, and if the present growth trend is continued, by 1958 the system should be firmly established as a successful and profitable mass production business."

HOFFMAN ELECTRONICS—"Color TV, while not yet an important factor in overall sales, has shown steady improvement, and [we] introduced several brand new models. Simplified chassis design of these models permitted lower prices, and the Colorcasters were well received by consumers . . . The company's program on color TV is based on the belief that it will ultimately become a major factor in the industry, but the company is producing only what it can sell . . ."

MAGNAVOX—"The future of color TV is promising. Intensive network promotion and better color programming [are] expected to stimulate increased interest . . . Again your company is leading the way by providing instruments that incorporate the latest techniques of electronic design."

MOTOROLA—"Color TV continues in its early introductory stage. At some not-too-distant point, color could finally come into its own, aided by the increasing replacement demand . . . Under the circumstances, Motorola early in 1956 decided on a moderate approach to both the low-priced portable TV market and to the marketing of color TV. We did not attempt to build color sets to meet the lowest price. We stressed superior performance [and] freedom from service requirements."

PHILCO—"Philco continued to produce color receivers in very limited quantities during 1956 . . . However, color TV at today's volume is far from profitable. Philco plans to keep its facilities in readiness to meet any requirements which may appear for color receivers. By the same token, your management does not propose to enter this field on a large scale at this time with resultant losses."

RCA—"Color TV continued to advance in 1956, with public interest stimulated by the RCA Victor line of new and simplified 21-in. color sets. Regular color programming on NBC was increased during the year and is being further increased in 1957. More programs should result in more sales of color TV sets and stimulate growth of the industry . . . RCA's goal for 1957 is to step up production and sale of color sets, to increase the number of color programs on the air, to attract sponsors to the new medium, and to encourage others in the industry to enter the field . . . Constantly increasing home installations of RCA Victor color TV occurred in the second half of 1956 following the introduction of a new line of 10 models, starting with a table model priced at $495 and ranging up to $850.

"There is every indication that 1957 will bring increased activity in color TV—more color programs will be broadcast and more people will buy color sets for their homes . . . Because of the progress achieved by RCA in 1956, it seems reasonable to expect that some other manufacturers will enter the color TV field. Competition in color programs and in sales of color sets will accelerate growth of the industry . . . By the close of the year approximately 490 TV stations were on the air, 242 of which were equipped for network color programming . . ."

SYLVANIA—"Color TV is gradually moving ahead, but no rapid increase in sales by the industry is foreseen this year."

TUNG-SOL—"Our development work on tri-color cathode ray tubes for color TV sets reached the pilot production stage in 1955. It became necessary during 1956 to weigh the large investment of capital funds and skilled manpower required to go into full production against the reduced selling price of these tubes and the continued very limited market for color sets. Your board of directors felt that both the funds and the personnel could be more profitably employed in other activities and therefore decided to discontinue, at least for the present, all further activities in such tubes."

WELLS-GARDNER—"Pending only our customers' requirements and a reasonable price level, our plans are complete to manufacture the color TV receiver which our engineering department has been developing during the past 2 years."

ZENITH—"The premature and unwarranted emphasis on color TV as a direct competitor of black-&-white TV was another disrupting factor [in 1956 market]. Although the 'magic' figure of $495 was finally reached on color TV receivers by the simple process of pricing the receiver at a loss, it still failed to generate substantial buying support either at the dealer or consumer level. It did, however, manage to confuse the public and distract many of them from purchasing the better, higher quality black-&-white receivers . . . [Zenith] has developed a 21-in. color receiver of advanced design using the latest type rectangular tube produced by Rauland Corp. . . . The new Zenith color receiver is superior to any presently being offered for sale, but we are not planning to market it at the present time. Your management is continuing to evaluate the consuming public's reaction to the relatively small number of color receivers that have been sold. We continue to feel that color TV offers a great opportunity to this industry and we will go into production of reliable color TV receivers when we feel the product and merchandising environment are right. In the meantime, we foresee opportunities for continuing favorable operations in the production and sale of monochrome TV receivers."

Factbooks Still Available

IF YOUR ORGANIZATION is playing *"Factbook, Factbook*, who's got the *Factbook?"* now is the time to order enough copies of our 1957 Spring-Summer *Television Factbook* for all your executives—while the supply lasts. Single copies cost $4.50; five copies or more $3 each.

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SUMMARY-INDEX OF THE WEEK'S NEWS — April 13, 1957

RUMORS OF MILITARY REQUEST for Ch. 2-6 squashed once & for all in unqualified denial by communications-electronics chief for Joint Chiefs of Staff (p. 1).

NO EMERGENCY, LITTLE CONFLICT at NARTB convention. McConnaughey surprises with unrestrained praise of network, strengthening reports he's leaving (p. 2).

LONG-RANGE REALLOCATION seen desirable by Comr. Craven. Commissioners disagree on political broadcast rule change in NARTB panel discussion (p. 4).

TV AUTOMATION EQUIPMENT highlights NARTB equipment show, along with color studio gear and complete low-price, low power telecasting plants (p. 5).

VIDEOTAPE RECORDING again excites NARTB convention, as Ampex reports improvements and begins active solicitation of orders from telecasters (p. 6).

PAT WEAVER'S PROJECT—new "Program Service" designed to supplement networks and spot, to interconnected independents for low-cost cultural programs (p. 7).

INDUSTRY DISLOCATIONS SEEN possible as House votes to eliminate BDSA industry divisions, industry's liaison with Govt. in materials distribution (p. 10).

MERCHANDISING OF PORTABLES requires special traffic building and display techniques; set makers divided on separate introductions of portables (p. 10).

DISCOUNTERS ON WANE, says Philco's John Otter, urging dept. stores to take advantage of it to get bigger share of TV-radio-appliance market (p. 12).

SMALLEST TV MARKET, Kamloops, B. C. starts as 39th Canadian outlet. Harrisburg's uhf WCMB-TV quits. On-air total 496, including 92 uhf (p. 9).

EXAMINER FAVORS WCAE for Pittsburgh's Ch. 4, reversing previous initial decision for KQV because of Irwin Wolf's death. Light court litigation (p. 9).

TOA PRESIDENT Stellings blasts wired-theatre idea, sees danger of "business suicide" for exhibitors. Jerrold's Shapp argues economics "make sense" (p. 14).

CH. 2-6 MILITARY SCARE STORY LAID TO REST: The rash of alarmist rumors that military is actively trying to grab off Ch. 2-6 or any other TV channels (Vol. 13:14) was nailed firmly to the mast this week in another unequivocal, categorical and flat denial -- by the top U.S. military allocations official.

He is Rear Adm. J. N. Wenger, deputy director for communications-electronics, Joint Staff, Joint Chiefs of Staff. On April 12, he answered in writing 5 questions posed by us in writing. Before his reply was transmitted to us, he cleared it with the top electronics-communications aides to Chiefs of Staff of all 3 Armed Forces. No request for frequencies can come from military without going through Adm. Wenger.

These are our questions and his complete answers:

QUESTION: Have the Joint Chiefs of Staff made a formal request to the Executive Branch for the exclusive military use of frequencies currently assigned to any portion of the television broadcast band?

ANSWER: No.

QUESTION: If so, what frequencies have been requested?

ANSWER: None.

QUESTION: If not, is any such request imminent or currently contemplated?

ANSWER: No.

QUESTION: Could such a request be initiated and prosecuted anywhere within the Defense Department or military establishment without your knowledge?

ANSWER: No.

QUESTION: On a long-range basis, what are the possibilities that the military establishment may require any frequencies now allocated to television broadcasting?

ANSWER: None now visualized.

Earlier this week, at FCC panel discussion at NARTB convention in Chicago, both Chairman McConnaughey and Comr. Craven flatly denied any knowledge of military demands for Ch. 2-6 (see NARTB story, page 2).

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NARTB—MILK & MONEY, NO OVERRIDING ISSUES: For the first time in NARTB's 35-year history, TV-radio broadcasters were not under fire as they met in convention this week in Chicago -- or at least, there was no great emergency to galvanize the broadcasters and no all-embracing conflict to dominate corridor talk & meeting sessions.

There were issues, of course -- fragmentary ones, concerning various segments of industry -- some of them not taken very seriously. But FCC Chairman McConnaughey set keynote with his effusive speech April 9, carried coast-to-coast by TV-radio -- and it was obvious that many of the speeches were aimed far more at bringing the industry's positive story to the public than at dealing with problems facing TV-radio broadcasters for the internal consumption of the industry.

In general, there was feeling -- warranted or not -- that the industry had triumphed over its detractors, and there was certainly an unmistakeable aura of great prosperity among the record 2300-plus TV-radio station people registered and the usual 1500 or more additional attendees, exhibitors, etc.

* * * *

Chairman McConnaughey's paean of praise to the networks, so unqualified and unrestrained, surprised as many people as it gratified -- even made some remark, "We can't be that good." Many in audience viewed it as his swan song, and though he continued to refuse to reveal his future plans, it now seems more probable than ever that he plans to step down when his term expires June 30.

Former ABC v.p. Ernest Lee Jahncke is an avowed candidate for his job, with some industry backing based on perennial plea that an industry man be selected for the post. But it's not at all certain that he or anyone else from the broadcasting industry stands much chance to get what GOP politicos regard as prize political plum.

The FCC chairman did everything but promise networks immunity from Dean Barrow's network study -- and he came close to doing that -- in his much-discussed address. These paragraphs set tone of McConnaughey speech -- and whole convention:

"To a very large degree the networks in this country deserve credit and praise for the excellent programs we witness today. They should not be stifled by crippling and destructive governmental controls. It must be borne in mind the networks pioneered in TV development, that they lost millions of dollars year after year and only within the last few years they began to make a profit in networking proper. Should we begrudge them the fruits of their gamble with this new medium?

"It is easy to apply hindsight today and say that because of the scarcity of TV channels, they were bound to win -- but the field was open then, as it is now, to all comers who wish to make the huge investments required to compete with the networks for station affiliations. Some who could have competed with the networks then did not want to risk their capital as the present networks did.

"We have a staff under Dean Barrow looking into...network practices. It is not yet known what the findings of the Barrow staff will be, but for those of you who may be alarmed because of the searching nature of the study which has been conducted, let me remind you that the Commission is well aware of the great and indispensable contributions which networking has made to broadcasting. When the staff... reports the results of their fact-gathering task, the Network Study Committee of 4 commissioners -- Hyde, Bartley, Doerfer and I -- will in turn evaluate these facts, study the effect of present or potential practices in the industry and report to the Commission which will pass upon the whole matter and make its findings known..."

* * * *

Here's a quick rundown of other convention high spots (details on pp. 4-6):

Military and TV channels: The discredited "straw man" report that military had asked White House to dispossess TV from Ch. 2-6 (see page 1 & Vol. 13:14) was subject of some corridor discussion -- and at FCC panel session Chairman McConnaughey and Comr. Craven both bluntly denied knowledge of any such request, with Craven adding that some military officials had hinted they'd eventually need more vhf frequencies for scatter communications, etc.

Subscription TV: At same panel discussion, McConnaughey said he wouldn't predict fee-TV outcome, but he had "a feeling that basically there should be a

trial, an experiment." Then he added: "We have difficulty knowing just what it is; it's not quite a common carrier, yet it has many attributes of a public utility. I think some place along the line the Commission is going to have to go to Congress, and Congress is going to have to take some action in bringing this to fruition."

Comr. Lee reiterated his plea for a fee-TV test on uhf. Comr. Mack proposed asking "licensees, not the gadget manufacturers," whether they want to try pay TV. Comr. Bartley indicated his opposition, and other commissioners were silent on the issue -- but odds seem to favor Commission approval of some sort of test, despite NARTB opposition and its position that problem should be tossed into lap of Congress. Meanwhile, subscription-TV promoters were all over the convention, lining up advocates, buttonholing telecasters in behalf of fee TV -- when and if it gets Commission green light, experimental or otherwise.

Allocations: Convinced FCC has shot its bolt on deintermixture, and that there no longer is anything to fear from Congress, vhf telecasters were content not to stir things up. Suffering uhf-ers were quiet; there were no rump meetings this year. Only one talk at convention dealt specifically with uhf & allocations -- progress report by TASO chief Dr. George Town, which revealed nothing new. AMST meeting in advance of convention emphasized desirability of maintaining allocations status quo until "finding of the facts" is complete. Nobody was around to argue.

Film: Syndicators and distributors, riding high, were in evidence everywhere -- even more than at recent NARTB conventions. There was a difference this year -- a feeling that the syndicator has "arrived" as part of telecasting industry, as a significant and respected supplier of programs to local stations. There were 22 of them officially exhibiting this year -- plus others not officially accredited as exhibitors who nonetheless displayed their wares and talked money in hotel suites -- and they threw some of the biggest parties at convention.

Feature film packages were subjects of biggest hoop-la -- and the distributors smiled more broadly and reported more sales than at any previous convention. While denying that the MGM "block-booking" suit (Vol. 13:13) had anything to do with it, they all expressed willingness to sell anything from one movie to a complete library. Many telecasters expressed preference for "package" way of doing business.

Equipment: Byword among telecasters viewing the broadcast gear displays was "automation" -- a word which has gripped AM broadcasters at past sessions -- with automatic program switching and logging now well on way to becoming standard practice at many TV stations. Color equipment excited telecasters' interest -- or at least, their curiosity -- and there was a continued interest in low-priced equipment for small-town stations, satellites, etc.

Videotape: If it didn't create the same sensation as at last year's convention, it's only because Ampex TV recorder is now no longer a curiosity but a useful piece of studio equipment. Demonstrations at ABC-TV's Videotape recording center in Daily News Bldg. were heavily attended, as Ampex officially took "developmental" tag off the recorders, replacing it with "for sale" sign, and went out after orders.

Music licenses: Battle lines began shaping up for negotiations to renew TV music licensing contracts with ASCAP, to replace those expiring at end of this year, with portents of an onslaught by ASCAP seen by some in the recent outcropping of criticisms (notably before Celler subcommittee and in demands for other congressional probes of BMI as well as article by Oscar Hammerstein II in Feb. 23 Saturday Review and vigorous reply by BMI pres. Carl Haverlin March 2). The committee is expected to devise new formula for TV industry payments. Of ASCAP's total 1956 income -- reputedly about $24,000,000 -- some $20,000,000 came from TV & radio.

Resurgence of FM? Nobody could be more puzzled than some of the FM broadcasters themselves by the slow-motion but apparent FM boom in some cities. The few FM-only broadcasters at convention seemed to be riding a high wave of optimism -- for first time in many years -- with reports of growing audiences, shortages of sets (now being imported from abroad), shortages of transmitting equipment, excess of applicants over channels in New York & Los Angeles, new techniques for tapping additional revenue sources via multiplexing subsidiary services.

LONG-RANGE PROBABILITY of TV reallocation was raised by Comr. Craven at FCC panel discussion April 10 at NARTB Chicago convention. Asked by moderator, NARTB pres. Harold Fellows, to comment on full-scale inquiry into spectrum utilization in 25-890-mc portion of spectrum, announced last week by Commission (Vol. 13:14), Craven emphasized that it will be "long-range look" at allocations, in preparation for U. S. participation in 1959 International Telecommunications Union conference.

"Other services than broadcasting need more spectrum," said Craven. "We must contemplate there is some room for improvement. TV is a hodge-podge allocation, putting a severe burden on receiver manufacturers," he said, pointing to gaps between Ch. 6 & 7 and Ch. 13 & 14. "If in the future there is room for improvement, the broadcast industry should contemplate types of improvement which should be carefully considered over a long period," he added, stressing there would be "no preemption."

As to shorter-range allocations situation, Craven said: "The Commission does not contemplate making any changes in rules and standards until TASO has had a reasonable opportunity to gather the necessary information [for] at least a year." He said he didn't mean FCC won't change table of assignments "here and there."

All commissioners participated in panel, except Doerfer, who is recuperating from appendectomy. Among other highlights of discussion:

Five-year licenses: Chairman McConnaughey drew only spontaneous applause of session when he said bills to extend license period from 3 to 5 years were before Congress and "they better get moving—time is of the essence." Lee and Bartley disagreed, Lee arguing that 5-year licenses should be reserved as "award of merit" for worthy operators, with initial licenses granted for perhaps one-year periods, followed by 2-year licenses. Bartley felt licenses should have no fixed term.

Political broadcasting: McConnaughey said he would have serious doubt about necessity for Sec. 315 now if Congress were starting from scratch to write Communications Act, but said he didn't favor abolishing it now, nor did he think Congress was willing to drop it. He said he favors amendments to eliminate responsibility to give equal time to splinter parties and to relieve broadcasters from liability for libel suits. Bartley said he thought it "dangerous to open up a law to amendment" and said FCC has had "very little complaint" about Sec. 315, that it has hurt neither broadcasters nor public. Lee favored outright repeal and "relying on broadcasters' responsibility instead of statute."

FTC-FCC liaison: Greatest number of questions from floor were devoted to new FCC policy of notifying broadcasters when FTC files complaint against advertiser for alleged false advertising on TV or radio (Vol. 13:13). Broadcasters in audience seemed concerned as to what they should do about programs including advertising which is cited by FTC. Comr. Lee said the object of the liaison is to keep broadcaster informed, that notification of an FTC complaint or stipulation doesn't constitute a sanction and it will be up to individual licensee's judgment what action he takes. However, he said disregard by a broadcaster of a final FTC decision would "raise a serious question" at FCC.

Protests: McConnaughey said last year's amendment of protest section of Communications Act has enabled FCC to stop "most flagrant abuses," but said he favors outright repeal of Sec. 309(c) to cut down unnecessary delays.

At suggestion of McConnaughey, Comr. Hyde was given standing ovation for his part in NARBA treaty negotiations.

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Allocations having simmered down as major issue, with FCC obviously not intending any major changes in foreseeable future, two allocations meetings at NARTB convention could be described as uneventful. Assn. of Maximum Service Telecasters held well attended (100 plus) session, listened to its officers and legal & engineering counsel review work to date. Essentially, they reaffirmed AMST's intention of maintaining status quo pending collection of engineering data—to avoid disruption or degradation of today's substantial TV service. Pres. Jack Harris, KPRC-TV, Houston, emphasized need for keeping everyone, particularly Govt., informed of issues. He also said goal is to extend membership from present 115 to 200. Board was re-elected and 5 were added: Lester W. Lindow, AMST exec. secy.; Ward Quaal, WGN-TV, Chicago; Carter M. Parham, WDEF-TV, Chattanooga; Lawrence H. Rogers II, WSAZ-TV, Huntington, W. Va.; Joseph E. Baudino, Westinghouse (for KYW-TV, Cleveland). Dr. George R. Town, exec. director of TV Allocations Study Organization, of which AMST is a part, brought NARTB up to date on TASO's fact-finding efforts, expressed hope work would be completed within a year.

New NARTB-TV chairman is John E. Fetzer, WKZO-TV, Kalamazoo, succeeding Campbell Arnoux, WTAR-TV, Norfolk, while W. D. (Dub) Rogers, KDUB-TV, Lubbock, Tex., becomes new vice chairman succeeding Kenneth L. Carter, WAAM, Baltimore—elected at Chicago convention this week. New TV board members: J. J. Bernard, v.p.-gen. mgr., WGR-TV, Buffalo; Henry B. Clay, exec. v.p., KTHV, Little Rock; C. Wrede Petersmeyer, pres., KOTV, Tulsa; Willard E. Walbridge, gen. mgr., KTRK-TV, Houston. Network representatives on board: Alfred R. Beckman, ABC v.p.-station relations; Wm. Lodge, CBS v.p.-engineering; Frank M. Russell, NBC v.p.-Washington. Continuing members: Joseph E. Baudino, Westinghouse Bcstg. Co.; Payson Hall, Meredith Publishing Co.; Howard Lane, KOIN-TV, Portland; Harold P. See, KRON-TV, San Francisco; James D. Russell, KKTV, Colorado Springs.

Tax money for translators is proposed in legislation introduced this week in Cal. legislature. Similar to measure enacted in Utah (Vol. 13: 7-8, 10), bill is scheduled for committee hearings April 23, has drawn opposition of community antenna operators.

Society of Television Pioneers was organized April 8 by 250 "old-timers" who launched commercial TV. Organizational meeting in Chicago was chaired by W. D. (Dub) Rogers, KDUB-TV, Lubbock, Tex., who explained group will be "principally social," with once-a-year meeting at NARTB convention. Group voted to record history of TV's development "before time overcomes memory." Elected directors: Clair McCollough, WGAL-TV, Lancaster, Pa.; Howard Hough, WBAP-TV, Ft. Worth; George Burbach, KSD-TV, St. Louis; Jack Harris, KPRC-TV, Houston; Glenn Marshall, WMBR-TV, Jacksonville; P. A. (Buddy) Sugg, WTVT, Tampa; John Fetzer, WKZO-TV, Kalamazoo; Campbell Arnoux, WTAR-TV, Norfolk; Richard Rawls, KPHO-TV, Phoenix; Clyde Rembert, KRLD-TV, Dallas.

"The Public & Paid TV" is subject of upcoming series of reports by Sindlinger & Co., Ridley Park, Pa., including continuing survey of Bartlesville, Okla. "home theatre" project (Vol. 13:10, 12). Sindlinger reports it covered every home involved in 1951 Phonevision test in Chicago and 1953-54 Telemeter trials in Palm Springs, Cal.

AUTOMATION FOR TV stations was in spotlight in equipment exhibits at NARTB convention, along with color telecasting gear and low-cost studio and transmitting equipment. NARTB estimates that more than one-third of all AM stations now employ some form of automatic operation—and telecasters are beginning to show strong interest in program and announcement cueing and switching.

TV automation device which aroused greatest interest isn't for sale—at least not yet. It was Mechron, developed by *San Francisco Chronicle's* KRON-TV (Ch. 4) and currently in use by the *Chronicle's* KBAK-TV, Bakersfield (Ch. 29). KRON-TV chief engineer J. L. Berryhill conducted continuous demonstrations of Mechron in Conrad Hilton Hotel suite, showing how it can be programmed to switch automatically to slides, film, spot announcements, network pick-up, etc. with split-second timing. Device is programmed from IBM cards, which also automatically prints program log and bills for sponsors. Machine's promoters were silent as to plans for manufacture and sale of Mechron.

"Semi-automatic announcing system" for TV as well as radio was demonstrated by Ampex Corp., which showed model similar to one now in operation at KCRA-TV, Sacramento (Ch. 3). Using system, announcements are taped in advance, cut in automatically at proper point in film or network show. GE again showed its automatic switching system, which uses punched paper tape to key switch from network feed to film, slide and/or taped announcement.

Though major telecasting equipment innovations were notably absent from show, one new piece of test gear drew considerable attention. It was Telechrome's vertical interval test signal keyer, designed to transmit various test signals during actual picture transmission—a procedure for which FCC last week issued rule-making and granted blanket test authority (Vol. 13:12, 14). Telechrome's keyer can send color bars, multiburst, stairstep, window or sine-square wave, is already available for $1200, can be used with standard oscilloscope. Operational test signal was topic of NARTB engineering panel at convention, with spokesmen from networks, AT&T, Telechrome & RCA failing to reach agreement on what test information should be incorporated in the signal—except for "reference white" signal.

Color telecasting equipment again was abundant—newest gear being Philco's special effects switching system for color or monochrome, demonstrated with color film and slides. Pushbutton panel produces fades, wipes, superimpositions, etc., accurately maintaining proper phase. RCA again had full live color studio setup, complete with bathing beauties (also live). Color film & slide scanners were shown by RCA, Philco, GE & GPL.

Low-power and low-priced equipment for small stations, with improved vidicon cameras was shown by many manufacturers, inviting plenty of inquiries. Adler Electronics devoted its display to uhf translators, and pres. Ben Adler reported strong interest by telecasters in use of translators to fill holes in coverage areas. First translator purchased by a telecaster was sold to WWLP, Springfield, Mass. (Ch. 22). All others have been purchased by non-profit groups, including county and municipal govts. Adler said he has shipped 62 translators to date, his sales and orders (some of them contingent on grant) total 95, and negotiations are going on with about 250 possible translator operators.

Other new telecasting equipment items demonstrated or announced at convention: (1) Foto-Video Labs' aperture & phase corrector, demonstrated through mile of reeled cable, designed to correct for both cable and camera. (2) Oscillating camera lens device with transistorized amplifier, developed by Visual Electronics Corp., said to extend greatly life of image orthicon camera tubes by reducing "burn-in." Amplifier compensates for oscillation of lens, producing steady picture. (3) Piclear, new system to eliminate scratches from film as it goes through projector, invented by RKO Teleradio official Dick Sassenberg, who has formed Piclear Co. to market the device. (4) New RCA image orthicon tube, "Super-Dynode 6474," with greater stability, particularly for low-lighted scenes. Interchangeable with former 10 types, it's designed for both monochrome and color.

Networks affiliate meetings in Chicago in advance of NARTB convention were as easygoing and unruffled as convention itself. ABC-TV session was devoted to presentation by TV v.p. Oliver Treyz, to which FCC members were invited. Treyz said coming season will be first in which ABC will present, "with maximum strength, a full schedule of programming via a truly national network." He said ABC-TV hopes to have exclusive affiliation in every major market with population over 500,000. He expressed hope that strong daytime schedule would be added by fall in "programming back" from popular 5-5:30 p.m. *Mickey Mouse Club*. CBS-TV affiliates meeting was mostly a happy affair, too, with pres. Frank Stanton reporting a better understanding in Washington of networks' problems and other executives assuring affiliates that CBS-TV has not lost ground to NBC-TV in daytime program ratings. Complaints by affiliates were said to be limited to such items as general quality of summer programming and requests for longer station breaks so more spots could be used. NBC-TV affiliates didn't meet.

Summer TV workshop will be conducted June 24-Aug. 2 by U of Cal., Los Angeles, enrollment limited to 40 (fee $100), applications to be filed with university's Dept. of Conferences.

ABC-TV newsletter for affiliate executives—monthly *TWIX* ("a verbalization of TWX")—began publication, supervised by administrative v.p. Gene Accas.

All-TV industry 15-member interim committee to negotiate with ASCAP for contract replacing agreement expiring Dec. 31, set up at NARTB convention, comprises: Dwight W. Martin, WAFB-TV, Baton Rouge, La. and WDAM-TV, Hattiesburg, Miss.; Roger W. Clipp, Triangle Publications; Edward G. Thoms, WKJG-TV, Ft. Wayne; John E. McCoy, Storer Bcstg. Co.; Nathan Lord, WAVE-TV, Louisville; John T. Murphy, Crosley Bcstg Co.; Irving R. Rosenhaus, WATV, Newark; Frank Fitzsimmons, N. D. Bcstg. Co., Bismarck; Hamilton Shea, WSVA-TV, Harrisonburg, Va.; Charles Britt, WLOS-TV, Asheville, N. C.; Clair McCollough, Steinman Stations; Omar Elder, secy. & asst. gen. counsel, ABC; Sam Cook Digges, WCBS-TV, N. Y.; Lloyd E. Yoder, WRCV-TV, Philadelphia; Elisha Goldfarb, RKO Teleradio.

MBS goes on 17-hour day 7 days a week starting 7 a.m. June 1, with news broadcasts stepped up from hourly to half-hourly schedule. New operation will "provide network radio with its greatest possible audience impact," according to pres. John B. Poor. He said affiliates adhering to music & news format (Vol. 13:14) will be better able to plan local programming around network schedule. MBS Mon.-thru-Fri. schedule now starts at 9 a.m., Sat. 9:30 a.m., Sun. 8:30 a.m.—ends 12:45 a.m.

Grant of $28,500 by Ford Foundation's Fund for the Advancement of Education will help finance U of Detroit freshman courses on TV next fall (Vol. 13:8).

IF AMPEX VIDEOTAPE didn't steal the show at NARTB convention for second year in a row, it came close to it. Gist of this week's demonstrations, technical papers and announcements: After nearly 5 months of use by networks and experimentation by engineers, the "bugs" are out, the road is clear for volume production, and Ampex is officially hanging the "for sale" sign on the TV tapers.

At last year's convention, telecasters almost tore down the doors to place their orders—more than 100 pouring in for over $5,000,000. Now Ampex will begin actively soliciting orders through new professional products div., headed by Neal K. McNaughten, former RCA commercial electronics market planning mgr. and ex-NARTB engineering director. Production of the $45,000 recorders is scheduled to begin next Nov., and orders are now being taken for June 1958 deliveries.

Demonstrations of ABC-TV's 3 Videotape recorders, which will be used to overcome Daylight Time lag beginning later this month, were heavily attended at network's new studios in *Chicago Daily News* Bldg. On eve of convention, CBS-TV affiliates were told by pres. Frank Stanton that all kinks had been ironed out and recorders were ready to be put into routine service.

More specific explanations were given at one of best attended engineering sessions of convention in 2 papers by Ampex advanced Videotape development mgr. Charles P. Ginsburg and CBS-TV chief engineer Howard A. Chinn. Reporting on improvements in production model recorders, Ginsburg listed these changes: (1) Slight horizontal displacement of segments of picture, observed at last year's demonstrations, has been reduced to point where it's not noticeable. (2) Resolution has been increased to about 320 lines. (3) Factory-made models will have interchangeable heads, so that tapes recorded on one machine may be played back on another.

Chinn reported that problem of variations between heads in pre-production models had been solved by storing recording head with recorded tape, to assure that tape is played back with the same head by which it was recorded. Tape recording has proved very dependable, even in experimental stages, he reported, stating that CBS-TV has never had to revert to kine when shows were taped for time-delay playback, and that network no longer is backing up its tapes with stand-by kine recordings.

With start of Daylight Time, he said, CBS-TV's Hollywood Videotape machines will record 40 programs a week, playing some back once, others twice. As to the tape itself, he said sources of supply are still problem, with quality of production tape not equal to excellent samples received from manufacturers. He said tape makers hope to have problems licked soon. "Dropouts," which show up in form of instantaneous white dots on screen, are caused by microscopic pinholes, scuffmarks and scratches in tape's coating. He said CBS has made dropouts less noticeable by redesigning modulator and demodulator chassis and by causing the specks on screen to show up grey rather than white.

He said much of today's tape isn't durable enough because of soft coating which clogs recording head, brittleness and tendency to scuff. One hour of tape, designed to be used 200 times (100 recordings & 100 playbacks), costs $200, bringing cost per hour show to $2. Life of recording heads is problem, too, he said. If a head lasts 150 hours, then requires $300 overhaul, its cost is $4 an hour for recording & playback—or more than cost of tape. In practice, he added, many heads have needed overhaul long before 150 hours, but he said 200-hour life expectancy for head is "not too unrealistic."

"The Videotape recorder's impact on the TV broadcasting industry will be just as great as the impact of introduction of audio tape recording on radio broadcasting," Chinn predicted.

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TV manpower displacement anticipated from increased use of magnetic tape instead of kinescope, with automation as next step in technical operations, is subject of quiet contract negotiations between NBC & NABET. Talks have been started on west coast by network & union under "new devices" clause of agreement which otherwise runs until next Jan. 31. NABET demands are reported to include one-year severance pay for members displaced by advent of tape & automation; vacation-time distribution to remaining employes of 75% of man-hours saved.

Commercial excesses by telecasters are few and far between, outgoing Code Review Board chairman G. Richard Shafto (WIS-TV & WIS, Columbia, S. C.) told NARTB convention in summary of board's monitoring program. He said board had monitored 56 stations for full 7 days each—32 of these for two 7-day periods—in addition to 3-day monitoring of other stations, making total of 17,000 hours of viewing on 100 stations and the 3 networks during the year. Some of the results, with regard to commercials: Of 397 feature films on 32 stations monitored in 12 cities, board found stations "well within the code's commercial provisions," with average time just about half the permissible length of total advertising. In analysis of locally originated advertising on 41 stations in 13 markets, only 271 of more than 8000 commercial programs exceeded code's advertising time allowances; 14 of the stations carried total of 101 program-length (pitchman) commercials; of nearly 10,000 station breaks, only 30 exceeded code's provision of 2 spots plus sponsored 10-sec. ID; only 69 violations of code's provision on multiple-spotting within programs were found. He added that 90% of violations were found on only 25% of stations, with 33 stations carrying no multiple-spotting, 31 stations carrying less than 10 programs in week which exceeded advertising time limits, 3 stations carrying more than half the program-length commercials.

TV & radio newsmen should keep cameras & recorders out of press conferences until newspapermen get their stories, reporter Edward Prendergast of *Los Angeles Herald-Express* writes in April 6 *Editor & Publisher*. "We're glad to have the fellows sit in with us," Prendergast says, but filming & taping of interviews should be handled separately. "We are not a radio or TV production team," he argues. Same issue of magazine carries article by promotion mgr. Bert Stolpe of *Des Moines Register & Tribune* on how "'Hot Camera' TV Promotion Pays Off" for newspapers. Stolpe cites example of effective TV spot for *Register & Tribune* which "uses action film clips of the 4 reporters who cover the legislature regularly."

Paul Miller, exec. v.p. of Gannett Co. since 1951, became pres. this week, succeeding ailing Frank Gannett as head of organization with interests including 3 TV & 5 radio stations and 23 newspapers. Confined to Rochester, N. Y. home since injuries in 1955, Gannett was named pres. emeritus. Gannett stations are: WHEC-TV & WHEC, Rochester; WDAN-TV & WDAN, Danville, Ill.; WINR, Binghamton (plus CP for uhf WINR-TV); WENY, Elmira, N. Y.; WHDL, Olean, N. Y.

Visit of Queen Elizabeth & Prince Philip to Paris this week got elaborate TV coverage via Eurovision. BBC also announced Queen will deliver traditional Christmas message on TV this year for first time.

LONG-AWAITED plans of Sylvester L. (Pat) Weaver Jr., ex-NBC chairman, were finally revealed this week by Weaver himself—and they amount to establishment of "Program Service" as a new type of broadcasting service to supplement national networks and national spot. Specifically, he proposes to feed interconnected independent stations with live programs created and produced for advertisers using networks, and to distribute live or film programs via AT&T facilities, either sponsored or sold to stations for resale. In address to Seattle Ad Club April 10, he explained:

"The Program Service idea is feasible now that new independent vhf stations are coming on the air—by this September there will be independent vhf stations in 15 major markets providing coverage of almost half of all the TV homes in the country. And these 15 markets are the great bellwether markets so vital to all advertisers as well as being the great cosmopolitan and cultural centers, for the most part, of our society.

"What I propose to do—to interconnect stations in these markets for live programming—would not have been possible 3 or 5 years ago, or even as recently as last year. Now it not only is possible. It will happen, thanks to the independents, to increased interconnection facilities, and to high-quality electronic tape recording developments. Program Service will also be available to network-affiliated stations which, as a result of the 3-network competition, are now somewhat more disposed to accept programs from a new source in network time as well as in station time."

After reviewing achievements of NBC under his direction, particularly the spread of cultural programming and partic. sponsorship policies, he ripped into network operations, saying:

"How will these programming and advertising policies fare in the future? Not well, in my opinion, if we must put all our faith and hope in the national networks. The inability of facilities-oriented people to understand advertising and media makes them fall into the trap of being solely concerned with the size of the heavy-viewer audience, and to make decisions that will eventually degrade their service and break their rates. In its forward projection as a network operation, TV will not respond to all the real needs of the people who pay the bills or of the viewers who own the sets.

"This does not mean that the network is not the first item of importance for many national advertisers, because in most cases it is. But who will now find new ways to use TV, new uses that will bring new money into it, and program ventures that will attract the occasional or light or more discriminating viewers? Who, for example, can give the major trade mark brands, the base of all advertising revenue, enough frequency, continuity and impact in the great bellwether markets? Certainly not the networks at network prices, with must-buy basics, or the minimum list or minimum dollar buy, or whatever forced-buy procedure is used by the networks."

Weaver also criticized network programming as gravitating to low cultural levels at expense of news and public interest shows, said Program Service would offer educational-type programs, 2 of which he identified as "Culture" and "Controversy." Both, he said, were very long and might be sold to as many as 10 advertisers.

He said Program Service hopes to offer to the public alternatives to network programming in specific time periods. For example, if networks are programming children's shows, he plans to put adult program on air at same time. As an example of what Program Service can offer, he said he could put *Ding Dong School* (ex-NBC-TV) back on air in 14 major markets reaching 40% of all TV sets, for $25,000 gross, commissionable for 5 half-hours. Last summer, he said, the NBC price sold out 10 quarter-hours, on 55 basic stations, at a cost of more than $160,000.

Weaver made it clear that he hopes to get educational stations as affiliates of Program Service. If necessary, he said, he would urge FCC to amend regulations to permit "limited commercial impact" on educational stations for his programs.

Telecasting Notes: When will TV reach the bottom of the feature film barrel? Never, says 20th Century-Fox pres. Spyros P. Skouras. Speaking at reception given in Chicago by NTA Film Network, he said: "We have 350 pre-1948 pictures available and after we come to an agreement with the various guilds on the post-1948 films, we will be able to have a permanent supply available." He said that the "perfect time lapse" between theatrical and TV showings is "between 4 and 5 years," expressing opinion that theatre-first, then-TV showings would follow this pattern . . . **Denying** that TV movies are old, Skouras said there's always a fresh audience for features. "At most, only about 15% of the population sees a film in theatrical release. Five years after playing the movie houses, less than 10% of that audience remains, making the film a new release for the millions who have yet to see it. As a consequence, TV can draw upon 90% of the population when it schedules a so-called old film" . . . **MGM-TV is planning** series of 90-minute filmed color shows, $300,000 each, says April 10 *Variety*, reporting Foote, Cone & Belding dickering for 2 of the shows, said to star Fred Astaire & Judy Garland. Story says Ford may pick up the tab to introduce new Edsel car . . . **CBS-TV has made it official**—the Lucille Ball-Desi Arnaz top-rated *I Love Lucy* half-hour show on Monday nights will not be back next season. A series of 6 or 8 hour-long versions of *Lucy* is tentatively scheduled . . . **Charles Van Doren** parlays his *Twenty-One* triumph ($129,000) into 5-year NBC-TV contract for part-time work at reported $60,000 a year, with firm 3-year commitment. He'll do educational shows in undetermined format which may be panel quiz, according to MCA, handling negotiations for Van Doren. Columbia U instructor gets $100 faculty raise to $4500 July 1 . . . **Top TV quiz winner on single show** is astonishingly learned Robert Strom, 10, who hit $160,000 April 9 on *The $64,000 Question* (CBS-TV) by answering complex science questions, topping $152,000 won April 7 on *The $64,000 Challenge* by Teddy Nadler, $70-a-week St. Louis Army warehouse clerk who defeated Mrs. Lowell Thomas Jr. on geography questions . . . **Adaptation of ABC-TV drama**, "Flight Into Danger" by Arthur Hailey, retitled "Zero Hour," is first movie scheduled by new independent Bartlett-Champion Pictures for Paramount release . . . **New children's series**—*Susan's Show* starring Susan Heinkel, 12, in expanded network version of popular fantasy program started last Sept. by WBBM-TV, Chicago—debuts on CBS-TV May 4, Sat. 11-11:30 a.m. . . . **Screen Gems buys all assets** of Wm. F. Broidy Productions, including 100 films produced for *Wild Bill Hickock* on CBS-TV, will carry on series co-starring Guy Madison & Andy Devine, in color, for Kellogg Co., thru Leo Burnett . . . **Telecaster-oilman Jack Wrather**, who already owns *Lassie* and *Lone Ranger* TV film shows, reportedly has purchased *Sgt. Preston of the Yukon* from Trendle-Campbell-Meurer, from which he bought *Lone Ranger* . . . **Unique "global panel"** reportedly in pilot-film stage by Ed Murrow & Fred Friendly for CBS-TV. Titled *Small World*, it would be moderated by Eric Sevareid in N. Y., with panel of 3 participants stationed in different parts of globe seen by film and heard by trans-ocean phone . . . **Haan Tyler**, ex-Sports TV, Screen Gems & Guild Films, forms own film syndication firm, Haan Tyler & Assoc., Hollywood.

Personal Notes: Neal K. McNaughten, mgr. of market planning, RCA commercial electronics div., and former NARTB engineering director, appointed manager of Ampex Corp.'s new professional products div., headquartering at Redwood City, Cal. and directing development, marketing & engineering of commercial tape recording products including Videotape recorder . . . **George D. Coleman**, ex-WGBI-TV & WGBI, Scranton, Pa., joins Triangle Stations as regional sales director, headquartering in Philadelphia . . . **Robert H. Teter**, exec. asst. to pres. Donald H. McGannon of Westinghouse Bcstg. Co. since Jan. 1956 & former gen. mgr. of radio KYW, Philadelphia, joins reps Peters, Griffin, Woodward as v.p. & radio div. director; **Jack Thompson** promoted to radio sales mgr. . . . **Edward G. O'Berst** promoted to research director for CBS Radio Spot Sales . . . **Gerald Beadle**, director of BBC's TV service, arrives in U. S. May 13 for 6-week visit . . . **Richard A. Borel**, director of WBNS-TV, Columbus, O., elected trustee of Franklin U . . . **T. K. Barton** promoted to exec. v.p. of KARK-TV, Little Rock, succeeded by **Douglas Romine** as v.p. & station mgr. . . . **Lee Browning** promoted to gen. sales mgr. of WFIE, Evansville . . . **Glenn W. White**, ex-KOTV, Tulsa, named program director of KNAC-TV, Ft. Smith; **R. L. Masters**, ex-KARK-TV, Little Rock, chief engineer . . . **Ev (Smitty) Smith**, ex-CKCO-TV, Kitchener, Ont. joins CKVR-TV, Barrie, Ont. as program director . . . **Al Naroff** named west coast mgr. of Trans-Lux TV Corp., with new offices at 1966 S. Vermont Ave., Los Angeles . . . **Henry Kogel**, SMPTE staff engineer since 1950, resigns to join Century Lighting Co., N. Y., specializing in TV studio lighting . . . **Floyde E. (Bud) Beaston** resigns as sales mgr. of WNBQ, Chicago, to join Storer Bcstg. Co. as midwest TV sales mgr. . . . **Marc Daniels** promoted to head of program dept. of TNT Tele-Sessions Inc.

Obituary

Wm. G. Skelly, 78, Oklahoma oilman & pres. of KVOO-TV & KVOO, Tulsa, died April 11 in Tulsa hospital. His Skelly Oil Co. was one of biggest producers in mid-continent field, reporting $339,000,000 assets last year, and he had other wide business interests in addition to TV-radio. He was 1924-40 Republican National Committeeman from Oklahoma.

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ADVERTISING AGENCIES: **Richard A. R. Pinkham** resigns as NBC adv. v.p., on May 15 becomes v.p. & TV-radio director of Ted Bates & Co., succeeding **James C. Douglass**, who moves up to senior v.p. in charge of all TV-radio activities . . . **John B. Lanigan**, ex-NBC, joins Compton Adv. as v.p. & account supervisor . . . **Miss Reggie Schubel**, ex-Norman, Craig & Kummel v.p. who handled Democratic National Committee TV-radio account for agency in 1956 campaign, joins Guild, Bascom & Bonfigli, N. Y., as director of network relations . . . **Wallace T. Drew**, ex-Grey Adv., appointed Cunningham & Walsh v.p. & supervisor of Colgate-Palmolive account . . . **Harry W. Witt** resigns as western v.p. of Calkins & Holden to join new Reach, McClinton & Co. in charge of Los Angeles office (6434 Wilshire Blvd.), succeeded at Calkins & Holden by Wm. A. Chalmers; Timothy J. O'Leary leaves N. Y. office of Calkins & Holden to join Reach, McClinton in handling TV-radio accounts . . . **Frank A. Helton** named v.p. & mgr. of San Francisco office of Ruthrauff & Ryan, succeeding **Ray Mount Rogers**, who continues as consultant.

Radio & TV Executives Society nominees for new officers: pres., John Daly, ABC; 1st v.p., Bernard Goodwin, DuMont Bcstg.; v.p.'s, John B. Poor, MBS, and Geraldine Zorbaugh, CBS Radio; secy., Omar C. Elder, ABC; treas., Frank Pellegrin, H-R Representatives.

Harold C. Lund, v.p. of Westinghouse Stations, elected to board.

Network Accounts: Arthur Godfrey gave notice April 12 to sponsors **Bristol-Myers, Pillsbury Mills & Kellogg** that after June 26 he'll drop *Arthur Godfrey Show* on CBS-TV Wed. 8-9 p.m., substantiating reports that he wants to take it easier next fall. "Deep regret" was expressed by CBS-TV pres. Merle S. Jones. Godfrey's Mon.-thru-Fri. daytime show & *Talent Scouts* on CBS-TV Mon. 8:30-9 p.m. continue . . . **Pharma-Craft** to sponsor alt. 30 min. of *The Steve Allen Show* on NBC-TV starting July 14, Sun. 8-9 p.m., thru J. Walter Thompson . . . **Liggett & Myers** and **Max Factor** buy alt. sponsorship of undetermined musical or comedy program on NBC-TV starting Sept. 28, Sat. 9-9:30 p.m., former thru McCann-Erickson, latter thru Doyle Dane Bernbach . . . **Shulton & Lever Bros.** dickering for alt. sponsorship in fall of *Slezak & Son*, new filmed Walter Slezak situation comedy on CBS-TV, probably Tues. 8:30-9 p.m. . . . **Bristol-Myers** buys 2 quarters of NCAA fall football package on NBC-TV, **Sunbeam** another, leaving 4th quarter open . . . **Procter & Gamble** replaces *Jane Wyman Theatre* with *Meet McGraw*, 30-min. filmed series starring Frank Lovejoy, on NBC-TV starting Sept. 17, Tue. 9-9:30 p.m., thru J. Walter Thompson . . . **Alcoa & Goodyear** buy alt. sponsorship of 30 min. series, rumored *Four Star Playhouse*, on NBC-TV Oct. 7, Mon. 9:30-10 p.m., former thru Fuller & Smith & Ross, latter thru Young & Rubicam . . . **Chevrolet's** *The Chevy Show*, featuring Dinah Shore & others in variety format in color resumes Oct. 6, Sun. 9-10 p.m., thru Campbell-Ewald . . . **Aluminium** and **Union Carbide & Carbon** may return in fall as sponsors of *Omnibus* with program back on ABC-TV in new Sun. 5:30-7 p.m. period; negotiations hinge partly on ABC-TV obtaining 3rd sponsor . . . **Lever Bros. & American Home Products** buy partic. in *Have Gun, Will Travel* on CBS-TV Sat. 9:30-10 p.m. . . . **Pillsbury** dickering for alt. sponsorship of *Zorro* on ABC-TV Thurs. 7:30-8 p.m.; **Seven Up** already has signed . . . **Plymouth** to sponsor *Date with the Angels*, new domestic comedy series starring Betty White & Bill Williams on ABC-TV starting May 10, Fri. 10-10:30 p.m. . . . **General Foods** (Kool-Shake) buys partic. in daytime *Captain Kangaroo* on CBS-TV starting May 4, thru Foote, Cone & Belding.

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Creation of ABC Radio Network Inc. as a separate, autonomous subsidiary of AB-PT (Vol. 13:14) was formalized at AB-PT annual meeting April 10. As previously reported, Robert Eastman, former exec. v.p. of rep John Blair & Co., becomes pres. of new subsidiary. No mention was made of TV, but it's presumed that Oliver Treyz, now v.p. in charge of TV, will be made pres. of a TV network. AB-PT chairman Leonard H. Goldenson said of new radio subsidiary: "As a separate entity, we will be able to give greater emphasis to this dynamic medium and better realize its full potential. With the remarkable growth of radio circulation, as reflected in the ever mounting quantity of radio sets in use by the American public, opportunities for new ideas and creativity in network radio were never better. It is our aim to make the most of this opportunity and achieve the No. 1 position in network radio." Eastman said that "because I am sensitive to the importance of good local programming, we will see to it that our network programming fits with the job our stations are doing in their own communities. At the same time, we fully realize that it is essential that our network programming provide our stations with qualities beyond those available at the local level."

Dr. Kenneth Harwood, chairman of TV communications dept. at U of So. Cal., Los Angeles, was elected pres. of Assn. for Professional Bcstg. Education, succeeding Dr. Sydney W. Head, U of Miami. Robert J. MacAndrews of radio KBIG, Los Angeles, was named v.p.; R. M. Brown of radio KPOJ, Portland, Ore., secy.-treas.

New and Upcoming Stations: Smallest-yet North American market opened when CFCR-TV, Kamloops, B. C. (Ch. 4) held official ceremonies April 8, becoming 39th Canadian outlet. Following day, WCMB-TV, Harrisburg, Pa. (Ch. 27), an economic casualty, left air. With Storer's WGBS-TV, Miami (Ch. 23) also expiring this week (Vol. 13:14), on-air box score is 496 (92 uhf). WCMB-TV's transmitter plant and tower are being purchased by WTPA, Harrisburg (Ch. 71), seeking switch to Ch. 27.

CFCR-TV, affiliated with local radio CFJC, has potential of 4000 homes, is 160 mi. NE of Vancouver, location of nearest station. It uses 500-watt Gates transmitter, 70-ft. Aermotor tower with Gates 2-ring antenna. Coming from CFJC are gen. mgr. Ian G. Clark, commercial mgr. Walter Harwood, program mgr. Gordon Rye, chief engineer J. Fred Weber. Base hour is $75. Reps are Weed and All-Canada.

In letter to FCC, Storer's WGBS-TV states it has lost $182,737 since July 1, 1956, suffered total losses of $432,-978. It's selling studio facilities to National Airlines' WPST-TV (Ch. 10) for over $500,000—with WPST-TV planning to keep most of WGBS-TV employes. WGBS-TV states it spent $757,000 for plant, plus more than $50,000 to promote uhf in area.

WCMB-TV's Ch. 27 transmitter and tower are being purchased by WTPA, operated by *Harrisburg Patriot* and *News* (Newhouse), in deal whereby Ch. 71 plant is turned over to WCMB-TV, which also gets $150,000 for Ch. 27 transmitter & tower, according to application filed with FCC this week. Combined Dec. 31 WCMB-TV & WCMB balance sheet shows $106,500 deficit. Current assets were $72,866, fixed assets $204,673. Current liabilities were $145,002, long-term indebtedness $217,117. WTPA's parent Patriot-News Co. says net worth is $2,000,000 and firm's net income after taxes past 2 years has exceeded $250,000.

In our continuing survey of upcoming stations, these are latest reports from principals:

WPSD-TV, Paducah, Ky. (Ch. 6) expects to have 10-kw RCA transmitter wired up by April 20, plans test patterns by end of month, NBC-TV programming May 15, reports v.p.-gen. mgr. E. J. Paxton Jr., who with family owns grantee *Paducah Sun-Democrat*. Base and anchors were ready for 500-ft. Ideco tower due April 10 and antenna was already on hand. Fitz Hooton, ex-KPLC-TV, Lake Charles, will be program director. Base hour will be $400. Rep will be Pearson.

KBTX-TV, Bryan, Tex. (Ch. 3) plans April 28 test patterns, May 1 start as partial satellite of KWTX-TV, Waco (Ch. 10), 76 mi. away, using own microwave, reports M. N. (Buddy) Bostick, v.p.-gen. mgr. of KWTX-TV, which owns 50% of KBTX-TV. Studio-transmitter building is ready and 10-kw RCA transmitter is to be wired by April 15. Andrews 482-ft. tower with 6-bay antenna is scheduled for April 25. Base hour will be $150. Rep will be Raymer.

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RCA shipped 50-kw transmitter April 11 to upcoming KETV, Omaha (Ch. 7); 12-kw transmitter April 12 to WRLP, Greenfield, Mass. (Ch. 32), planned as satellite of WWLP, Springfield (Ch. 22); 6-section superturnstile antenna April 2 to WPSD-TV, Paducah, Ky. (Ch. 6); 3-section superturnstile April 11 to KMAU-TV, Wailuku, Hawaii (Ch. 3).

Starting use of new tower April 14, Westinghouse's WBZ-TV, Boston (Ch. 4) claims ability to reach more than 5,800,000 people—"more than half of all New England." Dresser-Ideco tower is 1199-ft. above ground, 1180-ft. above average terrain, 1349-ft. above sea level. Use of tower has been offered to all other vhf stations in area.

QUIET WEEK AT FCC, with commissioners at NARTB convention—and nothing major is expected next week while Chairman McConnaughey is on vacation. There was, however, an unusual initial decision in Pittsburgh's Ch. 4 case. Examiner Elizabeth C. Smith, who last year favored KQV (Vol. 12:17), now recommends that WCAE get the channel—KQV's qualifications having "suffered a great loss in leadership" through death of principal Irwin D. Wolf, Sr. Commission had previously ordered case reopened to consider impact of Wolf's death (Vol. 12:45).

Examiner noted "unfavorable factor" of widespread Hearst interests in newspapers & magazines in addition to TV-radio. She also acknowledged deficiencies in local ownership & management of WCAE. But she concluded they were outweighed by local broadcasting experience & performance against unproven "ability & influence" of Irwin D. Wolf Jr., who succeeded father at KQV. Either WCAE or KQV was found superior to other applicants: radio WLOA, Braddock, Pa. (Wm. G. & George C. Matta); Irwin Community TV Co. (radios WEDO, McKeesport, Pa., and WEIR, Weirton, W. Va.); Wespen TV Inc., Irwin, Pa. (Fink family movie theatre interests).

WCAE is controlled by Hearst Corp., owner of *Pittsburgh Sun-Telegraph*, operator of WBAL-TV, Baltimore (Ch. 11) and WISN-TV, Milwaukee (Ch. 12).

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On court appeal front, Cape Girardeau TV Co. lost in 8th circuit (St. Paul) in effort to stay St. Louis' KTVI from starting on Ch. 2. In hassle over Henry Kaiser's grant of KHVH-TV, Honolulu (Ch. 12), KULA-TV (Ch. 4) promptly went to D. C. Court of Appeals after FCC denied its protest, after oral arguments. In case of WSPA-TV, Spartanburg, S. C. (Ch. 7), one of most-litigated on record, WAIM-TV, Anderson (Ch. 40) and off-air WGVL, Greenville (Ch. 23) again trudged to court, charging that FCC must take WSPA-TV from Paris Mt. site—that Commission has evaded court order.

Sole allocation petition filed was that of KBAK-TV, Bakersfield, Cal. (Ch. 29), which asked that KERO-TV's Ch. 10 be moved to coast north of Los Angeles and that KERO-TV be given Ch. 39.

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Aural power 10% that of video may well give quality as good as or better than presently required 50%, Crosley Bcstg. engineering v.p. R. J. Rockwell told FCC this week in letter reporting recent tests multiplexing aural carrier as subcarrier through visual transmitter. He says that lower aural power not only provides adequate coverage but improves picture quality without degrading sound quality or aural signal-noise ratio. He adds that change can be made through addition of 2 miniature tubes and simple circuitry. Up to now, tests have been conducted after hours; Crosley now asks to test during regular hours.

Sale for some $10,000,000 of WDAF-TV, Kansas City (Ch. 4) & WDAF is being negotiated, managing director H. Dean Fitzer has acknowledged, without disclosing prospective purchaser. Stations are owned by *Kansas City Star* which has been found guilty of monopoly of news & advertising and has been considering appeal to Supreme Court. Relief sought by Govt. includes divestiture of TV-radio properties by *Star*.

Contract for sale of KCOP, Los Angeles (Ch. 13) was being negotiated in deal whereby Copley Press sells its only broadcast property for $4,000,000 to group headed by Kenyon Brown & Bing Crosby. Brown & Crosby own ⅓ each in KFEQ-TV & KFEQ, St. Joseph, Mo., Brown also holding interests in radio stations in Kan., Tex. and Okla. Broker: Hamilton, Stubblefield, Twining & Assoc.

KUAM-TV, Guam, establishes sales office in Great China House, Hong Kong.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
April 13, 1957

INDUSTRY DISLOCATIONS SEEN IN CONGRESS ACTION: One of best friends of TV-electronics industry within U.S. Govt. is on verge of being wiped out by Congress -- raising the possibility of dislocations to both military and civilian production.

House of Representatives voted April 9 to discontinue the 35 industry divisions of Commerce Dept.'s Business & Defense Services Administration by eliminating budget item of $3,650,000 from Commerce Dept. appropriation. Only chance of restoration lies in Senate, where appropriations subcommittee currently is holding hearings on Commerce budget, and govt. & industry leaders are rushing to BDSA's defense.

BDSA has been called industry's representative in Govt., and its industry divisions -- such as Electronics Div. under director Donald S. Parris -- serve important functions under Defense Production Act. Among their duties: Making sure military and Atomic Energy Commission get enough materials at right times; making sure goods get where they're needed for defense purposes; advising Govt. on fast tax write-offs for new plants needed for defense; protecting civilian industry from disruption by military demands for scarce materials and equipment.

Many TV and component manufacturers have become acquainted with BDSA's Electronics Div. as result of latter function, through its 8 industry advisory committees or through its industrial defense program, which plans for mobilization readiness from the corporate standpoint. In all cases, electronics industry's point of contact has been Electronics Div., with its staff of 12, including industry specialists.

In its capacity as protector of civilian industry, BDSA averted serious crisis last month during strike at argon gas plant when it limited military to 85% of available gas, preserving 15% for civilian industry. If BDSA hadn't acted, military contractors would have absorbed 100% of supply.

BDSA and its predecessor NPA have aided electronics industry in past by responding to appeals for special assistance in securing materials to complete defense contracts on schedule, and it has helped assure civilian supply of such vital electronically-needed materials as nickel and such items as receiving tubes.

NEW APPROACHES ON MARKETING PORTABLES: Growing importance of portables in TV market, accounting roughly for 30% of total TV production and about 22% of all retail sales in first quarter of 1957, has stimulated manufacturers and dealers alike into developing new merchandising techniques for portables calculated to set them apart from conventional table models and consoles.

Efficacy of separate introduction dates for portables, to distinguish them even further from conventional models, is still controversial. Sylvania introduced its 110-degree portables last Dec. (Vol. 12:50), Philco and GE have shown portables thus far this year -- Philco's with 90-degree tubes, GE 110-degree. But some other major set makers, notably RCA and Motorola, are said to favor showing full line at one time in midyear -- reserving right to "drop in" one or two sets at any time.

There's considerably more agreement on merchandising techniques. From the standpoint of manufacturer, perhaps most important consideration is fact that the portables are still in class of "impulse" item. Set makers tell us that enough consumer research surveys have been conducted to convince them that the average buyer of a portable purchased it on the spur of the moment, with little pre-selling.

Impulse buying puts premium on traffic building, of course, so that any steps a manufacturer and distributor can take to increase traffic in a store, to get people to come in and look at the sets, can contribute materially to portable sales.

Display is regarded as key word in merchandising portables. Set makers agree almost unanimously that portability features must be stressed in window displays if maximum sales potential of portables is to be exploited. Lighter weight of sets must be demonstrated adequately -- in fact, every aspect of portability which stresses

that "here is a set the consumer can take with him wherever he goes" should be played up. Varied colors of sets likewise form an important talking point for merchandise which will go from room to room, fitting in anywhere, decoratively speaking.

Retailers must also give special consideration to marketing portables. No trade-ins, lower cost per unit of sale are already fixed patterns at dealer level in sale of portables. To them have been added the sale of service policies and accessories, all designed to squeeze maximum profit out of essentially low-margin sets.

Trade's market specialists seem generally unworried by fact that retail sales of portables are trailing production by about 8%. Explanations for it vary, some contending that it may indicate portables are more seasonal than expected, or that it represents an intentional build-up by set makers for spring and summer markets, or that spring promotions on higher-end models reduced portable demand temporarily.

One-year-old Baby: "Hotpoint is in TV to stay," says TV gen. mgr. D. Edward Weston in reviewing for us nearly one year's experience which he said "came up to Hotpoint's expectations" and justified its entry into a market when some set makers were dropping out. He said that although he had no previous year for a comparison, he is "satisfied -- but no one in any business should ever say he is completely satisfied." A Hotpoint survey had shown, he said, that the public bought Hotpoint because of its appliance-brand appeal. Increased set production is "very definitely" in Hotpoint's plan, Weston added, but said that parent GE will continue to make Hotpoint's TV sets -- "now and in the foreseeable future." He also said that portables will account for about 37% of Hotpoint's total TV production in 1957, disclosed that its first portables with 110-degree tubes were shipped to distributors this week. In line with GE (Vol. 13:14), its 14-in. has price range of $140-$150, 17-in. for $170-$180. Total inventory is not large, he said, describing it as "a very nice working condition. We are especially glad to be down at the retail level."

Production: TV output was 102,300 week ended April 5, compared with 108,266 preceding week and 118,113 in corresponding week one year ago. It was year's 14th week and brought TV production for year to date to about 1,586,000, compared with 1,982,041 in same period of 1956. Also this week, RETMA placed official Feb. production at 464,697, compared with 450,190 in Jan. and 576,282 in Feb. 1956. Of the Feb. 1957 production, 68,219 were equipped at factory with uhf tuners. Radio production totaled 283,754 (97,644 auto) week ended April 5, compared with 293,059 (95,158) preceding week and 224,544 (74,467) in corresponding week year ago. Radio output for 14 weeks totaled about 4,243,110 (1,739,659) vs. 3,780,489 (1,510,344) in same 1956 period. Feb. production was placed at 1,264,765 (522,859 auto), compared with 1,085,529 (521,624) in Jan. and 1,093,506 (437,611) in Feb. 1956.

Retail Sales: TV set sales at retail were up slightly in first two months of 1957 over similar period in 1956, says RETMA, listing total of 1,148,796 this year vs. last year's 1,144,767. Feb. sales amounted to 525,437, compared with 530,554 in Feb. 1956. Radio sales at retail, excluding auto sets, totaled 1,088,392 in first 2 months, compared with 986,073 in first 2 months of 1956. Sales in Feb. alone were 525,029, compared with 454,867 in Feb. 1956.

Sylvania first quarter factory sales of TV sets "nearly tripled" those of same 1956 period, were 34% higher than previous record first quarter (1955), says TV-radio gen. sales mgr. Robert L. Shaw, adding that "first quarter volume was equally divided between our new 110-degree 17-in. portables and standard table and console models." He foresaw no slackening in sales rest of year.

Higher-priced TV sets with the market firming up in the fall were predicted by Philco pres. James M. Skinner Jr. at stockholders meeting this week. However, he would not comment on Philco plans for 110-degree tube, saying their use in console sets is debatable in view of tube's higher cost. He said Philco sales in first quarter were "up a little," profits "down a little" from first 3 months of 1956.

Mother's Day promotion by Philco calls for gift of Lucien LeLong perfume to purchasers of 7-transistor, battery-operated Model T-7 radio.

Impact of hi-fi (Vol. 13:13) was documented this week by report of Institute of High Fidelity Mfrs. listing 1956 sales of $166,220,000 for hi-fi components and tape recorders used in home systems, compared with estimated $121,000,000 in 1955. It foresees 1957 sales of $221,000,000. A breakdown shows 1956 sales comprised: speakers, speaker systems and enclosures, 25%; amplifiers and preamplifiers, 25%; tape recorders, 10%; tuners, 15%; phonos, including turntables, changers, cartridges, tone arms, etc., 25%.

Portables are used overwhelmingly as second sets, according to Hotpoint survey reporting that 81% of portable purchasers kept old sets, only 4% traded them in. Survey, completed in last 3 weeks, also reports eight 14-in. portables sold for every one under 14-in.; lightness and compactness were primary reasons for purchase, with brand name second reason.

Topics & Trends of TV Trade: Changing pattern of discount house operations should stimulate dept. stores to greater merchandising effort for TV-radio-appliances, Philco exec. v.p. John M. Otter told home furnishings conference of National Retail Dry Goods Assn. this week in Philadelphia.

Discount houses in TV-radio-appliance field have discovered that techniques of serve-yourself, no credit and no deliveries aren't effective, he said, adding that "customers want and demand such things as the attention of a salesman, installation of the appliance, delivery and finally service." He stressed that TV sales trend was away from discount houses, and that discount houses themselves are changing their operations to provide more services.

R. E. Boian, mgr. of GE's "Live Better Electrically" promotion project, also urged dept. stores to push appliances, saying recent market statistics indicated a steadily rising curve for dept. stores. He predicted $9 billion worth of TV-radio-appliance sales (including small electrical appliances) by all retail outlets this year, rising to $11 billion by 1960.

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Royal Commission recommendations that 15% Canadian excise tax on TV & radio receivers be continued (Vol. 13:13) were protested April 9 by RETMA of Canada as "unfair." Statement hailed Commission plan to finance CBC operations with general govt. funds instead of excise as "step in the right direction." But RETMA argued that set tax should be abolished instead of turned into capital budget revenue, as proposed by Commission headed by Robert M. Fowler. It said second set purchasers who already had financed development of CBC-TV by paying excise on first sets would be subjected to double taxation. Canadians also pay 10% sales tax on sets.

Picture tube sales by manufacturers for first 2 months totaled 1,489,218, valued at $26,729,303, reports RETMA, compared with 1,790,448 worth $34,153,086 in first 2 months of 1956. Feb., 1957 sales were 728,363, valued at $13,134,778. Receiving tube sales for first 2 months were 82,031,000, worth $67,801,000, compared with 77,895,000 at $62,070,000 in similar 1956 period. Feb. 1 sales totaled 44,460,000, at $36,631,000.

DuMont's work on color tube & receiver "is still in the engineering stage and it looks promising," according to pres. David Schultz. He said there is no timetable or price range in sight. His comments were in response to question concerning rumors that DuMont plans to introduce $395 color set in July. Company has been working on Lawrence color tube developed by Paramount Pictures subsidiary Chromatic TV Labs.

Opposite views on color clashed this week at home furnishings conference of National Retail Dry Goods Assn. Philco exec. v.p. John M. Otter said color merchandising was premature and hurt black-&-white sales. Next day, RCA merchandising v.p. Martin Bennett fired back that "we at RCA have no sympathy for the manufacturer who stares coldly at color TV; it is costly and an entirely new type of medium requiring new merchandising methods."

Production of 125,000,000 transistors annually by 1959 is forecast by Wm. J. Peltz, v.p.-gen. mgr. of Philco's Lansdale tube div., on basis of survey of 80 companies by Stanford Research Institute. He said 26,000,000 transistors are expected to be produced in 1957, rising to 59,000,000 in 1958. "We are only beginning to realize the multiplicity of uses for transistors," Peltz said.

General Instrument Corp. has acquired Radio Receptor Co., whose 3 Brooklyn plants produce about 20% TV-radio components, 80% military work, had net loss of $475,000 on sales of $8,364,000 last year. General Instrument earned $337,146 on sales of $25,398,628 in 9 months ended last Nov. 30.

Trade Personals: Joe Marty Jr., ex-gen. mgr. of Admiral electronics div., joins Zenith in unspecified executive post . . . Ricardo Muniz, ex-Canadian Westinghouse, named Magnavox coordinator of manufacturing & engineering . . . Ralph Willams named mgr. of RCA Victor custom record sales; Wm. P. Reilly to head field sales, recorded program services . . . Jay J. Newman promoted to mgr., new product and market development, RCA components div., Camden . . . Jerry Smith appointed Federal Telephone & Radio's western sales mgr., San Fernando, Cal.; John Stallupi named New England-mid-Atlantic sales mgr., Clifton, N. J. . . . Wm. B. Mullen, ex-Motorola, named Zenith sales training mgr. . . . Orlanda J. Schuler, ex-Crosley, named Stromberg-Carlson's Ohio district mgr. for commercial sound sales . . . Jack Kuhner, Hoffman Labs asst. treas., also elected a v.p. & director of Hugey & Phillips, Burbank, Cal. manufacturer of tower lighting controls . . . Stewart Pfannstiehl elected sales v.p., Cinch Mfg. Co., Chicago . . . Robert Barnes, Magnavox Philadelphia sales rep, resigns to open own manufacturers' rep firm . . . Edward Kantrowitz, ex-Emerson adv. & sales promotion director, joins Necchi-Elna Sewing Machine in same capacity.

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RCA chairman David Sarnoff received American Heritage Foundation award April 11 from ex-GE pres. Charles E. Wilson for "outstanding public service in non-partisan 'Register, Inform Yourself and Vote' program of 1956."

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Radio "pill" which can be swallowed for research in intestinal disorders was displayed April 8 at Rockefeller Institute, N. Y., by co-designers Dr. Vladimir K. Zworykin, TV tube pioneer & honorary RCA v.p., and Dr. John T. Farrar of N. Y. Veterans Administration Hospital. Plastic 1⅛x2/5-in. capsule contains transistor, oscillator, ferrite cup inductance core & other circuit elements, replaceable storage battery with 15-hour life. It picks up pressures inside digestive tract, transmits impulses to FM receiver. Dr. Farrar said pill has no "diagnostic or therapeutic implications" now but may prove useful in study of such ailments as spastic & ulcerative colitis. Tests with volunteer VA patients are getting under way. Developed in 6 months at cost of $10,000, device could be mass-produced for $25-$30, according to Dr. Zworykin.

"World Spanner" short-wave transmitter said to be 50 times more effective than most powerful commercial broadcasting station will be installed for Pentagon use, Defense Dept. announced April 12. Designed by Army Signal Engineering Labs, Ft. Monmouth, N. J., and Continental Electronics Inc., Dallas, single sideband set for Army's world-wide communications network has effective power of 24 megawatts.

Short biographies of 5 electronics industry leaders in whose names IRE presents annual awards are carried in April *Proceedings of the IRE*. Written by distinguished colleagues, articles cover: Morris N. Liebmann, by Emil J. Simon; Browder J. Thompson, by Edward L. Bowles; Harry Diamond, by Wilbur S. Hinman Jr.; Vladimir K. Zworykin, by Irving Wolff; W. R. G. Baker, by Arthur V. Loughren.

Sylvania's new electronic research center was started this week at Amherst, near Buffalo. New 100,000-sq. ft. plant is expected to be ready next Feb. Present work in this line is being done at leased Buffalo plant, where operations will continue.

Bureau of Standards' annual report, summarizing 1956 research & development in physical sciences (158 pp., 60¢), is available from Govt. Printing Office, Washington.

Dr. Royal Weller, ex-chief scientist, Naval Air Missile Test Center, Pt. Mugu, Cal., May 1 joins Stromberg-Carlson as engineering v.p.

MORE COMPENSATION reports on officer-directors for 1956, as revealed in proxy notices (figures in parentheses indicate common stockholdings on date of proxy notices):

Motorola—Paul V. Galvin, chairman, $82,812 (owned 99,453 shares beneficially, plus 186,696 held in trust & 13,227 held by his wife, constituting 15.45% of all outstanding shares); Robert W. Galvin, pres., $58,750 (154,007, plus contingent interests & 9282 held in trust and 3965 held by wife, constituting 18.5% of all outstanding shares); Edward R. Taylor, exec. v.p., $66,225 (3060); Daniel E. Noble, exec. v.p., $57,500 (5866); Frank J. O'Brien, v.p., $55,625 (5814); Elmer H. Wavering, exec. v.p., $57,500 (20,900); Edwin P. Vanderwicken, v.p., $55,625 (600); Walter B. Scott, v.p., $46,250 (1958). (Annual meeting, May 6, Chicago.)

DuMont Labs—Dr. Allen B. DuMont, chairman, $50,000 (31,901); David T. Schultz, pres., $75,000 (1000); Wm. H. Kelley, who resigned in July as a v.p. but remained throughout the year as a consultant, $45,000 (none). (Annual meeting, May 6, Clifton, N. J.)

Unitronics Corp. (parent of Olympic Radio, David Bogen & Presto Recording Co.)—Morris Sobin, pres. of Olympic, $44,500 (8820); Lester H. Bogen, pres. of David Bogen & Presto, $31,565 (none); Wm. H. Husted, chief exec. officer, $31,083 (20,475). In addition, Bogen was granted 3-year option last July 24 to buy 2400 shares at $8.663 per share; Brantz Mayor, who became pres. of Unitronics last April 1 at annual salary of $35,000 and deferred compensation of $15,000, was granted option through June 30, 1961, on 19,998 shares at $9.875 per share. (Annual meeting, April 22, N. Y.)

International Resistance Co. — Charles Weyl, pres., $54,596 (91,800); Harry A. Ehle, exec. v.p., $44,326 (15,700); Jesse Marsten, senior v.p., $43,692 (8500); Edward A. Stevens, v.p. & treas., $37,922 (9540). (Annual meeting, May 1, Philadelphia.)

Note: For previous executive compensation reports, see Vol. 13:12-13.

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Increased Admiral profits in 1957 are foreseen by pres. Ross D. Siragusa in April 11 report to annual meeting, saying first quarter will be profitable despite a 13% sales drop from first 3 months of 1956. Second quarter will equal last year's and final half "should improve substantially," he added. Last year's Admiral profits were $1,037,274 (44¢ per share) on sales of $182,046,168 (Vol. 13:12). Admiral TV factory sales, he said, dropped less than the industry average in first quarter, while radio and hi-fi phonos were up 33%. He said that govt. backlog should be higher by June 1 and that increased volume of color sales is expected in last half of year, adding that color sets soon will have automated printed circuits.

Raytheon, which sold TV-radio div. to Admiral in mid-1956 (Vol. 12:22), earned $1.143,000 (40¢ per share) on sales of $52,270,000 in quarter ended March 31, had backlog of $250,000,000 in govt. orders on that date. Pres. Charles F. Adams told annual meeting recent change to calendar year basis made impractical any comparison with first 3 months of 1956, but for 7 months ending Dec. 31, 1956, earnings were $657,743 (23¢ per share) on sales of $111,844,000.

Whirlpool's first-quarter sales were about $112,000,000, a 17% increase over similar 1956 period, pres. Elisha Gray II told Investment Analysts Society of Chicago this week. He didn't estimate earnings but said they "probably will be a little less than the 62¢ per share" or $3,762,062 on sales of $95,068,150 in first quarter of 1956. Whirlpool sales in 1957, he added, should show a much larger increase than the 3%-5% he estimated for the major appliance industry.

Erie Resistor reports net income of $956,452 (80¢ per share) on 1956 sales of $23,300,749, compared with $959,433 (40¢) on 1955 sales of $22,358,644. It says 1957 "should be a satisfactory one from an earnings standpoint . . . expect that our shipments should exceed those of 1956." Current assets at year's end were $7,277,553; current liabilities, $3,566,533; long-term debt, $1,500,000.

Unitronics Corp., parent of Olympic Radio, David Bogen Co. & Presto Recording, reports record net profits of $588,941 ($1.25 per share) on 1956 income of $28,054,836 vs. $474,626 ($1) & $18,432,097 in 1955. Current assets at year's end were $14,808,070; total liabilities $9,756,269; long term debt $2,118,268; retained earnings $2,552,255.

Eitel-McCullough earned $1,254,488 ($1.68 per share) in 1956 compared with $645,844 (86¢) in 1955.

United Artists Corp., last privately-held major movie company, moves toward public ownership in late April. It is offering public issue of 6% debentures for purpose of raising $10,000,000 and 350,000 shares of common stock to produce $5,000,000 more. Proceeds of $15,000,000 sale through F. Eberstadt & Co. would be used to retire debt and finance independent production by company, which last year grossed $2,000,000 from feature-film sale to TV. Formed in 1919 by Douglas Fairbanks Sr., Mary Pickford, Charles Chaplin & D. W. Griffith, UA was losing $100,000 per week by 1951, when management was turned over to group headed by lawyer Arthur B. Krim. Gross since has climbed from $18,000,000 to $65,300,000. Public sale will leave majority stock ownership with Krim group.

Profits of 6 TV-radio manufacturers, all unidentified, declined by 23.3% in 1956 from 1955 levels, though national corporate profits of 750 major companies last year were about equal to 1955 (actually up 0.1%), according to *Wall Street Journal* quarterly survey. The 6 TV-radio manufacturers aggregated profit of $63,276,000 in 1956, compared with $82,529,000 in 1955. Earnings of 14 electrical equipment manufacturers, including GE and Westinghouse, declined 3.3% (due primarily to strike at Westinghouse).

Upcoming 20th Century-Fox annual report, says pres. Spyros Skouras in advance statement to stockholders, "will show the vital steps that have been taken to overcome lags in our flow of pictures and to improve further their entertainment appeal against the competition of free TV." Earnings for 52 weeks ended Dec. 29, 1956 were $6,198,419 ($2.34 per share) on income of $122,251,864 vs. $6,025,039 ($2.28) on $120,807,208 for 53 weeks ended Dec. 31, 1955.

Avco first-quarter earnings were nearly 5 times larger than during same 1956 period, chairman Victor Emanuel and pres. Raymond A. Rich told annual meeting this week at Nashville, Tenn. This reflected, they said, "continued growth of Avco's industrial and defense business, specialized farm equipment business and broadcasting and telecasting operations."

U. S. Semiconductor Products Inc., Phoenix, organized Feb. 11 to manufacture semiconductors & other electronic devices, filed SEC registration (File 2-13246) April 11 for offering of 500,000 shares of $1 par common stock. Net proceeds of public sale through Jonathan & Co. were estimated at $997,050 by company. Friedrich W. Schwarz is pres. & gen. mgr.

Decca Records earnings in first quarter of 1957 exceeded the $890,444 (55¢ per share) earned in first 3 months of 1956, pres. Milton R. Rackmil told annual meeting. In reply to stockholder's question, he said Decca might consider buying more Universal Pictures stock under right conditions, with a view to eventual consolidation.

Laboratory for Electronics Inc. expects to be "slightly in the black" for fiscal year ending April 26, on record sales of $6,500,000, compared with loss of $985,000 on sales of $6,136,000 in fiscal 1956, reports *Wall Street Journal.*

Globe-Union Inc. earned $1,166,383 ($1.42 a share) in 1956 on sales of $58,667,310 vs. $1,671,996 ($2.03) on $56,622,579 in 1955; results include Wico Electric Co., acquired in June, 1956.

Dominion Electrohome Industries earned $313,000 on sales of $13,565,000 in 1956, compared with $372,917 on $10,500,000 in 1955.

Clarostat earned $227,924 (55¢ per share) on sales of $7,468,492 in 1956, compared with $164,235 (39¢) on $6,415,740 in 1955.

National Union Electric Co. earned $563,068 (33¢ per share) in 1956, compared with loss of $638,696 in 1955 (Vol. 12:16).

WIRED 'HOME MOVIE' concept received its first resounding whack from a major theatre spokesman this week when Ernest G. Stellings, pres. of Theatre Owners of America, issued statement warning exhibitors that such systems may be "a one-way ticket to business suicide." His emphatic words came as surprising note in rising tide of enthusiasm among theatremen waiting for start of first experiment in Bartlesville, Okla. (Vol. 13:9-10).

Most of Stellings' statement was in form of questions: Will viewers pay the sums proponents think they will? What's to stop viewers from calling in their neighbors? Can cities grant exclusive franchises? What will prevent non-exhibitors from muscling in? "Can you imagine what vicious competition there would be among the competing cable theatre systems? What is there to prevent pirating of pictures via concealed cable to the house next door?" Where will exhibitors get enough "tight" money to finance systems?

Stellings also chided exhibitors for blasting telecast toll-TV on one hand while welcoming wired systems on other. This, he said, is "tantamount to saying 'it is all right if we control it, but it is all wrong if anybody else uses it.'" He wound up by urging exhibitors to watch Bartlesville operation "very carefully."

* * * *

Countering Stellings' arguments, Milton J. Shapp, pres. of Jerrold Electronics Corp., which is supplying Bartlesville equipment, told April 12 N. Y. news conference he agrees that first tests should be evaluated carefully before any broad installation of systems is considered. However, he said, system proponents are quite satisfied that operation will be technically sound and that "the economics make sense."

Shapp insisted cable system is basically different from telecast toll TV in that former "lends itself to local ownership by exhibitors" whereas latter "would be handled on franchise basis controlled by one group." He reported that initial equipment is on its way to Bartlesville; that Video Independent Theatres will begin installation within 2 weeks; that surveys of town indicate some 60% of families are seriously interested in taking service.

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RCA-NBC answer to anti-trust suit filed by Justice Dept. against it in connection with swap of its old WNBK & WTAM in Cleveland (now KYW-TV & KYW) for Westinghouse's WPTZ & KYW in Philadelphia (now WRCV-TV & WRCV) makes point that Justice lacked authority in case and consequently the court lacks jurisdiction to rule on it. In answer filed in Philadelphia Federal Court April 10, RCA-NBC stated: "At no time did the anti-trust division intervene in the proceedings before the [FCC]. Nor did the anti-trust division protest the action of the Commission or request a rehearing. The anti-trust division failed to avail itself of the procedures made mandatory by the Congress to obtain modification of the Commission's action. That action has become final and is not subject to attack." It said NBC and Westinghouse entered into exchange agreement in good faith and neither the agreement nor its consummation violated Sherman anti-trust act, as charged.

Postwar economic sourcebook *Your Target* (64 pp.), covering market, marketing & media changes, including charts on rise of TV and spread of radio set use, is published by BBDO, copies available from agency, 383 Madison Ave., N. Y.

Subscription-TV tests got another editorial endorsement, April 8 Scripps-Howard's *Washington Daily News* stating: "If 'pay-as-you-see' TV is a sound proposition, the public will do the deciding." Similar view was expressed recently by *N. Y. Herald Tribune* (Vol. 13:12).

Watchdog subcommittee of House Commerce Committee (Vol. 13:10) was given $250,000 April 11 for 18-month probe of 17 regulatory agencies, including FCC. Aim is to see whether they are carrying out intent of Congress in setting them up or are subservient to industries they supervise. Rumors that FCC would be particular target were denied by committee sources who insisted no agency had been singled out for attack. Subcommittee headed by Rep. Moulder (D-Mo.) will have 7 staff experts & 5 assistants (none selected), probably directed by Dr. Andrew Stevenson of full committee's professional staff. Extra money, added to $100,000 already set for general investigative program of full Committee, was voted 225-143 by House despite warning by Minority Leader Martin (R-Mass.) that it was "devastating blow to the economy drive" in Congress. Chief advocate of $250,000 appropriation was Speaker Rayburn (D-Tex.).

"Distinguished Advertising" citations in 5th annual *Saturday Review* awards were given this week to following programs (sponsors in parentheses): *Omnibus*, ABC-TV (Aluminum Ltd., Union Carbide & Carbon); *Metropolitan Opera* ABC Radio (Texas Co.); *Disneyland*, ABC-TV (Aluminium Ltd., Union Carbide & Carbon); *Metro-* Foods); *See It Now*, CBS-TV (Shulton, Pan-American World Airways); *Kraft Theatre*, NBC-TV (Kraft Foods); *Playhouse 90*, CBS-TV (Bristol-Myers, Ronson, Singer Sewing Machine); *Hallmark Hall of Fame*, NBC-TV (Hallmark Greeting Cards); *NBC Opera*, NBC-TV (NBC); "At Year's End," CBS-TV (CBS). Special citation went to Jack Gould of *N.Y. Times* "for critical journalism of the highest order."

BBC's Third Program of "egghead" radio was cut April 8 from 5 to 3 hours daily because of rising costs—now $3,000,000 a year—and drop in listeners to estimated 40,000 against 12,000,000 for top TV shows. Sir Ian Jacob, BBC director general, said 2 hours saved will be given to new radio "Network Three" for special-interest programs not available regularly on radio or TV. Curtailment was ordered despite protests by Third Program Defense Society, organized by schoolmaster Peter Needs who thinks TV is "idiot's lantern," and a motion of resentment in Parliament signed by 130 members.

UHF Success Story: How WWLP, Springfield, Mass. (Ch. 22), on air since March 1953 and managed by dynamic young gen. mgr. Wm. L. Putnam, earned 1956 profit of $133,444 on income of $849,246 (including $344,547 from national, $291,434 local, $134,451 from NBC, $26,181 from ABC), is detailed in April 8 *Broadcasting-Telecasting*. There was profit in 1955, too—but only $16,306 on income of $513,124, and in 1954 loss was $101,882 on $389,793. Originally capitalized at $400,000, capital deficit was reduced to $167,931 by end of 1956.

Theatrical Interests Plan Inc., which started out as N. Y. investment management group to "angel" stage enterprises (Vol. 12:44), asked SEC April 11 to cancel its registration. Application said TIP hasn't engaged in any business activities to date, that 23 stockholders voted to change nature of firm into production & management of plays, movies, TV & radio programs, etc. Principal organizers of TIP were Theodore J. Ritter, TV film producer; John Gerstad, TV script editor; Dennis K. McDonald of *Billboard*. SEC statement lists total TIP capital of $113,147 including paid-in surplus of $111,440.

Canadian TV applications to be considered by CBC Board of Governors at April 30 meeting in Ottawa: radio CJDC (W. P. Michaud, pres.), Dawson Creek, B.C. for Ch. 5 there; CFCL-TV, Timmins, Ont. (Ch. 6) for satellites in Kapuskasing, Ont. (Ch. 3) and Kirkland Lake, Ont. (Ch. 9); CKSO-TV, Sudbury, Ont. (Ch. 5) for satellite in Elliot Lake, Ont. (Ch. 3); CHCH-TV, Hamilton, Ont. (Ch. 11) for power increase from 100-kw to 150-kw.

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SUMMARY-INDEX OF THE WEEK'S NEWS — April 20, 1957

ONLY 30 NEW STATIONS seen by fall. Eight added so far this year while 4 drop out. Summary of 1956 beginners, plus list of those due (pp. 1 & 3).

PAY-TV DECISION may be preempted by Congress, Reps. Celler & Harris indicating belief FCC needs "guidance." Exhibitors uneasy about wired systems (p. 1).

ANTI-TRUST SUITS filed against 5 more TV feature film distributors as Judge Hansen sees "must-buy" & program control as main anti-network complaints (p. 2).

WATV UP FOR SALE in N. Y. Station buyers plentiful but getting more cautious. FCC approves big Time-Bitner deal and sale of KLOR, Portland, Ore. (p. 4).

FCC AFFIRMS GRANT of Ch. 8 to KGHL-TV, Billings, Mont.; Texas Tech cleared for Lubbock Ch. 5. Boston Ch. 5 grant due next week (p. 5).

SYLVANIA'S 21-IN. PORTABLE with 110-degree tube to be introduced in mid-summer; price to be under $200. Major manufacturers estimate portable output (p. 9).

MILITARY ELECTRONICS expenditures now at higher rate than during Korean War period, new figures show; more than $15 billion spent in 6½ years (p. 12).

TOP DEFENSE CONTRACTORS listed by Pentagon, showing GE still No. 1 among companies in electronics field; electronics firms move higher on list (p. 12).

CBS EARNINGS UP to 77¢ per share first quarter from 60¢ last year, sales 8% ahead, stockholders told. Another record year indicated (p. 13).

CLOSED-CIRCUIT ADULT EDUCATION project announced as pilot school-to-home experiment, connecting 608 low-income N. Y. families with school via cable (p. 14).

1957 STATION CROP WILL BE SPARSE: Those 2000 TV stations so confidently predicted by FCC (and many others) when the freeze was lifted in 1952 simply haven't come into being. Right now, there are exactly 497 of them, including 25 educationals and a score of satellites -- and from our carefully kept records we'd say the best you can expect is another 30 or so by early fall. For rest of year after that, predictions are rather futile, because present grantees just don't have firm targets that far ahead. But there won't be many, that's sure. Among the 121 applications pending, most are duplicates competing for the better channels -- or "paper" uhf applications contingent solely on some hoped-for upbeat development in uhf. As for further mortalities, that's in laps of gods; there have been 75 to date, nearly all uhf.

So far this year, there have been 8 starters, all duly chronicled in these columns. And there have been 4 demises, all uhf. They're recapitulated on p. 3, along with a review of other reported and expected 1957 starters -- and we suggest you correct your Spring-Summer TV Factbook (No. 24) accordingly; its blue section, incidentally, identifies the principals in all stations mentioned.

CONGRESS AIMING TO PICK UP TOLL-TV BALL? Chances of Congressional committees lifting subscription-TV decision bodily out of FCC's hands are definitely increased. In recent public statements, such as those during panel discussion during NARTB convention (Vol. 13:15), FCC Chairman McConnaughey reiterated his puzzlement over certain legal aspects of pay TV, said Congressional guidance may be needed. He was thinking particularly of whether subscription TV has common carrier aspect or not and whether Commission has power to limit "experiments" as it apparently feels it should.

A very likely source of action from Capitol Hill is Rep. Celler (D-N.Y.), who has pending a bill expressly prohibiting tollcasts -- and the brisk, brusque chairman of Judiciary Committee is scarcely a shrinking violet when it comes to moving in wherever he chooses. Another possibility is Chairman Harris (D-Ark.) of House Commerce Committee, who made it clear recently that he's miffed when FCC fails to consult Congress on major policy actions -- specifically vhf-uhf allocations and subscription TV (Vol. 13:10). First effort to get Congress in on act -- Senate Commerce Committee's consideration of staff-drafted recommendation that tests be authorized (Vol. 13:9) -- aborted when Committee majority balked.

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FCC didn't discuss subject this week, though Chairman McConnaughey was on hand after deferring planned vacation. Debate is expected to resume next week. Last pre-NARTB convention go-around gave impression majority was clearly leaning toward authorization of "tests" -- or at least toward a short fact-gathering proceeding leading to test authorizations on some still-undefined basis.

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Theatre exhibitors are fretting & stewing more than ever, meanwhile, over whether to go for wired "home movie" systems, a la guinea-pig Bartlesville, Okla. experiment (Vol. 13:10). On one hand, they see highly successful chain operator Video Independent Theatres (150 theatres) calmly pushing the Bartlesville test; on other, they have dire warnings of potential disaster from their principal national spokesman, Ernest G. Stellings, pres. of Theatre Owners of America (Vol. 13:15).

Exhibitors continue to buy "insurance," at any rate, in form of city franchises which would permit them to string cable -- if & when. Most extravagant prediction to date came this week in St. Louis, where Pete Gloried, mgr. of theatres in Poplar Bluff, Mo., told meeting of Missouri-Illinois Theatre Owners that franchises may be sought in as many as 6000 communities; and that among the seekers will be well-heeled businessmen outside the exhibitor ranks.

HANSEN PINPOINTS NETWORK ANTI-TRUST PROBES: Even as 5 more TV feature film distributors were being slapped with "block-booking" civil anti-trust suits, Gov't.'s chief trust-buster, Asst. Attorney General Hansen, told broadcasters Justice Dept. is stepping up its investigation of network practices -- particularly as regards "must-buy" station lists and network control and sale of programs.

Complaints against the feature film distributors were virtually identical to the one filed last month against Loew's Inc. (Vol. 13:13) and which is understood to be currently under negotiation for possible consent decree. All filed in N.Y. Federal Court, suits accuse distributors of requiring stations to buy features on a package basis, and seek to force distributors to sell on picture-by-picture basis, reopening negotiations on all features already sold.

Defendants in this week's suits: C&C Super Corp. (distributor of RKO pictures), Screen Gems Inc. (Columbia Pictures subsidiary), Associated Artists Productions (distributors of Warner Bros. backlog), National Telefilm Assoc. (distributors of 20th Century-Fox features) and United Artists (its own features).

Block-booking charges were denied by officials of the companies in statements to press, some of the companies stating that they sold films on individual basis.

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"We are devoting a good deal of attention, manpower and a substantial part of our budgeted funds to a broad scale inquiry into the broadcasting industry -- especially to TV, its newest and most powerful branch." So said Judge Hansen in April 18 speech to Federal Comunications Bar Assn. Noting that probe began "on small scale" in 1953, he said "about a year ago the scope and urgency of the problems convinced us to expand and accelerate our study."

Indicating principal areas of investigation, he specifically mentioned "our investigation of alleged tie-ins between the sale of network time and programs" and "a broad inquiry into the networks' business practice known as the 'must buy' policy." He made no specific mention this time of other phases of inquiry he outlined at Celler hearings last September (Vol. 12:37) -- option time, pricing of shows, discounts, production facilities, scenery & set production, talent contracts.

If any action is taken against neworks, it probably won't come in immediate future -- since Judge Hansen indicated that report of FCC network study group, due in July, will be "of great value" to Justice Dept. As to question of FCC vs. Justice Dept. jurisdiction, he said both agencies are determined not to "play Alphonse and Gaston in a matter of such great importance" and will let "no important aspect of broadcasting [fall] into the interstices between us."

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That Hansen doesn't hesitate to move in any direction was made even clearer this week when FCC made public his comments on Commission's re-examination of use of

spectrum above 890 mc, notably microwave. Justice Dept. would like to see AT&T and other common carriers get more competition for microwave facilities. Hansen said:

"We are of the opinion that, by preferring common carrier operation of such systems competition would be distinctly lessened and monopoly encouraged in the manufacture, sale and use of the communication facilities adapted to this area of service...We believe that reconciliation of the two methods of regulation [competition or law] requires that the common carrier concept be given as limited application as the terms of the Communications Act will permit."

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Regarding Rep. Celler's celebrated TV report (Vol. 13:14), it still looks as though it will emerge with plenty of criticisms of network practices -- but without any coup de grace. Celler is reportedly seeking unanimous approval of his Judiciary anti-trust subcommittee, and final document can't be too harsh if it's to get Republican support. For example, it's said that it will hold off some final recommendations because Justice Dept. is currently investigating option-time and must-buy practices and has started proceedings based on Westinghouse-NBC station swap (Vol. 12:49) and because FCC's network study group still is examining whole picture.

New and Upcoming Stations: This year's 8 starters to date: KONO-TV, San Antonio (Ch. 12); WTWV, Tupelo, Miss. (Ch. 9); KTWO-TV, Casper, Wyo. (Ch. 2); KLSE, Monroe, La. (Ch. 13 educational); WYES, New Orleans (Ch. 8 educational); KUMV-TV, Williston, N. D. (Ch. 8 semi-satellite of KFYR-TV, Bismarck); KBAS-TV, Ephrata, Wash. (Ch. 43 satellite of KIMA-TV, Yakima); and WCDC, Adams, Mass. (Ch. 19), formerly WMGT, returned to the air as a satellite of WCDA, Albany, N. Y.

Quitting for economic reasons: WTVE, Elmira, N. Y. (Ch. 24), Feb. 13; WBLN, Bloomington, Ill. (Ch. 15), Feb. 7; WCMB-TV, Harrisburg, Pa. (Ch. 27), April 9; WGBS-TV, Miami (Ch. 23), April 13.

Imminent starters—i.e., those due to begin testing in April or May—are WSOC-TV, Charlotte, N. C. (Ch. 9); KHVH-TV, Honolulu (Ch. 13), contingent on FCC grant of STA and court refusing stay order sought by KULA-TV; WPSD-TV, Paducah, Ky. (Ch. 6); KSPR-TV, Casper, Wyo. (Ch. 6); KBTX-TV, Bryan, Tex. (Ch. 3), to be partial satellite of KWTX-TV, Waco (Ch. 10); WRLP, Greenfield, Mass. (Ch. 32), to be satellite of WWLP, Springfield, Mass. (Ch. 22).

These are also known to have equipment on hand and/or to have signed up with networks, and have indicated their definite intention to get going by summer or early fall: WFGA-TV, Jacksonville (Ch. 12); KETV, Omaha (Ch. 7); WIIC, Pittsburgh (Ch. 11); WAVY-TV, Portsmouth-Norfolk (Ch. 10); KMOX-TV, St. Louis (Ch. 11); WLWI, Indianapolis (Ch. 13); KTVC, Ensign, Kan. (Ch. 6); KGEZ-TV, Kalispell, Mont. (Ch. 9); KPLO-TV, Reliance, S. D. (Ch. 6), to be semi-satellite of KELO-TV, Sioux Falls, S. D. (Ch. 11).

These also have stated "summer-fall" targets but there's no record of equipment delivery yet: WPST-TV, Miami (Ch. 10); WWL-TV, New Orleans (Ch. 4); WPTA, Roanoke-Ft. Wayne, Ind. (Ch. 21); WINR-TV, Binghamton, N. Y. (Ch. 40); WRAK-TV, Williamsport, Pa. (Ch. 36); WBLK-TV, Clarksburg, W. Va. (Ch. 12).

Educationals stating they expect to get started this summer: KTCA-TV, St. Paul-Minneapolis (Ch. 2); WETJ, Jacksonville (Ch. 7); WMVS-TV, Milwaukee (Ch. 10); KUED, Salt Lake City (Ch. 7); WIPR-TV, San Juan, P. R. (Ch. 6).

These uhf grantees say they will start when FCC authorizes changes in channels: WCNS, Baton Rouge, La. (Ch. 40, asking for Ch. 18); WNYT-TV, Buffalo (Ch. 59, asking for Ch. 29). And these "mortalities" who held onto their CP's also say they will resume when way is cleared: WKST-TV, New Castle, Pa. (Ch. 45), authorized to resume in Youngstown but held up by protest; WJPB-TV, Fairmont, W. Va. (Ch. 35), an in-&-outer now authorized to move transmitter into town; WBLN, Bloomington, Ill. (Ch. 15), reported seeking funds through popular subscriptions; WLBR-TV, Lebanon, Pa. (Ch. 15), sold to Triangle (Annenberg) but held up by litigation.

Note: Canada had 2 starters this year—CKMI-TV, Quebec City (Ch. 5) and CFCR-TV, Kamloops, B.C. (Ch. 4), and in May is due to see CJOX-TV, Argentia, Newfoundland (Ch. 10) start as satellite of CJON-TV, St. John's (Ch. 6). Due in Sept. is CKRN-TV, Rouyn, Que. (Ch. 4) and about same time CHAT-TV, Medicine Hat, Alta. (Ch. 6). Permits have also been issued for Ch. 2 station in Kelowna, B.C. with Ch. 13 and Ch. 7 satellites in Penticton, B. C. and Vernon, B. C., respectively.

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In our continuing survey of upcoming stations, these are latest reports from principals:

KTVI, St. Louis, resumed operation 2 p.m. April 15 and telecast first ball game of season following day, after being off air since March 20 when it left Ch. 36 to convert to Ch. 2. It has 35-kw GE transmitter, 4-bay antenna on 600-ft. Blaw-Knox tower formerly used for Ch. 36. Joe Bernard, previously acting as consultant, has resigned as v.p.-gen. mgr. of WGR-TV, Buffalo, to become v.p.-gen. mgr. of KTVI, succeeding Juby Schainblatt. Station has switched reps from Weed to Blair-TV. KTVI resumption brings on-air total to 497 (92 uhf).

WBLK-TV, Clarksburg, W. Va. (Ch. 12) is planning to order transmitter shortly for immediate delivery, hopes to be in operation Sept. 1, reports John J. Laux, exec. v.p. of WSTV-TV, Steubenville, O., which acquired CP along with radio stations WBLK and WPAR, Parkersburg, W. Va. after long litigation (Vol. 13:14). It will have 425-ft. Stainless tower with 6-bay RCA turnstile antenna; construction has already begun on studio-transmitter building. George Clinton, mgr. of radios WBLK & WPAR, will be TV gen. mgr. Rep not chosen.

WPTA, Roanoke, Ind. (Ch. 21, allocated to Ft. Wayne) has RCA transmitter due in May, plans mid-summer debut, reports Robert Lemon, gen. mgr. of WTTV, Bloomington-Indianapolis (Ch. 4), also owned by grantee Sarkes Tarzian. It has asked for bids on studio-transmitter building. Piers & base for 724-ft. Stainless tower are being built.

KUED, Salt Lake City (Ch. 7, educational) plans Aug. 1 test patterns, Aug. 12 programming, reports mgr. C. Richard Evans. It has 5-kw RCA transmitter due in June, 6-section superturnstile antenna in July—for mounting on 140-ft. tower. Transmitter is to be installed in KTVT building on Mt. Vision, will be operated by KTVT.

PRE-FREEZE WATV, Newark (Ch. 13), actually a New York City independent with transmitter on Empire State Bldg., went on the block this week, along with its radio adjunct WAAT (5-kw D, 1-kw N, 970 kc). Asking prices are $4,000,000 for the TV, $1,500,000 for the radio, pres. Irving Rosenhaus announcing only that talks have been held with "some people who have shown a firm interest"—but declining to identify them.

This is latest in the rash of TV-radio buy-&-sell projects that have the industry rife with rumor, the station brokers busier than proverbial bird dogs, and FCC and staff more heavily engaged in handling transfer cases than new-station grants. Out of the welter of gossip and news reports relating to TV station sales, careful checks this week brought forth these facts:

(1) **Many money interests,** lured by the profitability of TV, are still "out looking" for station properties but, as one broker put it, they're less disposed to grab-&-run regardless of price, more inclined to study balance sheets, markets, potentials, possible changes in the Washington "political climate" now so favorable to them.

It's no secret that CBS, Westinghouse, Meredith, Triangle (with 4 vhf stations each), Whitney (with 3 vhf, one uhf), *Chicago Tribune* (with one vhf in Chicago and interlocking ownership with another in New York) would like to have allowable limit of 5 vhf's. They have the wherewithal—but they've become extremely cautious buyers, as are most of the lesser known entrepreneurs. Nor is it any secret that Storer, RKO Teleradio, Newhouse, et al, want to improve their market and/or facilities positions, and have brokers looking around for them.

(2) **But buyers for a property like WATV,** with no network in prospect, are more likely to be found among theatrical interests or others bedazzled by the fascination as well as the profit possibilities of TV. *Variety*, reporting dissension among the owners of WATV, who include Matty Rosenhaus, pres. of Pharmaceuticals Inc. (Serutan, Geritol, etc., big TV-radio advertisers), indicates these are among the interests involved in talks with WATV management: James Norris, International Boxing Club; Donald Flamm, onetime owner of WMCA, N. Y.; Ely Landau, National Telefilm Associates; Walter Reade Theatres; Triangle (Annenberg) stations.

(3) **Even Newsweek,** in which Gov. Harriman family has substantial investment, has been rumored as a possible emulator of Time Inc., which now has its full quota of vhf stations which it acquired by purchase—but this is unverifiable. On the other hand, *Chicago Tribune's* Ward Quaal, who in less than a year has pulled its independent WGN-TV & WGN back into the black, frankly reveals his company was bidder on Bitner stations (acquired by Time Inc.), is looking into *Kansas City Star's* WDAF-TV & WDAF (asking price: $12,000,000), and over the long haul wants to acquire allowable limit of stations in its so-called "Chicagoland" circulation area (Ill., Ind., Wis., Mich., Ia.).

(4) **Kansas City Star's stations,** WDAF-TV (Ch. 4) with radio WDAF, according to people who have discussed possible purchase (Vol. 13:15), showed net of between $500,000 & $600,000 last year, so that there's been no rush to buy at now-stated $12,000,000 asking price. Its operators refuse to discuss situation while conversations are taking place, but a formal announcement should be forthcoming shortly. It's nation's 18th market, and in view of Dept. of Justice pressure the NBC-affiliated stations are virtually certain to be sold.

(5) **Definitely agreed upon,** according to gen mgr. Jack Heintz, is Copley Press' approximately $4,000,000 sale of KCOP, Los Angeles (Ch. 13) to group headed by Kenyon Brown, owner or part owner of 6 Texas and southwestern radio stations and one-third owner of KFEQ-TV, St. Joseph, Mo. (Vol. 13:15). Buying syndicate includes Bing Crosby, who joined with Brown last year in buying KFEQ-TV & KFEQ for $550,000 plus about $200,000 obligations. Rumors that deal is off were denied not only by Heintz but by brokers Hamilton, Stubblefield, Twining & Assoc. Heintz is retiring, and asst. gen. mgr. Al Flanagan will take over for new owners. KCOP formerly was KLAC-TV, and was purchased by Copley Press for $1,375,000 in 1953 from Mrs. Dorothy Schiff, publisher of *New York Post* (Vol. 9:46, 49, 52).

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Time Inc.'s purchase of Bitner stations for net of $15,750,000 (Vol. 12:50-52 & 13:26, 10-11) was approved this week by FCC, as also was the $1,794,865 sale of KLOR, Portland, Ore. (Ch. 12) to George Haggarty, Detroit attorney and Texas oilman (Vol. 13:10-11). Time Inc., however, must first divest itself of KOB-TV, Albuquerque (Vol. 13:2, 11) and radio KOB which FCC has authorized Stanley Hubbard (KSTP-TV, St. Paul; 23% of KWK-TV, St. Louis) to purchase for $1,500,000; closing of that deal, however, has been held up by ABC's opposition to radio KOB's continued operation on clear channel of 770 kc.

FCC approval, Comr. Bartley dissenting, will give Time Inc. new subsidiaries WOOD-TV, Grand Rapids (Ch. 8) with radio WOOD, Willard Schroeder continuing as gen. mgr.; WTCN-TV, Minneapolis (Ch. 11) with WTCN, Phil Hoffman taking over as gen. mgr.; WFBM-TV, Indianapolis (Ch. 6) with WFBM, Eldon Campbell becoming gen. mgr. Latter 2 stations will be operated by TLF Broadcasters Inc., wholly-owned subsidiary to be headed by ex-FCC Chairman Wayne Coy, who went in as half owner of KOB-TV when *Time* decided to go into broadcasting. Coy has already moved to Indianapolis. Time Inc.'s other stations—KLZ-TV, Denver (Ch. 7) and KTVT, Salt Lake City (Ch. 5), with their radio adjuncts, remain autonomous.

Attorney-oilman Haggarty can take over Portland's KLOR 30 days from date of grant, April 18. He also has 90-day option from Feb. 11 to buy up Storer's KPTV (Ch. 27) for $1,183,921 plus assumption of film and other contracts (Vol. 13:11). Presumably, plan is to shut down the NBC-affiliated uhf and acquire the network affiliation for his Ch. 12 outlet, though no formal announcement has been made by either Haggarty or the network. KPTV was nation's first uhf, having been started with big fanfare by Herbert Mayer in Sept. 1952, and was acquired by Storer when in 1954 he purchased Mayer's Empire Coil Co. with its Ch. 8 WXEL Cleveland (now WJW-TV) for then-record price of $10,000,000 (Vol. 10:2, 44).

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Sherrill Corwin's purchase of CP for KBAY-TV, San Francisco (Ch. 20) for $1750 from Dr. & Mrs. Leonard Averett (Vol. 13:8) was approved by FCC this week. Corwin has stated he plans to build second uhf outlet in San Francisco, where his North Coast Theatres Corp. operates downtown United Artists and Esquire theatres. He also owns 15% of KAKE-TV, Wichita (Ch. 10) & KAKE and 11% of Imperial Bcstg. System Inc., operator of 4 Cal. radio stations.

Radio station sales approved by FCC: KDAY, Santa Monica, by J. D. Funk and Robert McClure families, publishers of *Santa Monica Evening Outlook*, to J. Elroy McCaw for $650,000 (Vol. 12:52). **WJAT, Swainsboro, Ga.** by Mr. & Mrs. Jack A. Thompson to James R. Denny & Webb Pierce for $125,000 (Vol. 13:13). **KSTV, Stephenville, Tex.** by Oscar H. Halvorson & Olaf Folkvord to Dixie Bcstrs. (Cyril W. Reddock, 66⅔%) for $55,000 (Vol. 13:13).

Radio Station Sales Reports: KCRS, Midland, Tex. by Ruta and Clarence Scharbaur Jr. for $220,000 to Wendell Mayes, who controls KBWD, Brownwood, Tex. . . . **WKYB, Paducah, Ky.** by *Paducah Sun-Democrat* (E. J. Paxton family), building WSPD-TV (Ch. 6) there, for $160,000 to radio WEW, St. Louis (Bruce Barrington, pres.) . . . **WEIM, Fitchburg, Mass.** by Henry G. Molina for $160,000 to Arthur A. Newcomb, owner of WOTW, Nashua, N. H. . . . **WQIK, Jacksonville,** by Carmen (Jim) Macri for $150,000 to Edison Casey & Marshall C. Roland; Macri is acquiring WJHP, Jacksonville, from Perry Newspapers for $275,000 (Vol. 13:14) . . . **WAIT, Chicago,** control acquired by Oscar Miller family, paying $98,000 to other stockholders Adele & Louise E. Moulds and Grace V. & Wm. T. McNeill . . . **WRNY, Rochester, N. Y.** by Rochester Bcstg. Co. (Arthur C. Kyle Jr., pres.) for $90,000 to radio WFEC, Miami, 60% owned by Harry Trenner, 40% by WFEC gen. mgr. Herbert Schorr . . . **KBFG, Great Falls, Mont.** by group headed by Dan Snyder for $70,000 to co-owners Walter N. Nelskog, Paul Crain, D. Gene Williams & Delbert Bertholf . . . **KVNI, Coeur d'Alene, Ida.** by Alan N. Pollock (6.5% of KBET-TV, Sacramento) for $65,000 to Herbert C. Rice, ex-MBS programming v.p. . . . **WKPT, Kingsport, Tenn.,** pres. C. P. Edwards Jr. acquiring 59⅔% control by paying $54,000 for 22½% held by Howard Long . . . **WKDL, Clarksdale, Miss.** by Ann P. McLendon and W. L. Kent for $40,000 to co-equal owners Tom R. Stillwagon, gen. mgr. of WALB-TV & WALB, Albany, Ga. and WALB-TV employees John B. Craddock and Joseph G. Rachuba . . . **WEGO, Concord, N. C.** by A. W. Huckle and daughter Elizabeth G., also owners of *Concord Tribune,* for $102,000 to Robert R. Hilker, pres. of WCGC, Belmont, N. C., (Vol. 13:13) . . . **WAPL, Appleton, Wis.** by Gerald A. Bartell family (owners of WMTV, Madison, Wis. and 4 radio stations) for $100,000 to station mgr. Miss Connie Forster (40%), attorneys Karl Baldwin & Lester Chudacoff (20% each), and R. P. Beelen, of American Travel Assn. (20%) . . . **KWIL, Albany, Ore.** by R. R. Cronise, publisher of *Albany Democrat-Herald,* for $80,000 to Larry Gordon, gen. mgr. of KWIN, Ashland, Ore. . . . **WLCR, Torrington, Conn.** by Litchfield County Radio Corp. (Charles O. Scott, pres.) for $73,000 to brothers Hillis W. Holt (64.5%), chief engineer of WHAY, New Britain; Rogers B. Holt (27.4%), chief engineer of WONS, Hartford; Clayford E. Holt (8.1%), engineer at WABC-TV . . . **WDBF, Delray Beach, Fla.** by Delray Bcstg. Corp. (Thompson K. Cassel, pres.; also pres. of off-air WTVE, Elmira, N. Y.) for $56,000 to non-profit Boca Raton Bible Conference Grounds Inc. (Ira L. Eshleman, pres.). **Brokers:** WKYB, Hamilton, Stubblefield, Twining & Assoc.; WQIK & WEGO, Blackburn & Co.; KWIL financing by Blackburn & Co. **Note:** For frequencies, powers, etc. of all AM & FM stations, consult our 1957 *AM-FM Station Directory,* ($7.50). Weekly Addenda service also available, covering FCC actions in quick-reference form.

NOTHING BIG came out of FCC's agenda this week, but next week holds possibilities, not certainties, including: final decision granting Boston's Ch. 5 to WHDH-*Herald-Traveler,* consideration of "Craven Plan" for dropping allocations table, discussion of new station renewal forms, Storer Bcstg. Co.'s proposed purchase of WMUR-TV, Manchester (Ch. 9) along with its shift toward Boston.

Another old protest culminated when Commission issued final decision affirming grant of KGHL-TV, Billings, Mont. (Ch. 8). It rejected assertions of protestant KOOK-TV, Billings (Ch. 2) that town couldn't support another station; that KGHL-TV financing was inadequate, etc. Another grant in Lubbock, Tex. is on its way—C. L. Trigg's application for Ch. 5 being dismissed, leaving Texas Tech awaiting CP.

Allocations actions: (1) FCC denied petition of CP-holder WTVI, Ft. Pierce, Fla. (Ch. 19), which sought shift and commercialization of Tampa-St. Petersburg's Ch. 3. (2) Prospective applicant Liberty TV Inc., Eugene, Ore. petitioned for commercialization of city's Ch. 9, assignment of Ch. 7 to Eugene-Corvallis for educators. (3) Chamber of Commerce, Cortez, Colo., asked assignment of Ch. 12.

Two translators were granted—Ch. 70, Greenville, Cal., and Ch. 72, Battle Mountain, Nev.

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Govt. censorship is no answer to undesirable TV programs, FCC Comr. John C. Doerfer told Milwaukee Civic Alliance in address April 15. He said that parental supervision is the solution. "Without taking the child out of complete contact with the realities of life and the world in which he must accommodate himself," he stated, "it is my view that self-regulation and a watchful and responsive audience will do much to eliminate the wholly undesirable aspects of some of our TV fare."

President Eisenhower signed order April 17 delegating wartime communications-control authority under Federal Communications Act—except censorship—to director of ODM (now Gordon Gray). President said "desirability of this action was demonstrated during Operation Alert 1956" (Vol. 12:29).

NARTB's Freedom of Information Committee, meeting in N. Y. this week under chairmanship of Robert D. Swezey, WDSU-TV, New Orleans: (1) Decided to increase state committees from 32 to 48 to work for equal access to news. (2) Planned to distribute film, "Electronic Journalism in the Courtroom," describing TV-radio coverage of Graham plane sabotage trial. (3) Heard report from NARTB pres. Harold E. Fellows & ex-pres. Justin Miller on efforts to get American Bar Assn. to change canon opposing TV-radio coverage of trials. (4) Agreed to send members report on latest techniques and equipment for covering public events. (5) Proposed to draft code of conduct for TV-radio newsmen on court & legislative assignments.

Needles, Cal. translator K72AE has Adler transmitter, plans April 19 start repeating KLRJ-TV, Henderson-Las Vegas, reports Paul C. Griswold, pres. of Needles Community TV Club. Alpine, Tex. translator K77AB, with Adler unit due any day, plans start by month's end repeating KOSA-TV, Odessa, reports Wallace I. Neu, gen. mgr. for Honor System TV Assn. Inc. Blythe, Cal. translator K71AB had Adler transmitter due April 26, plans May 1 start, reports Paul Micalizio, secy.-treas. of Palo Verde Valley TV Club. Boise City, Okla. municipally-owned translator K70AO began on test basis April 18, repeating KGNC-TV, Amarillo, writes Mayor Millard Fawler.

TV workshop grants from Ford Foundation, totaling more than $17,000, were announced April 15 by National Assn. of Educational Broadcasters (Vol. 13:8): U of N. M., $3000; Purdue U, $2500; U of Neb., $2500; Michigan State U, $1700; Florida State U, $1500; East Carolina College, $1500; U of Miami, $1356; WKNO-TV, Memphis, $1500; U of Minn. (KTCA-TV), $875; Toledo public schools, $675; U of Neb. (KUON-TV), unspecified grant for consultants.

Automatic iris & target control unit weighing 13 lbs. has been developed by GPL for industrial & institutional closed-circuit TV systems. It compensates for light variations up to 16,000-to-1.

RCA shipped 10-kw transmitter April 15 to upcoming KPLO-TV, Reliance, N. D. (Ch. 6), planning June start as semi-satellite of parent KELO-TV, Sioux Falls, S. D.

Personal Notes: Carleton D. Smith, NBC v.p. in charge of its WRC-TV & WRC, Washington, was recipient of surprise telegram from President Eisenhower during Kiwanis Club meeting April 18, lauding him for his community activities; he headed last year's local United Givers Fund Drive (community chest) which raised record $6,600,300 . . . **Gerald Adler** resigns as coordinator of NBC talent & program contract operations to join subsidiary Cal. National Productions as its European program director, headquartering in London after June 1 . . . **Robert T. Schlinkert**, from Taft family's WKRC-TV, Cincinnati, named gen. mgr. of WBRC-TV, Birmingham, recently purchased by Tafts; **Richard L. Bevington**, from radio WKRC, named gen. mgr. of radio WBRC . . . **Richard G. Ricker**, from NBC-TV central div., appointed sales mgr. of WNBQ, Chicago . . . **Howard W. Coleman** promoted to mgr. of NBC's radio WMAQ, Chicago . . . **Sam J. Slate** promoted to gen. mgr. of radio WCBS, N. Y., succeeding **Carl S. Ward**, now mgr. of CBS-TV station relations . . . **Harold W. Waddell** promoted to station mgr. of NBC's radio WRCV, Philadelphia; **Wm. S. Dallmann** to sales mgr. . . . **Maurie Webster** named gen. sales mgr. of radio KNX, Los Angeles, and Columbia Pacific Radio Network . . . **Arthur H. McCoy** named a v.p. & national sales mgr. of John Blair May 1, taking place of **Robert E. Eastman**, new pres. of ABC Radio Network . . . **George Goodyear**, pres. of WGR-TV, Buffalo, is acting gen. mgr. following resignation of **Joe Bernard**, now v.p.-gen. mgr. of KTVI, St. Louis . . . **David W. Sacks** placed in charge of sales of KGO-TV, San Francisco, **Dave Lundy** promoted to sales mgr. of radio KGO, in realignment of sales organization . . . **Joseph B. Haigh**, ex-Texas State Network, named chief engineer of WJBK-TV, Detroit . . . **John T. Ryan Jr.**, Mine Safety Appliances Co. pres., elected pres. of educational WQED, Pittsburgh, succeeding **Leland Hazard**, named chairman . . . **Herb Grayson** promoted to information director of WBBM-TV & WBBM, Chicago, succeeding **Howard Mendelsohn** . . . **Steve McCormick**, moderator of NBC-TV's *The American Forum & Youth Wants to Know*, joins MBS Washington news staff . . . **Charles D. Bishop** resigns as program mgr. of WSUN-TV & WSUN, St. Petersburg, to join radio WIPC, Lake Wales, Fla., as v.p. & gen. mgr. . . . **Thomas A. O'Neill**, ex-Ernst & Ernst accounting firm, named asst. business mgr. of WFIL-TV & WFIL, Philadelphia . . . **John E. Holmes** joins Roger Wade Productions as sales mgr. . . . **Russell J. Cox** named adv. & promotion mgr. of KXJB-TV, Valley City, N. D. . . . **Walter McNiff**, ex-Kenyon & Eckhardt and BBDO, San Francisco, joins TvB to head west coast office (369 Pine St., San Francisco) . . . **James E. Duffy**, ABC-TV central div. account executive, moves to ABC Radio as central div. sales director.

Obituary

Hugh A. L. Halff, 53, pioneer operator of radio WOAI and founder of pre-freeze WOAI-TV, San Antonio, died in that city April 1[illegible]. He had been suffering heart ailment and other complications for several years. At one time active in the old NAB, of which he served 2 terms as director, he turned over stations' reins in 1955 to ex-NBC v.p. James G. Gaines, as v.p.-gen. mgr., but they are owned by family and trusts (see *TV Factbook No. 24*). He was nephew and heir of pioneer Texas oilman G. A. C. Halff, is survived by his wife Catherine, a son, daughter, mother & sister.

Arthur A. Kalman, 46, eastern div. sales mgr. of Associated Artists Productions, died April 16 at Malverne, L. I. home. With firm since 1948, he had been previously asst. to pres. of J. Arthur Rank Organization, distribution director of World War II Army films, U. S. gen. mgr. for Gaumont-British, southern div. accountant for Paramount Publix Corp. Surviving are his widow, 2 sons, daughter, brother.

Hoyt Andres, 41, v.p.-gen. mgr. of WKY-TV, Oklahoma City, died there April 17 of stroke suffered April 13. Graduate of Baylor U, he worked at stations in Waco, Austin, San Antonio & St. Louis before joining WKY in 1956. Surviving are his wife Sulie, sons Hoyt & David, daughter Suzanne.

Nominees for board of ANPA's Bureau of Advertising, for election April 24 at annual meeting in N. Y., include James L. Knight, *Miami Herald* (WCKT); J. Hale Steinman, Lancaster, Pa. Newspapers (WGAL-TV, Lancaster; WLEV-TV, Bethlehem, Pa.). Continuing directors include Don U. Bridge, *Rochester Times-Union* and *Democrat & Chronicle* (WHEC-TV); W. T. Burgess, *La Crosse Tribune* (WKBT); Amon G. Carter Jr., *Ft. Worth Star-Telegram* (WBAP-TV); J. F. Fitzpatrick, *Salt Lake City Tribune* (KUTV); Harold G. Kern, Hearst Newspapers (WBAL-TV, Baltimore; WISN-TV, Milwaukee); Theodore Newhouse, Newhouse Newspapers (WSYR-TV, Syracuse; WABT, Birmingham; WTPA, Harrisburg, Pa.; KOIN-TV, Portland, Ore.; KWK-TV, St. Louis); Daniel H. Ridder, *St. Paul Dispatch* and *Pioneer Press* (WCCO-TV, Minneapolis); Wm. F. Schmick Jr., *Baltimore Sun* (WMAR-TV); Charles Thieriot, *San Francisco Chronicle* (KRON-TV, San Francisco; KBAK-TV, Bakersfield, Cal.).

Horace A. Hildreth Sr. resigns as Ambassador to Pakistan as of May 1, telling President Eisenhower duties caused him to neglect personal affairs. He controls WABI-TV, Bangor, Me. (Ch. 5), holds minority interest in WMTW, Poland Spring, Me. (Ch. 8).

Storer Bcstg. Co. splits TV & radio properties into separate divs. May 1, replacing geographical structure. George B. Storer Jr., now southern district v.p., becomes TV v.p.; northern district v.p. Wm. E. Rine, radio v.p.

David B. Wallerstein, v.p. & gen. mgr. of Balaban & Katz since 1950, was named this week to succeed late John Balaban as pres. of the AB-PT subsidiary which operates nearly 100 theatres.

Sigma Delta Chi Awards for Distinguished Service in Journalism, to be presented May 16 in N. Y. at annual banquet of professional fraternity by pres. Sol Taishoff, editor & publisher of *Broadcasting-Telecasting*, include these in TV-radio: Howard K. Smith, radio newswriting on Suez crisis; Edward (Johnny) Green, KPHO-TV & KPHO, Phoenix, reporting of Grand Canyon air disaster; CBS Radio, public service in *The World at Large;* Ernest Leiser & Jerry Schwartzkopff, CBS-TV, and Julian B. Hoshal & Dick Hance, KSTP-TV, St. Paul-Minneapolis, TV reporting—Leiser and Schwartzkopff for Hungarian rebellion coverage, Hoshal and Hance for coverage of Marine jet fighter crash which killed 10 persons in homes; KPIX, San Francisco, public service in series on area transit problems.

Devney & Co. has taken over operation of Joseph Hershey McGillvra Inc., absorbing McGillvra offices in N. Y., Boston, Chicago, Los Angeles & San Francisco. Devney, heretofore AM-only rep, now handles WMSL-TV, Decatur, Ala.; WINK-TV, Ft. Myers, Fla.; WTOV-TV, Norfolk; WROM-TV, Rome, Ga.; WBLN, Bloomington, Ill. (CP), which plans return to air in June.

National Community TV Assn. appoints Edward P. Whitney, ex-Western Airlines, Casper, Wyo., to newly established position of exec. director, with offices at Perpetual Bldg., 1111 E St., N. W., Washington. He takes over administrative-promotional duties from gen. counsel E. Stratford Smith.

Teleprompter and its pres.-chairman Irving Kahn are subject of article soon to appear in *Saturday Evening Post.*

Telecasting Notes: "Too Many TV Intermissions" titles editorial in April 15 *Advertising Age*, warning TV-radio against "media suicide" through over-commercialization. In TV, it charges many of worst offenders are on local level—particularly on film shows. Says editorial: "If the golden goose is going to be beheaded, there is no better way to do it than to condition an audience to take a powder when the film shows are on. Over-commercialization leads to under-exposure of sell to most homes—hence lack of sales" . . . **Networks don't escape criticism** by *Advertising Age* for their commercial policies—a principal target being *Playhouse 90*, described as "the 9-act play;" Revlon is condemned for "stealing a few extra minutes on live shows." Editorial concludes: "Station, network and sponsor must coordinate in a joint effort to reduce interruptions to programs within reason, and to adhere to the generous 10% allowance of commercial time. There can be no exceptions to this rule if the dignity and obligations of TV are to be preserved" . . . **Robert Saudek** is wrapping up assets of Ford Foundation's TV-Radio Workshop as well as right to *Omnibus* title in negotiations near completion. NBC-TV is offering *Omnibus* for Sun. sponsorship alt. weeks . . . **TV caught bank robbers** whose Cleveland holdup was filmed by hidden camera. Holdup couple gave up after flight to Indianapolis, where friends said they'd seen robbery on CBS-TV's *Douglas Edwards & the News* . . . **CBS negotiating** to buy entire backlog of *I Love Lucy* 30-min. films from Desilu . . . **Largest German film maker**, Ufa, launches production of TV films, aiming at German, U. S. & British markets . . . **MGM drops all theatrical short** subject production—but unlike other majors, will continue to produce newsreels . . . **Screen Gems** to film 26 *Ivanhoe* episodes in color in London & British countryside for new 30-min. series starring Roger Moore . . . **Martha Rountree** seeks Boris Karloff as narrator for proposed 30-min. film series shot in "authentic haunted houses" in U. S. & Europe . . . **Edward R. Murrow** takes CBS-TV's *Person to Person* to Alcatraz May 3 for interview with warden Paul J. Madigan & famiily in first remote telecast from prison . . . **Higher & Higher:** Robert Strom, 10, took $192,000 from *The $64,000 Question* on CBS-TV April 16 by answering science questions, beating previous all-TV quiz show record of $165,000 held by Leonard Ross, who specializes in stock market.

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George Foster Peabody Awards for 1956, administered by U of Ga., presented April 16 at luncheon meeting of Radio & TV Executives Society of N. Y. in Hotel Roosevelt: TV—ABC, John Daly & his associates, news (coverage of national political conventions); *Ed Sullivan Show* (CBS-TV), entertainment; *You Are There* (CBS-TV), education; *Youth Wants to Know* (NBC-TV), youth and/or children's program; "World in Crisis" (CBS-TV), public service; "The Secret Life of Danny Kaye" (CBS-TV & UN International Children's Emergency Fund), promotion of international understanding; Rod Serling for "Requiem for a Heavyweight" on *Playhouse 90* (CBS-TV), writing. Radio—*Edward P. Morgan & the News* (ABC), news; *Bob & Ray* (MBS & NBC), entertainment; *Books in Profile* (WNYC, N. Y.), education; *Little Orchestra Society Children's Concerts* (WNYC, N. Y.), youth and/or children's. TV-radio local-regional public service award went to WOW-TV & WOW, Omaha, for *Regimented Raindrops* (water problems). Special awards went to UN's TV-radio service for "promotion of international understanding" and to Jack Gould of *N. Y. Times* for "outstanding contribution to radio & TV."

Raymond Massey is narrator of 13½-min. film, "Section 16," marking National Education Assn.'s centennial. Produced by Westinghouse Bcstg. Co., it traces history of U. S. public education, is available at cost from NEA. Title derives from Federal law setting aside 16th Section of each township for public school use in old Northwest Territory.

"Big business" favoritism by CBS is charged by Rep. Byrd (D-W. Va.) in protest against scheduled transfer of network affiliation from his home-district WCHS-TV, Charleston, to WHTN-TV, Huntington, bought last year by Cowles interests (Vol. 12:18, 25). Byrd wrote CBS Inc. pres. Frank Stanton last week that refusal to renew contract with WCHS-TV when it expires July 1, 1958 would deprive Charleston's only operating TV station of "unexcelled" and "indispensable" service. Decision to give affiliation to WHTN-TV would "weld another shackle & place another millstone around the neck of local ownership," Byrd said, telling House "public interest" question may be involved. Byrd said he had received no reply from CBS at week's end.

East-West TV Network, 2924 Auburn Ave., Toledo (closed-circuit services) reports acquisition of Fleetwood Corp. of Fla., whose designs will be manufactured in Toledo. Pres. John A. Hurst claims it's now largest independent supplier of large-screen projection equipment, offering 30x40-in. as well as 9x12-ft. units.

Unused radio towers would be subject to FCC's painting & lighting requirements under bill (S-1874) introduced by Chairman Magnuson (D-Wash.) of Senate Commerce Committee. Requested by FCC, similar air traffic measure (HR-6746) is sponsored by Chairman Harris (D-Ark.) of House Commerce Committee.

New film production firm—Wondsel, Carlisle & Dunphy Inc.—takes over facilities of George Blake Enterprises Inc., producer of TV commercials & industrial movies, at 1600 Broadway, N. Y. WCD principals: pres. Harold Wondsel, ex-Sound Masters; v.p. Bob Carlisle, ex-Paramount Pictures; v.p. Tom Dunphy, ex-BBDO & Kudner.

RCA's **"Carnival of Color"** in Milwaukee (Vol. 13:14), running 40 days from April 22, will set pattern of merchandising for other sections by fall, said Martin F. Bennett, v.p.-merchandising, in kick-off meeting this week at Taylor Electric Co., Milwaukee distributor. Another speaker, RCA v.p. Donald Kunsman, said rate of color service calls is now equal with early black-&-white period despite nearly double usage of color sets. Color telecasts of 6 features on *Today* from Milwaukee April 25 will be part of campaign.

High-dome international symposium on "Physical Problems of Colour TV" will be held in Paris, July 2-6, with top European scientists participating; details available from Colloque International sur les Problemes de la Television en Couleurs, Conservatoire National des Arts et Metiers, 292 rue Saint-Martin, Paris 3e.

Three companies selling colored film attachable to TV screens were charged by FTC with falsely claiming film gives same effect as color TV. Named in complaints issued this week: J. David Paisley Co., St. Louis; Superior Products, N. Y.; Alrich Mfg. Co., Great Neck, L. I.

Jobless first class radiotelephone operators have been urged by FCC to register with local state employment offices, a joint effort by Commission and Dept. of Labor to aid operators and station owners.

New 85-min. radio series— *Nightline*, featuring music, news & variety with Walter O'Keefe as host—starts on NBC Radio April 30, Tue.-thru-Thu. 8:30-9 & 9:05-10 p.m.

Pope Pius XII's Easter Sunday address was scheduled to be telecast for first time in history.

Radio licenses now exceed TV by only 1,000,000 in Britain, where total of latter was 6,757,185 at end of Jan.

Network Accounts: Wrangle over prime evening time period, which NBC-TV wanted to shift this fall, cost network 2 long-time sponsors this week. After 7-year stand with NBC-TV, Armstrong Cork decided to move *Circle Theatre* to CBS-TV in fall, Wed. 10-11 p.m., alternating with *United States Steel Hour*. Kaiser Aluminum, which has alternated with Armstrong on NBC-TV Tue. 9:30-10:30 p.m., leaves in June. *Kaiser Aluminum Hour* may wind up on ABC-TV . . . General Foods, after 3-year absence, joins NBC-TV daytime roster, helping to bring network's 2-month total of early-hour billings to around $24,000,000 by buying 104 quarters of *The Price Is Right, Truth or Consequences, It Could Be You, Comedy Time*, thru Young & Rubicam . . . Bristol-Myers, Pillsbury Mills & Kellogg, seeking fall replacement for *Arthur Godfrey Show* which ends June 26, may be partic. sponsors of *The Big Record*, proposed by CBS-TV for Godfrey's Wed. 8-9 p.m. period . . . National Biscuit signs 2-year renewal for *Adventures of Rin Tin Tin*, now on ABC-TV Fri. 7:30-8 p.m., thru Kenyon & Eckhardt . . . Lever Bros. & Shulton to be partic. sponsors of *Slezak & Son* starring Walter Slezak on CBS-TV, starting in fall, Tue. 8:30-9 p.m. . . . Warner-Lambert to be alt. sponsor of *Tic Tac Dough* on NBC-TV, probably Thu. 7:30-8 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Ralston continues as sponsor of *Bold Journey* on ABC-TV, moving June 17 from Thu. 9:30-10 p.m. to Mon. 8:30-9 p.m., thru Guild, Bascom & Bonfigli; *Voice of Firestone*, now in Mon. period, suspends June 10 until fall . . . General Mills and Procter & Gamble take 52 more alt. weeks of *Wyatt Earp* on ABC-TV Tue. 8:30-9 p.m., former thru Dancer-Fitzgerald-Sample, latter thru Compton . . . General Motors to sponsor one-shot "The Irving Berlin Story" on NBC-TV in Oct., thru Kenyon & Eckhardt . . . American Safety Razor to be one-fourth sponsor of 26 *Game of the Week* series on CBS-TV Sat. during baseball season, thru McCann-Erickson . . . Lever Bros. buys alt. sponsorship of *Life of Riley* on NBC-TV Fri. 8-8:30 p.m. . . . Mars Inc. dickering for children's show on CBS-TV next fall, Sat. 12-12:30 p.m. . . . Westinghouse signs for 60-min. Armed Forces Day show from Andrews Air Base on CBS-TV May 19, Sun. 4-5 p.m., thru Fuller & Smith & Ross . . . Buick buys alt. sponsorship of *Wells Fargo* on NBC-TV starting Sept. 9, Mon. 8:30-9 p.m., thru Kudner.

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"Govt. Blocks USA Ad Invasions" headlines leading article in London's *World's Press News*—but story is undocumented except for statement that "Board of Trade and the Treasury believe that, in the interests of the British advertising business and of the national economy, they should adopt a policy broadly designed to prevent American advertising firms getting to work here [and] the establishment of such firms here does not result in a real investment of dollars." Story in Britain's counterpart of *Editor & Publisher* apparently aims at discouraging more U. S. branch operations or Americans buying into British agencies. Govt. move, it says, does not affect the long-established "big 5" U. S. agencies (presumably Erwin. Wasey; Foote, Cone & Belding; McCann-Erickson; J. Walter Thompson; Young & Rubicam). Note: Dispatch in April 9 *Advertising Age* reports Norman Collins, ex-chief of BBC-TV, now deputy chairman of Associated TV Ltd., commercial TV contractor, heads new company, Independent Broadcasting Services Ltd., whose avowed aim is to secure commercial radio for England, too, in view of "smashing success" of commercial TV.

Closed-circuit local originations by community antenna operators are difficult to track down, but following is partial list of those said to have conducted such operations at one time or another: Harbor TV Corp., Aberdeen, Wash.; Whitey's TV & Cable Co., Douglas and/or Williams, Ariz.; Potomac Valley TV Co., Cumberland, Md.; Lovington Antenna Co., Lovington, N. M.; Livingston Community Antenna Assn., Livingston, Mont.; Trans-Video Corp. of Ark., Fayetteville, Ark.; Place Trans-Video Co., Mitchell, S. D.; Ely TV Cable Co., Ely, Minn.; Midwest Video Corp., Clovis, N. M.; Western TV Systems, Lead, S. D.; Community Aerial System, Mineral Wells, Tex.

New news center—"Comex," for communications exchange—has been opened by WLWT & WLW, Cincinnati, in special building across street from Crosley station studios. Center houses UP & INS tickers, Western Union sports wire, meteorological instruments including radar, tape recorders, monitors for police calls, network (NBC, ABC, MBS) lines. Staff includes news editor, 2 writers, newscaster Peter Grant, film editor, city hall legman, 2 photographers, 3 meteorologists.

TV commercials were credited with 1500% increase in 3-year sales at Gimbel's Philadelphia re-upholstery dept., Howard Abrahams, TvB director of retail sales, told NRGDA home furnishings conference in Philadelphia's Benjamin Franklin Hotel. He said 85% of dept.'s ad budget was in TV.

Advertising Research Foundation is currently conducting new survey of TV households in U. S., its 4th, in conjunction with U. S. Census Bureau. As in 3 preceding surveys, it's being underwritten by networks, NARTB and TvB.

New reps: WTIC-TV, Hartford (Ch. 3), with Sept. 1 target, names Harrington, Righter & Parsons; KODE-TV, Joplin, Mo. to Avery-Knodel (from Venard, Rintoul & McConnell).

Rate increases: KNXT, Los Angeles, April 1 raised base hour from $3200 to $3500, with 20 sec. remaining $800. WMAL-TV, Washington, April 1 raised hour from $1200 to $1500, 20 sec. from $240 to $350. CKLW-TV, Windsor-Detroit, April 1 raised U. S. hour from $1100 to $1200, min. $220 to $240. KTRK-TV, Houston, April 1 raised hour from $850 to $900, min. $170 to $180. WTVN-TV, Columbus, O. April 1 raised hour from $750 to $825, min. $160 to $200. WHEC-TV & WVET-TV, Rochester, N. Y. April 1 raised hour from $700 to $800, min. $140 to $180. KIMA-TV, Yakima, April 1 raised hour from $450 to $500, min. $90 to $100.

Copyright suits for $600,000 were filed last week by freelance writer Arthur (Dick) Richards in U. S. District Court, Washington, charging infringements on TV-radio quiz program he called *Name the Star*. Defendants are WTOP Inc., agent Perry Walders and sponsor Diener's Inc., Washington, for 1953 broadcasts of *Name the Star; TV Guide* for 1954 promotion campaign which allegedly used Richards' ideas; NBC for 1955 broadcasts of *Feather Your Nest*.

NBC's WBUF, Buffalo (Ch. 17) plans to double its power to 1000-kw ERP about Aug. 1, gen. mgr. Charles Bevis Jr. told Ontario Assn. of Radio, TV & Appliance Dealers meeting in Toronto this week. He said some 45,000 Ontario homes now are equipped to receive Ch. 17 —or about 17% of total TV homes—and predicted an additional 23,000 homes would convert between Aug. 1 and year's end.

Network radio boosted ad volume 18% in Feb. above year earlier, network TV raised volume 3%, newspapers dropped 5%, magazines lost 3%, business papers gained 9%, according to April 19 *Printers' Ink*. Magazine's national adv. index shows network radio up 11% in Feb. from Jan., network TV down 3%, newspapers up 3%, magazines down 7%, business papers up 3%.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
April 20, 1957

SYLVANIA'S 110-DEGREE 21-IN. 'PORTABLE': First 21-in. portable definitely in the works, as far as we can learn, will appear in Sylvania's 1958 line, to be introduced in June. Just how "portable" it will be isn't known, for its weight hasn't been divulged -- but it will have a handle. Set will be 15⅝-in. deep, employ 110-degree tube. Price hasn't been set, but it's to be less than the $200 top-of-the-line price Sylvania plans for its new series, with antenna extra.

Continuing fight for position with characteristic vigor, Sylvania now feels it has gained 6th place among set makers, based on first quarter sales (Vol. 13:15). This compares with the 10-12th position it was understood to hold year or 2 ago.

Industry statisticians believe portables are running about 30% of total production (Vol. 13:15), and we've asked good cross-section of top producers how their output compares with that figure. RCA spokesman believes that 30% won't hold for the year; that percentage won't run higher than last year -- when it was 23½%, or 1,738,000 out of 7,387,000 total; that this will be particularly true of RCA.

Estimates weren't available from big portable producer GE, but here are the estimates of other manufacturers: Sylvania, 50%, 14 & 17-in., 110-degree; Admiral, 30-35%, 10, 14 & 17-in., 90-degree; Westinghouse, 30%, 14 & 17-in., 90-degree; Philco, 30%, 14 & 17-in., 90-degree; Emerson, 25%, 8½, 14 & 17-in., 90-degree; Motorola, 15%, 14 & 17-in., 90-degree. RCA portables are 8½ & 14-in., 90-degree, and 17-in., 110-degree. GE's are 14 & 17-in., 110-degree.

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First word on showing of 1958 TV-radio-phono lines came this week from Philco & Motorola. Philco holds distributors' convention June 2-5 in Philadelphia's Bellevue-Stratford Hotel and Forrest Theatre; Motorola's starts July 18 in Chicago's Hilton Hotel. Sylvania plans to bring distributors to Buffalo in 4 regional groups -- probably in June, but dates aren't yet set.

BDSA Supporters Rally: Efforts to get funds restored for 35 industry divisions of Commerce Dept.'s Business & Defense Services Administration are beginning to shape up. Senate Appropriations subcommittee has recessed hearings on Commerce money bill until after Easter holiday. Meanwhile, BDSA says it has letters from many business firms criticizing action of House which cut $3,650,000 for industry divisions from bill (Vol. 13:15). Defense Mobilizer Gordon Gray, it is understood, has offered to testify in behalf of restoration of funds. An ODM spokesman told us Administration is hopeful Senate will reverse House action. RETMA exec. v.p. James D. Secrest says he has requested opportunity to testify before subcommittee.

NARDA Plumbs Dealers on Servicing: Analyzing 300 responses to questionnaire on servicing, NARDA comes up with these findings: (1) 80% have TV-radio servicing dept. (2) 70% oppose parts warranties over 90 days. (3) 75% oppose manufacturers' service warranties. (4) 13% service other dealers by contract. (5) 19% contract out independent service on TV, 17% on radio. (6) 8½% use factory service on TV, 9% on radio. (7) 8% are charged for factory maintenance on floor stock. (8) 8% are reimbursed by factory for service repair on new stock, but 90% feel they should be. (9) 57% are equipped to service color, and 55% are servicing color. (10) 64% regard servicing as "a necessary expense," and 93% "strive for a normal profit."

Production: TV output was 94,866 week ended April 12, compared with 102,300 preceding week and 136,979 in corresponding week one year ago. It was year's 15th week and brought TV production for year to date to about 1,681,000, compared with 2,119,450 in same period of 1956. Radio production totaled 287,682 (91,885 auto) week ended April 12, compared with 283,754 (97,644) the preceding week and 231,437 (62,968) in corresponding week year ago. Radio output for 15 weeks totaled about 4,530,000 (1,831,000) vs. 4,028,735 (1,585,157) in same 1956 period.

Topics & Trends of TV Trade: Changing discount house operations (Vol. 13:15) are thus epitomized in April 16 *Wall Street Journal* article by 2 reporters assigned to survey situation in New York, with assists from correspondents in other cities: "Discounters more and more are going in for fancy customer credit systems, expensive fixtures in shiny new stores, easier merchandise return policies, product repair and delivery services, addition of needed parking facilities and heavier advertising."

Result is higher operating costs, narrowing price spreads (no difference at all in one particular item, a $17.95 iron marked down to $15.95, shopped by the reporters at Abraham & Strauss dept. store and at Davega)—a sort of "merchandising metamorphosis," as these reporters put it in article that merits special attention of the TV-radio-appliance trade.

Article doesn't quite bear out NARDA chairman Mort Farr's flat declaration before Canadian Assn. of Radio, TV & Appliance Dealers this week: "Discount houses have run their course. It's impossible to make money in them now." But Farr makes same general point, citing Polk's of Chicago as having "changed its business methods, just like other discount houses have had to do and many others will still have to do . . ."

And it does point up thesis of Prof. Malcolm McNair, of Harvard business school, who also notes discounters' overhead going up and price differentials narrowing and suggests: "Counterattack with their own method; meet their prices—that's the most effective antidote."

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Opposing views on retail credit terms expressed this week—with new NRDGA pres. Richard H. Rich (Rich's, Atlanta) calling for de-emphasis of nothing-down-long-pay plans lest Govt. step in with regulations, and rebuttal from Louis H. Levine, v.p. of commercial Discount Corp., who says such extreme plans are scarce. He adds that "it is only the rare and excellent credit risk who can get 3-year terms"; that most dept. store credit runs 9 months. Rich also predicted 3% retail sales increase rest of year.

TV shipments to dealers for Jan.-Feb. totaled 922,326, while production was 914,887, reports RETMA in state-by-state tabulation released this week (county-by-county tables available to members on request to RETMA). In similar period of 1956, shipments were 1,153,016, production 1,164,629. N. Y. led in this year's shipments with 102,443; Cal. second, 79,908; Pa. third, 62,211. Feb. shipments were 499,251 vs. 423,075 in Jan. and 529,226 in Feb. 1956.

Annual sales of $23.2 billion for TV-radio-electronics industry by 1965 are predicted in 3rd annual *Electronics Industry Fact Book* issued by RETMA (34 pp., 50¢). Booklet lists 1956 factory sales of $5.9 billion in TV-radio-phonos, military & industrial equipment, components; $5.7 billion in distribution, servicing & broadcasting. It also notes decline in number of TV manufacturers: 1950, 140; 1951, 110; 1952, 94; 1953, 90; 1954, 83; 1955, 72; 1956, 51.

GE's tube sales operations are being decentralized, sales and advertising responsibilities going to the various divisions—CR at Syracuse, receiver at Owensboro, Ky., power at Schenectady. Grady L. Roark, tube sales mgr., transfers to switch gear plant, Philadelphia; A. L. Champigny, adv. mgr. for tube sales, resigns to join Maxon Adv., N. Y.

Whirlpool establishes $10,000,000 subsidiary, Appliance Buyers Credit Corp. with Whirlpool v.p.-treas. Mason Smith as chairman; Robert Finch, ex-IT&T sales finance mgr., pres.

Hoffman adds hi-fi components line, including amplifier, at $70; Garrard record changer, $53; AM/FM tuner, $100; sound chamber & 3 Jensen speakers, $50.

"We're still very much in TV & radio, very nicely in the black—and very happy with our present corporate relationship," said Wm. J. Halligan, founder-pres. of Hallicrafters Corp., which in March 1956 became subsidiary of big Penn-Texas Corp. (Vol. 11:51 & 12:6). Rumor that company is pulling out of TV (it's now private-label manufacturer for Western Auto Stores, Gamble-Skogmo, Firestone, et al.) was flatly denied. Halligan also reported nice resurgence of amateur equipment business, and annual Penn-Texas report this week discloses Hallicrafters "also producing in large volume a new 'famous name' electronic organ" disclosed as the "Lowrey." Big Chicago factory employs 1800, including the veteran Bill Halligan's sons Bob, Bill & Jack, and is heavily engaged in defense contracts. Its contribution to Penn-Texas consolidated report is unrevealed, but parent company this week reported 1956 net profits of $7,100,000 on operating revenues of $126,000,000, current assets of $82,300,000, current liabilities $44,900,000, net worth $72,890,000. Hallicrafters' last full annual report "on its own" was for fiscal year ended Aug. 31, 1955 and showed earnings of $406,146 (49¢ per share) on sales of $29,063,463 as against loss of $940,946 on $31,054,363 in preceding year (Vol. 11:47).

U. S. gross national product rose to annual rate of $427 billion in first quarter, up $3.2 billion from previous quarter and $23.6 more than rate year earlier, President's Council of Economic Advisers estimated this week. Council also reported that private domestic investment, including spending for plant & equipment, dropped $4 billion; that consumer spending increased $4.1 billion to $275 billion annual rate.

House cut of $650,000 from FCC budget was opposed last week by RETMA exec. v.p. James D. Secrest in testimony before Senate Appropriations Subcommittee on Independent Offices. He said FCC needed full $8,950,000, particularly for mobile radio rule-making and application processing.

Radio shipments to dealers, excluding auto radios, totaled 852,616 first 2 months, compared with 940,524 first 2 months of 1956, as reported in RETMA's state-by-state and county-by-county tabulations. Feb. shipments were 487,454 vs. 365,162 in Jan. and 472,112 in Feb. 1956.

Pre-employment lab manual, *Basic Television and Television-Receiver Servicing*, is due for Sept. issue by RETMA (publisher-distributor, McGraw-Hill). It's fourth volume in series to assist trade & vocational school instructors and administrators.

Canadian TV sales to dealers were 39,396 in Feb., according to RETMA of Canada, compared with 53,946 in Feb. 1956 and 39,426 in Jan. 1957. Factory production for Jan.-Feb. was 65,382 vs. 122,159 for same 1956 period.

Sonora Radio assets (Vol. 13:14) will be sold in next few weeks, receivers having withdrawn petition to block sale. Govt. inventory lists assets at $500,000; tax lien is $556,000 and Walter E. Heller Co. has lien of $350,000.

New 17-in. 90-degree Sylvania tube in "experimental production" weighs 10 lb., has 155-sq. in. viewing area, compared with 13 lb. & 149-sq. in. for present 17-in. 90-degree tube. It uses same deflection yoke and circuitry.

GE's hi-fi operations are being moved to Auburn from TV receiver dept. at Syracuse to increase "concentration on technical development and sales efforts." Move is expected to be completed this month.

Price cuts of $20-$40 on TV sets are listed in Montgomery Ward's mid-summer sale catalog, along with reductions for radios and other appliances.

Seventh edition of GE's tube handbook, *Essential Characteristics*, is now available through GE tube distributors.

Trade Personals: Wm. A. MacDonald named chairman, Hazeltine Corp., succeeding Jack Binns, retired but remaining on board; Philip F. Lafollette, pres. of Hazeltine Electronics div., succeeds MacDonald as president of Hazeltine Corp. . . . Robert M. Macrae, v.p.-distribution, appointed v.p.-consumer products marketing, RCA Victor of Canada, by pres. P. J. Casella; Macrae was merchandise mgr. for RCA record dept. in Boston, ex-district rep, RCA Distributing Corp., Chicago . . . George Forman promoted to Emerson adv.-sales promotion director; Al Leon resigns as sales promotion mgr. . . . Joe Marty Jr., ex-gen. mgr. of Admiral's electronics div. who joined Zenith last week, named special field sales rep . . . Thomas G. de Fabiny promoted to Sylvania International div. mgr. of planning & development . . . G. A. Bradford, ex-Compton, rejoins GE as adv. & sales promotion consultant on N. Y. marketing services staff . . . Daniel Echo promoted to asst. mgr., DuMont industrial tube sales dept. . . . Wm. Parker, Westinghouse public relations director, N. Y., adds Metuchen TV-radio publicity duties, replacing Stanley Kempner, transferred to other assignments . . . Maj. L. H. Peter, chief development engineer, Westinghouse Brake & Signal Co., succeeds Sir Robert Renwick, resigned, as pres. of British Radio & Electronic Component Manufacturers Federation . . . Dr. H. R. L. Lamont, an RCA European technical representative, is author of article "Colour TV on Tape" in April *Wireless World*, London . . . Alvin Barshop promoted to Granco district mgr., N. Y.

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Prof. Balthazar van der Pol, now 68, onetime honorary IRE v.p., has retired as director of International Radio Consultative Committee (CCIR) which he headed since 1948.

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DISTRIBUTOR NOTES: Philco appoints Graybar Electric Co. for Seattle & Tacoma, replacing Love Electric Co., and General Appliance Co. of Iowa, 1520 Walnut St., Des Moines (Morris Levy, pres.) . . . Raymond Rosen & Co. (RCA), Philadelphia, promotes Edward Koob to district mgr. for major accounts of its RCA Victor div. . . .DuMont appoints General Sales Co., 2131 N. Sherman Dr., Indianapolis (M. J. Bliss, gen. mgr.) . . . Sylvania names York Radio & TV Supply, 130 W. Allen St., Springfield, Ill. for tubes . . . Southern Wholesalers (RCA), Washington, promotes John E. O'Connor to exec. v.p., Frank Levine to v.p.-sales.

Philco's radios are now being marketed in some 5000 drug stores, with distribution by Federated Supply Co., N. Y., a central buying office specializing in tobacco products. As another example of diversified outlets, Philco table radios are also being sold at some Penn Fruit Co. supermarkets in Philadelphia area.

Hoffman Labs plans to expand electronic research & development center being built in Los Angeles, increasing floor space from 40,000 to 60,000-sq. ft., with completion scheduled for July.

New record for major appliance sales is predicted for 1957 by GE marketing research mgr. C. A. Brewer. He sees 6% industry-wide increase over 1956 record, which exceeded 1955 by about 4%.

Staver Co., manufacturer of TV-radio tube shields and electronic hardware, has acquired Gasket, Packing & Specialty Co., N. Y., which makes gaskets & washers; it will move facilities to Staver Bay Shore, N. Y., plant.

Color press used by RCA color tube development has been donated to Lehigh U for use in printing research.

Admiral introduces 3 portable radios—AC-DC-battery model at $30, 6-transistor at $60 & 8-transistor at $70.

Emerson advertising account has been resigned by Grey Adv., with termination described as amicable.

ELECTRONICS PERSONALS: J. E. Jonsson, Texas Instruments pres., elected v.p. of gen. management div. American Management Assn. . . . Burrell A. Parkhurst, ex-exec. v.p. of Waldorf Instrument, elected pres. of IT&T's new components div. . . . Edgar Allen Goff Jr. named asst. to pres. of Link Aviation . . . Horace R. Delaney promoted to sales mgr. of Aerovox Crowley div. . . . James Hussey promoted to mgr. of General Radio Los Altos, Cal. sales & engineering office . . . Edward M. Webster, former FCC commissioner, elected chairman of Radio Technical Commission for Marine Services, succeeding Dr. J. H. Dellinger, in turn is succeeded as vice chairman by Capt. John Cross of State Dept. . . . Frederick E. Stote named mfg. mgr., Federal Telephone & Radio semi-conductor div. . . . J. P. Mallen named midwest equipment sales mgr., R. A. Starek asst. midwest sales mgr. and L. A. Wheelock private brand renewal sales mgr. in realignment of Sylvania electronic products regional sales areas . . . J. Frank Leach, Amphenol director of mfg., promoted to mfg. v.p.; gen. counsel Edmund A. Stephan elected to board.

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Improvements in flat picture tube, under development by Kaiser Aircraft & Electronics Corp. (Vol. 11:3, 30), were described this week by inventor W. Ross Aiken in technical paper before Washington IRE. He said developmental "thin" tubes (2-3 in. thick) have been made in sizes up to 24-in., that lab experience indicates it is "capable of fulfilling requirements of a thin cathode-ray display tube." Deflection principle, he said, promises tubes with increased brightness at high resolution. "The lack of an electron gun behind the phosphor screen results in a device which may have a transparent back and thus be adaptable to viewing from both sides," he added, "or the device may be transparent with completion of transparent phosphor developments." Resolution of "several hundred lines per inch" has been achieved, he stated, adding that tube may be entirely electrostatic and thus doesn't require deflection yokes, magnets, horizontal & vertical transformers, etc. Special sweep tubes have been developed for use with the tube. He did not predict when tube would be ready for commercial manufacture.

Removal of Patent Office from Commerce Dept., making it independent agency, is provided in bill (S-1862) introduced by Chairman O'Mahoney (D-Wyo.) & Sen. Wiley (R-Wis.) of Senate Judiciary subcommittee on patents, trademarks & copyrights. Measure to "strengthen" agency stems from subcommittee's study of patent system (Vol. 13:5). O'Mahoney & Wiley also sponsor bills to limit patent's life to term dating from application (S-1863) and raise Patent Office salaries, increase Board of Appeals from 9 to 15 members (S-1864).

New recommended standards for electronics industry are contained in 3 booklets issued by RETMA with industry-wide approval: Iron Core Charging Inductors (60¢); Class A Variable Capacitors (30¢); Output Transformers for Radio Broadcast Receivers (25¢)—copies from RETMA Engineering Dept., 11 W. 42nd St., N. Y.

Sonotone is entering hi-fi component market with high-quality, low-price audio-amplifier and has completed development of magnetic tape recorder head, said pres. Irving I. Schactel in reporting record 1956 earnings of $847,515 (82¢ a share) on sales of $18,426,563, compared with $763,432 (74¢) on $18,765,558 in 1955.

Three new transistors with possible applications in TV sets, radio communications and radar, are now in initial production by GE. They're germanium tetrodes, one of which is designed to amplify 120 mc—which GE says is highest frequency attained in mass-produced transistor.

El-Tronics Inc. buys Warren Plastic Corp., Warren, Pa. (tube bases) and its Cropp div. (plastic presses).

Electronics Reports: Military electronics expenditures totaled nearly $15.2 billion in the 6½ years from mid-1950 to end of 1956, RETMA reported this week on basis of its newly devised formula for separating electronics procurement items from remainder of military gear. RETMA figures also show that current defense electronics spending equals or exceeds Korean War level.

From fiscal year 1951 through second quarter of fiscal 1957, RETMA's total of $15.181 billion in electronics spending is broken down thus: Aircraft, $5.54 billion; ships & harbor craft, $498,000,000; combat vehicles, $896,000,000; support vehicles, $75,000,000; guided missiles, $1.783 billion; electronics & communications, $4.391 billion; research & development, $1.498 billion; miscellaneous, $500,000,000.

Percentage of military spending for electronics has increased from 3.7% of total in fiscal 1951 to 9% in second quarter of fiscal year 1957. In year-by-year (fiscal) compilation of military electronics spending, totals were: 1951, $747,000,000; 1952, $1.929 billion; 1953, $3.042 billion; 1954, $2.663 billion; 1955, $2.454 billion; 1956, $2.825 billion; first half 1957, $1.54 billion.

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Man-made ionospheric cloud will be created this summer in unique experiment seeking to extend transmissions in 14-148-mc band. Joint Stanford U and Air Force project is to send rocket up 70 mi. where it will discharge gas cloud which will become ionized and reflect signals. Under direction of Prof. Oswald G. Villard Jr., amateurs within 700-mi. radius of Holloman Air Development Center at Alamogordo, N. M., will communicate with each other by bouncing signals off gas cloud, to determine whether it would be usable in long-distance communications. Called "Operation Smoke Puff," tests will determine whether rocket technique can help relieve shortage of channels for distant communication. Stanford announcement said "artificial ionization may prove to be more powerful than the natural kind, and hence capable of reflecting a wider range of radio frequencies."

RCA as an electronic computer manufacturer looms as challenger of companies generally regarded as dominating that field, writes Alfred R. Zipser in April 14 *N. Y. Times* business section. A. L. Malcarney, v.p.-commercial electronics, reported orders for Bizmac office machines amounting to $10,000,000, with Army, Higby dept. store of Cleveland, Travelers Insurance Co. among customers. IBM is generally regarded as dominating field by far, with Remington-Rand, Burroughs, Raytheon, Minneapolis-Honeywell, GE as runners up.

Airways Modernization Board to "develop, modify, test & evaluate" safe navigation & traffic control systems would be set up in identical bills (S-1856, HR-6872, 6873, 6890) introduced this week. Sponsors are Sens. Magnuson (D-Wash.), Bricker (R-O.), Schoeppel (R-Kan.); Reps. Harris (D-Ark.), Wolverton (R-N. J.), Haskell (R-Del.).

CBS Laboratories Div., headed by Dr. Peter Goldmark, has entered into research & development contract for Minnesota Mining & Mfg. Co., has also been retained by Eastman Kodak for development work on computers, CBS Inc. pres. Frank Stanton reported to this week's annual stockholders meeting.

Overnight delivery of most widely-used capacitors, eliminating usual 5 to 6-week delay following orders, was promised this week to military, industrial & lab users through new special sales service of Micamold Electronics Mfg. Corp., General Instrument Corp. subsidiary.

Packard-Bell Computer Corp. has been established by Packard-Bell Electronics for research & development in digital computers.

TOP 100 PRIME defense contractors were listed again this week by Pentagon, with GE retaining its position of No. 1 among companies heavily in electronics. Defense Dept. issued 2 lists—July 1, 1950-June 30, 1956 and Jan. 1, 1955-June 30, 1956. Comparing electronics firms in the 2 lists, as we've done in consolidated table below, shows most electronics companies rising in ranking on list in latter period. On 1950-1956 list, these are top 10 defense contractors: GM, Boeing, United Aircraft, GE, Douglas Aircraft, North American Aviation, General Dynamics, Lockheed, AT&T, Curtiss-Wright. These are the electronics and related firms in the 2 "top 100" lists (all dollar figures in millions), dashes after a company's name indicating it was not among first 100 prime contractors for period:

Company	July 1950-June 1956 Contracts	Rank	Jan. 1955-June 1956 Contracts	Rank
General Electric	$4,785.5	4	$1,051.2	4
General Dynamics	4,074.9	7	1,339.7	2
AT&T	2,504.9	9	747.1	6
Sperry Rand Corp.	1,493.6	14	215.6	19
Bendix Aviation	1,443.2	16	295.4	15
Westinghouse	1,250.1	18	101.9	31
RCA	973.6	21	221.3	18
IBM	661.8	30	275.3	16
Avco	641.8	31	119.6	29
IT&T	578.3	32	52.4	66
Raytheon	554.1	35	179.9	22
Philco	528.4	39	124.1	28
Collins Radio Co.	430.2	44	88.7	35
Gen. Precision Equip.	318.9	55	97.9	33
Minneapolis-Honeywell	258.6	62	69.1	45
American Bosch Arma	245.6	63	61.0	55
Hazeltine Corp.	223.8	68	32.7	92
Sylvania	214.3	73	—	—
Motorola	195.6	78	42.9	74
Mass. Inst. of Technology	186.7	82	54.5	63
Dynamics Corp. of America	174.3	87	46.2	70
Admiral Corp.	154.9	95	—	—
Burroughs Corp.	—	—	70.7	43
Lear Inc.	—	—	56.3	59
Standard Coil	—	—	31.9	94

Armed Forces Communications & Electronics Assn. convention will be held May 20-22 in Sheraton Park Hotel, Washington. Speakers will include Asst. Defense Secy. Frank Newbury and electronics aide James Bridges; pres. Donald C. Power of General Telephone Co.; Adm. Rawson Bennett, director of naval research; Adm. Joseph N. Wenger.

FCC's revised list of radio equipment acceptable for non-broadcast licensing is available for inspection—but not general distribution—at Commission's Washington & field offices. Covered are maritime, public safety, industrial, land transportation, citizens, domestic public radio services.

Tail gunners on B-52 jet bombers may be relocated by TV from lonely aft posts to forward compartment near rest of crew. American Bosch Arma has Air Force contact to redesign fire control system so that closed-circuit TV, integrated with tail gun's optical sight, permits gunner to operate in comfort.

Packard-Bell Electronics will produce and market "Sigalert" emergency civil defense warning system, as result of "affiliation" of Federal Electronics Corp. with Packard-Bell. Federal holds patent rights to the automatic tape recording system designed for radio stations, newspaper offices, police stations and civil defense posts.

Electronics bibliography of 1956 research reports by Army, Navy & Air Force (PB 121779) is available for $1.50 from Commerce Dept.'s Office of Technical Services, Washington. Some printed reports listed may be purchased from OTS, others from Library of Congress.

Radio signals lab, with Walter Serniuk as mgr., has been established by Sylvania in new Mountain View, Cal. systems labs, incorporating existing electronic defense & microwave physics labs. Combined facility is headed by Samuel A. Ferguson.

Financial & Trade Notes: CBS Inc. is off to flying start toward another record year, pres. Frank Stanton reporting to April 17 stockholders meeting that revenues for first quarter were 8% ahead of last year's quarter while profits after taxes ran about 32% ahead, per-share earnings climbing to 77¢. In same 1956 quarter, CBS's consolidated net revenues & sales totaled $88,406,663 and net income was $4,462,783 (60¢ on 7,485,837 A & B shares) as against 53¢ on 7,316,700 shares in first 3 months of 1955 after adjustment for 3-for-1 stock split (Vol. 12:19). Formal report on first quarter is due for release May 8.

Increased profits, said Stanton, were due in part to last year's liquidation of CBS-Columbia, ill-starred venture into TV set manufacturing. Even though CBS-Hytron is still in the red and probably won't show profit until 1958, he forecast better earnings for CBS Inc. for this year than record 1956 net profit of $16,283,462 ($2.17 per share) on revenues & sales of $355,000,000 (Vol. 13:13).

Meeting was enlivened by all sorts of questions put to Chairman Paley and Pres. Stanton, ranging from an objection to rock 'n' roll music to attacks (by certain plaintiffs in still pending copyright suits against CBS) based on CBS's stockholdings in BMI, the music licensing pool set up to compete with ASCAP. One stockholder also wanted to know why CBS-TV pres. Merle Jones, Columbia Records pres. Goddard Lieberson and CBS-Hytron pres. Arthur Chapman, though directors, held no stock in their company, but a resolution to require this was voted down overwhelmingly despite their agreement to acquire some. Proxy statement shows Jones and Chapman have options on 7500 Class A shares at $31 & $30.50, respectively, while Lieberson has option on 7650 at $22.55.

* * * *

Webcor Inc. reports peak 1956 sales of $34,305,837 but net loss of $994,753 after deduction of $900,000 income tax carryback loss vs. $31,984,539 and profit of $589,574 in 1955. Maker of phonos, changers & recorders (formerly Webster-Chicago) did $27,713,000 of its business in commercial and laminations divisions, which earned $469,000 before taxes. Current assets at year's end were $12,822,238, current liabilities $6,402,450, long-term loans $2,450,000, earned surplus $2,207,192. Proxy statement for April 29 annual meeting discloses pres.-chairman Titus Haffa drew no salary in 1956; H. D. Von Jenef, ex-v.p. & gen. mgr. of govt. div., who resigned Dec. 18, drew $41,083.

"Change in the recent trend of profits in relation to sales and some progress toward a more nearly adequate earnings level necessary for the company to meet the needs of an expanding economy" are seen by GE pres. Ralph Cordiner in announcing first quarter earnings up 16% to $64,006,000 (73¢ per share) and sales up 11% to $1,048,850,000. He said consumer goods, electronics products and defense orders shared increase with heavy electrical equipment, while components decreased "slightly."

Collins Radio filed registration with SEC April 17 (File 2-13258) for $7,917,000 convertible subordinated debentures, due June 1, 1977, offered for subscription by Class A & B common stockholders at rate of $100 for each 19 shares, proceeds to be used for working capital. Principal underwriters are Kidder, Peabody & Co. and White, Weld & Co.

Tung-Sol is subject of highly laudatory report in April 17 *Investors' Reader*, published by Merrill Lynch, Pierce, Fenner & Beane, 70 Pine St., N. Y.

Texas Instruments Inc. first quarter sales jumped to record high of $15,252,000 from $8,853,000 in 1956 quarter, profit to $790,000 (25¢ per share) from $540,000 (16¢).

Kay Lab (now Kin Tel) reports first quarter sales of $1,080,000, profit of $90,499 vs. $420,080 & $15,481 in same 1956 period.

Associated Artists Productions Inc. (AAP), which last year purchased Warner Bros. film library and Paramount's *Popeye* cartoon library for reported total of $23,500,000, earned net profit of about $1,000,000 in first quarter, equal to about $2.50 per share, and v.p.-treas. Maxwell Goldhar states year's profits should run about $4,000,000. Currently it has about $24,000,000 in film rental contracts with TV stations. Firm is headed by Eliot Hyman and stock is traded on American Exchange. Original $9,000,000 loan when it purchased Warner library is reported down to $6,750,000; also outstanding is $5,000,000 promissory note to Warner Bros. Stockholders approved 4-1 split this week.

Famous Players Canadian Corp., its pres. John J. Fitzgibbons stating full impact of TV has now been felt and theatre attendance now improving, reports 1956 net profit of $2,738,455 vs. $2,933,112 in 1955. Firm operates nearly 400 theatres, also holds 50% ownership in new CKMI-TV, Quebec City (Ch. 5) with its French counterpart in same city, CFCM-TV (Ch. 4), and 50% of CKCO-TV, Kitchener, Ont. (Ch. 13). Annual report indicated plans for further TV expansion, including Canadian rights to Paramount's Telemeter pay-TV system and Lawrence color tube.

Stanley Warner Corp. (S. H. Fabian, pres.), which founded WTRI, Albany (Ch. 35) with Col. Harry Wilder in 1954, now owns it 100%, reports profit of $2,007,757 (93¢ per share) on total income of $55,679,300 for 26 weeks ended Feb. 23 vs. $1,629,088 (74¢) on $47,380,400 in corresponding period year ago. Whether gains came from theatre chain, including Cinerama operations, and/or its wholly-owned International Latex Co. and other manufacturing operations, is not divulged.

American Broadcasting-Paramount Theatres reports estimated net operating profit of $1,743,000 (40¢ a share) for first quarter 1957, compared with $2,570,000 (60¢) in first quarter 1956. Pres. Leonard H. Goldenson said results reflected reduction in revenues from TV network sales made during spring-summer 1956 selling period for 1956-57 broadcast year, but reported "encouraging progress" for 1957-58 season.

Ampex Corp. is negotiating for one-third interest in Orradio Industries, Opelika, Ala. manufacturer of Irish brand recording tape, Ampex pres. George I. Long said this week. He added that Ampex sales for year ended April 30 will total $17-$18,000,000, vs. $10,197,000 for preceding fiscal year and predicted $30,000,000 in sales for next fiscal year.

WJR, The Goodwill Station Inc., one of few radio-only operators whose stock is publicly traded (Detroit Exchange) reflects upsurge in radio time billings with first-quarter report showing sales of $947,080, up from $860,822 in same 1956 period. Net income was $150,613 (28¢ on 542,130 shares outstanding) vs. 1956 quarter's $145,276 (28¢ on 516,533 shares).

Raytheon plans to occupy new 42,000-sq. ft. Santa Barbara, Cal. electronics lab in July. Construction will be started soon by Pacific Mutual Life Insurance Co., which will own and finance property, leasing it to Raytheon. It will house some 200 employes.

New advisory committee on semi-conductor devices in electronics div. of Commerce Dept.'s Business & Defense Services Administration will hold first meeting April 25 in Washington.

Skiatron reports 1956 profit of $4301 vs. $1459 in 1955. Gross income from govt. contracts & sub-contracts was $431,578 compared with $225,930 in 1955.

Dividends: Hazeltine, 35¢ payable June 14 to holders of record May 31; Clarostat, 5¢ April 30 to holders April 19; Technicolor, 12½¢ April 30 to holders April 16.

CLOSED-CIRCUIT TV still intrigues the educators, not only for schoolroom use but as an adult education medium. In latter category, a pilot project as significant in adult education field as Hagerstown experiment is in classroom field, was announced this weekend in N. Y.

Project will involve 608 low-income families living in public housing project in Manhattan's lower west side Chelsea district. Ford Foundation's Fund for Adult Education has made grant of $200,000 to project, which is co-sponsored by Hudson Guild neighborhood house, N. Y. City Board of Education and Language Research Institute, non-profit foundation with headquarters at Harvard U. Project will employ 3 origination points with switching units, total of 11 cameras. GPL, from which equipment is being purchased, will contribute all engineering, and N. Y. Board of Education will pay for all schoolroom installations.

The 608 families reside at John Lovejoy Elliott Houses on W. 26th St., and will be able to receive closed-circuit programs through master antenna system. Programs will originate at Hudson Guild, Public School 33 & Lower West Side Health Center, and GPL projection unit will be installed in school's auditorium.

Programming will be divided into 2 major categories: Adult & family programming will include nutrition, health, discussion groups, citizenship, neighborhood events, etc. School programming, aimed at both children and adults, will include English classes for the predominantly Spanish-speaking families, Spanish, domestic science, instruction for home-confined children, "school-to-home communication," etc.

Announcement by sponsoring groups said project will "serve as an experimental studio for the development of educational TV and as a pilot program for special-audience TV systems appropriate to a small community or a chain of housing projects." Production staff will include director, asst. director, technician, bilingual secretary plus part-time consultants and evaluators, under Hudson Guild exec. director H. Daniel Carpenter.

Privately operated apartment house closed-circuit system linking 1672 apartments in 4 buildings on lower east side (Vol. 13:13) recently held inaugural program, soon plans regular entertainment-education programs for residents of buildings managed by East River Housing Corp.

———■———

One application for new TV station, 4 for translators, were filed with FCC this week, bringing total to 121 for stations (27 uhf) and 57 for translators. Station application was for Ch. 2, North Platte, Neb., by Goldenrod Tele-Radio Co., headed by Ray J. Williams, 60% owner of KFRC, Rocky Ford, Colo. Translator applications were for Globe-Miami, Ariz., for Ch. 77, 80 & 83, and Libby, Mont., for Ch. 72. [For details, see *TV Addenda 24-O* herewith.]

Free broadcast time for Canadian elections is being provided by CBC April 29-June 6 with time shared by 4 parties. Schedule calls for 6 hours on English & French TV networks, 12 hours on radio networks in each language, 3 hours on TV for local candidates. Also under consideration is half-hour round-robin June 7 for TV-radio windup of campaign.

Cuban TV wiggle ban hit mambo dancer Ana Gloria this week. Communications Minister Ramon Vasconcelos, who forbids "suggestive body movements" by TV performers (Vol. 13:8), ordered her off air for 5 days because she "wiggled immorally."

TV watches Bundestag in Bonn, where receivers in offices of pres. & administrative director of West German Parliament show them what goes on.

AT&T board may disapprove closed-circuiting of its annual stockholders meetings (Vol. 13:11) but not so American Machine & Foundry Co., whose April 17 annual meeting took place simultaneously in New York's Hotel Sheraton-Astor and Chicago's Blackstone — viewed on 15x20-ft. screens at both locations with direct questions popped at and answered by pres. Morehead Patterson in Chicago and vice chairman Gen. Bedell Smith in N. Y. Said pres. Irving Kahn of Teleprompter, whose group communications div. handled affair (costing about $20,000): "This pioneering effort by AMF will establish a trend for other corporate stockholder meetings in the future [and] closed-circuit TV will connect a large number of cities for corporate communications with investors." Since Jan., Teleprompter has handled multi-city meetings for American Management Assn., BBDO, Tele-Sell, International Harvester, Western Union.

Exclusive TV contract between KOMO-TV, Seattle, and promoters of May 5 Apple Cup hydroplane race on Lake Chelan, Wash. is "unconstitutional & void" as violation of freedom of the press, Judge J. A. Adams ruled April 13 in Chelan County Superior Court. "Equal access" to event in public park had been demanded in court by KING-TV, Seattle (Vol. 13:9), whose v.p. & gen. mgr. Otto Brandt said ruling "has national significance" and is "great service both to news media and to the general public." W. W. Warren, gen. mgr. of KOMO-TV, denied that "equal access" was issue, arguing that contract covered only "use of some property to be used as a telecast site."

Freewheeling probe of FCC and other regulatory agencies was voted April 18 by 9-member watchdog unit of House Commerce Committee headed by Rep. Moulder (D-Mo.). Given $250,000 for investigation (Vol. 13:15), subcommittee laid out agenda which takes in legislative standards, enforcement, rules & regulations, political independence of administrators, "identification of regulator with regulated." Chairman Moulder told us first among 17 agencies in line for study are FCC, ICC, SEC, CAA, Federal Power Commission—but no priority for probe had been determined pending selection of subcommittee staff following Easter recess.

USIA budget was cut 26% by House April 17, but VOA's $4,000,000 plan for new radio facilities in Middle East (Vol. 13:3, 8) survived the $37,900,000 slash to $106,100,000 for fiscal 1958—cut of $6,900,000 under current appropriation. VOA was given $1,100,000 to start expanded radio program, House agreeing that VOA couldn't use more for purpose in fiscal period. Vote followed plea by President Eisenhower for full USIA budget. Senate will act on appropriation following Easter recess.

TASO propagation measurement program is beginning to pick up speed. Hitherto alone in the field with 2 vehicles on the road, AMST has been joined in Harrisburg, Pa. area by CBS crew using deluxe Chrysler station wagon. Others indicating willingness and ability to assist include Westinghouse Bcstg. Co.; WFIL-TV, Philadelphia; KTTV, Los Angeles. TASO propagation panel currently is seeking to reach agreement on measurement standard & techniques.

American Jewish Committee cited CBS Inc. for "distinguished public service programming" in award presented this week to v.p. Richard S. Salant in connection with organization's 50th anniversary observance in Waldorf-Astoria, N. Y. Citation, first to be given by AJC to mass communications medium, said CBS programming exemplified "the pursuit of equality at home & abroad."

Conelrad equipment worth $100,000 would be supplied to stations by State of Cal. under terms of bill being considered by legislature.

THE AUTHORITATIVE
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ELECTRONICS ARTS AND INDUSTRIES

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APR 29 1957

Television Digest with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — April 27, 1957

MODIFIED "CRAVEN PLAN" proposed by FCC in 4-3 vote; would drop allocations table, but preserve educational reservations, protect uhfs (p. 1 & Special Report).

SUBSCRIPTION-TV DELAY probable as Reps. Harris & Celler demand FCC hold up consideration of tests until Congress takes look at the situation (p. 2).

FCC NETWORK STUDY group subpoenas 6 film distributors, one live program producer to hearings in New York May 1, charging they withheld information (p. 3).

HERALD-TRAVELER finally gets Boston's Ch. 5 in 4-2 vote, as FCC cites strong showing in local factors. Globe's efforts to reopen record turned down (p. 4).

CHARLOTTE'S WSOC-TV starts programming as KHVH-TV, Honolulu, begins tests pending court action on protest. KPTV, Portland, due off next week (p. 5).

FABULOUS ELECTRONICS BUSINESS thrust into public eye as 5th largest industry. Though TV is eclipsed by military-industrial, set makers see good year (p. 8).

COMPLEX DuMONT DEALS to add profitable WNEW to unprofitable TV operations, with Paramount also proposing to take stock for its KTLA, Los Angeles (p. 10).

TASO APPOINTS CHAIRMEN of operating committees, including top names in manufacturing & telecasting industries; panels schedule meetings next month (p. 6).

NEW PICTURE TUBE SCREEN using transparent phosphors developed by Navy, which claims daylight-bright pictures, "completely new approach" to color (p. 12).

NETWORK TV GAINS 8.4% over 1956 in first-quarter billings of $126,440,618; CBS leads March increase with $20,172,173, up 12.8% (p. 12).

FCC AIMS TO DROP ALLOCATIONS PLAN: A modification of the so-called "Craven Plan" for abandoning the TV allocations table was finally proposed by FCC this week, squeaking through with 4-3 vote. Mollifying potentially severest critics by leaving educational channels firmly fixed and by specifying that uhf stations be protected against establishment of more vhf stations in their service areas, Commission aims to build strong case for adoption of proposal. Because of plan's potential widespread impact, we're including full text as Special Report to all subscribers.

Proposal has been in works so long, after vigorous espousal by Comr. Craven, that it came as little surprise. Even if adopted this summer (comments are due June 3), plan can have no immediate drastic effect -- because of simple fact that most valuable vhf channels are already nailed down by stations and applications, hence subject to little shifting around. Big question, of course, is whether proposal is just a prelude to eventual mileage-power-height cuts and DAs permitting addition of vhf channels to major markets. No one knows -- but a lot of people insist that such cuts are inevitable, only a matter of time. In this week's proposal, Commission is quite emphatic in stating that no engineering changes are permitted.

To justify move, Commission states that current method of channel changing by rule-making is cumbersome, inflexible; that an applicant should be able to file for a new channel and a new station at same time, thus cutting out unnecessary procedural step, saving time & money.

Allocations table served useful purpose, Commission said, when there was a huge backlog of applications and relatively few operating stations to nail any sort of allocations plan in place. Now, it says, petitions to change channels are as numerous as applications, and they frequently take even more time to process.

Proposal aims to protect uhf stations by specifying that vhf applicants must pick transmitter sites at least 75 mi. from uhf stations -- unless the uhfs are already getting competition from 2 or more vhf stations.

Commission would also keep allocations table intact for assignments within 250 mi. of Canadian & Mexican borders.

Comrs. Hyde, Bartley & Lee dissented, but only Hyde told why. He simply disagreed that plan would produce flexibility, insisted things would get more com-

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plicated instead and would "inevitably tend toward an allocation or distribution of facilities characterized by extremes of concentration and scarcities..." Comr. Mack, though concurring with issuance of proposal, seemed mighty cool about it, saying: "The fact that I might vote to allow the question to be posed does not in any way prejudice my position in the final action of the Commission."

Commission also finalized several of its vhf drop-in proposals this week: (1) Added Ch. 4 to Charleston, S.C. (2) Added Ch. 6 to Miami, Comrs. Hyde & Craven dissenting. (3) Shifted Ch. 10 to Duluth-Superior from Hibbing, Minn. & Hancock, Mich. (4) Shifted Ch. 13 to Norfolk, from New Bern, N.C., replacing it with Ch. 12. In addition, Commission invited comments on conflicting proposals to add Ch. 8 to either Moultrie or Waycross, Ga.

Turning to uhf translators, Commission started rule-making proceedings designed to make sure translators don't preclude start of regular TV stations in their service areas. Specifically, proposal would prevent establishment of a translator where a regular station is now operating and would require cessation of a translator whenever a regular station started in same locality.

LAWMAKERS ZERO IN ON SUBSCRIPTION TV: FCC's fee-TV timetable was disrupted this week -- at the very least -- when 2 influential Congressmen wrote Commission urging it to hold off any subscription-TV decision until Congress considers whole issue.

Letters were from Reps. Harris (D-Ark.) & Celler (D-N.Y.), chairmen of Commerce and Judiciary Committees. They were not unexpected (Vol. 13:16) in view of pro-&-con pressures which have been building up as FCC gets deeper into question.

Celler's letter pointed to his bill to ban pay telecasts (HR-586) and requested Commission to "withhold any tests until Congress has had opportunity to consider the proposed legislation," which has been referred to Harris' Committee but not scheduled for hearing. Harris' letter made it clear he thinks FCC doesn't have power to order tests, and it posed series of questions (some of them rhetorical) for FCC.

The Congressional communications spell delay. Those commissioners who are inclined to favor fee-TV tests say that action probably won't be held up more than a couple of weeks. Others say this could open way to full-fledged hearing on Celler bill or other fee-TV legislation and bottle up issue for indeterminate period.

Chairman McConnaughey plans to visit Harris -- and possibly Celler, too -- with any other commissioners who wish to accompany him, to talk over whole toll-TV situation. But some Congressional observers think this won't satisfy Harris, and point out that House Commerce Committee's transportation & communications subcommittee (also headed by Harris) has held no TV or radio hearings so far this session, and that fee TV might be good place to start, since it's relatively virginal territory.

Only other Congressional hearings on fee TV were held last session by Senate Commerce Committee -- culminating this year in "hands off the FCC" policy by Committee unable to agree on draft report urging tests (Vol.13:9). Congress was in Easter recess this week, and no toll-TV hearings are currently on agenda.

* * * *

Congress didn't intend Communications Act to cover pay-TV tests, Harris said in his long letter to FCC. He told Commission to give "ample and detailed evidence that it has the legal power to contain and control this experiment" -- or else "come to the Congress for the [powers] which the Commission must have in order to protect the public interest." Following is the gist of the questions Harris asked "to assist me and the Committee in our thinking on these problems:"

(1) How can fee-TV experiments which force free programming off air be reconciled with Communications Act provisions that FCC explore new systems which can be made available to "all the people of the U.S." or which will lead to "a larger and more effective use of radio in the public interest?"

(2) If Congress grants FCC's pending request for 5-year broadcast licenses, would subscription TV tests also run for 5 years?

(3) Won't it be "practically impossible" to make stations stop pay TV when tests are terminated, in view of investment involved? If courts rule that fee TV is

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Special Report
April 27, 1957

Full Text of FCC's

Proposal to Abandon Television Allocations Table

Seeking Deletion of Fixed Assignments for Commercial TV Stations Except Those Within 250 Miles of Borders, Educational Assignments Remaining Unchanged

Comr. Mack Issuing Concurring Statement; Hyde Dissenting and Issuing Statement; Bartley & Lee Dissenting

Notice of Proposed Rule-Making Issued April 26, 1957 as FCC Public Notice 57-407, Mimeo 44039

Comments Due by June 3, 1957 (see *Television Digest*, **Vol. 13:17**)

In the Matter of
Amendment of Part 3, subpart E, Television Broadcast Stations } Docket No. 12005

NOTICE OF PROPOSED RULE MAKING

1. Notice is hereby given of proposed rule making in the above entitled matter.

2. Section 3.606, the television Table of Assignments, was adopted in its present form in the Sixth Report and Order on April 11, 1952. It was determined at that time that television broadcast channels could be more efficiently and equitably allocated on the basis of a fixed Table of Assignments than on the basis of individual applications. We then stated that our conclusion to adopt such an allocation plan was based on the following considerations:

(a) The Table would make for a more efficient use of the available channels.

(b) It would better protect the interests of the smaller communities and rural areas by preventing preemption of available channels by the larger cities.

(c) It would be an effective means of reserving channels for educational purposes.

(d) It would eliminate certain procedural disadvantages in connection with the processing of applications.

3. Five years have elapsed since the adoption of the Sixth Report and Order. The number of operating stations has increased from the 108 "pre-freeze" stations to approximately 500 stations. There are, in addition, about 165 authorized stations which have not yet been constructed. Thus, the Table has served well its purpose of avoiding procedural difficulties and helping to bring television service to almost the entire country at the earliest possible time. It now appears that we should re-examine, in the light of the current development of television service, the considerations leading to the adoption of a fixed Table of Assignments in order to determine whether the public interest might be better served by the initiation of a procedure for allocating television channels on the basis of individual applications.

4. Approximately 90% of the VHF commercial assignments listed in the Table of Assignments have either been authorized or have been applied for, and most of the balance are in sparsely settled areas, chiefly west of the Mississippi River. Because of the outstanding VHF authorizations, there are very few areas (and again most of these are west of the Mississippi) where additional VHF channels may be added in keeping with the station separation requirements of the Rules. Thus, it is apparent that, at least as far as the VHF channels are concerned, the allocation pattern has been so well established that efficiency in allocation is no longer a compelling reason for a fixed Table of Assignments. And the pattern which has been developed will effectively reserve the great majority of the unclaimed VHF channels for the benefit of the small communities in sparsely settled areas. Moreover, even though UHF authorizations have not come up to expectations, it appears that the UHF allocation pattern has been quite firmly set by the grants that have been made, so that any greater efficiency resulting from use of a fixed table might now be outweighed by the greater flexibility of the application method. This is particularly true with respect to the assignment of low and high UHF channels in neighboring communities, since in many cases the community more interested in establishing local television service has been assigned the less desirable channels.

5. When the Table of Assignments was adopted, the Commission was faced with a huge backlog of television applications, with an unknown number of applicants ready to file their applications when the "freeze" was lifted. Only through a fixed table could the Commission have acted as expeditiously as it did in processing applications, with the result that television service was provided to almost all the nation's population in a relatively short time. Now the situation is different. The backlog of pending applications is no greater than the backlog of petitions for changes in the Table of Assignments, many of which request the drop-in of a VHF or low UHF channel. In several instances it has been noted that the rule making process has consumed more time than the processing of an application subsequently filed. Hence, it appears that the Commission's workload might be considerably lessened and the public interest might be better served and television service more expeditiously provided by eliminating the procedural step of rule making to make a channel available for use in any given community. In addition, if a prospective applicant is relieved of the expenditure of time and money in rule making proceedings and assured that any channel is available which meets technical requirements, he might be encouraged to seek out new or underserved television markets.

6. However, we do not feel that the time has yet come when the Table of Assignments should be completely abandoned. We believe that it is still necessary and appropriate in the public interest to preserve the educational reservations not yet claimed and to protect UHF areas from encroachment by new VHF stations. In our view, any change in the Rules as to availability of television channels must make allowance for such factors.

7. Hence, our proposal is not to delete the Table of Assignments in its entirety, but to maintain a Table containing all noncommercial educational assignments (which cannot be deleted without rule making) and, for the convenience of applicants, all assignments within 250 miles of the Canadian and Mexican borders which have been

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accepted pursuant to international agreements. We would also amend Section 3.607 of the Rules to provide that, so long as minimum separation requirements with respect to existing authorizations and minimum field intensity requirements are met, applications might be filed for new or changed facilities on any channel in any community, with the exceptions that no application would be accepted if (1) it did not meet the minimum separation requirements with respect to noncommercial educational assignments listed in the Table of Assignments, or (2) it requests a VHF operation within 75 miles of the transmitter location of an authorized UHF station,[1] unless (a) the proposed transmitter site is beyond an existing VHF transmitter, or (b) the principal city served by the UHF station is receiving Grade A or better service from two or more existing VHF stations, or (c) the principal city to be served by the proposed VHF station is already receiving a city grade signal from two or more VHF stations. We believe that some such limitation on the further spread of VHF service into UHF areas is a necessary precaution in preserving the status quo at least until we have completed our inquiry into the feasibility of transferring all or a substantial part of television broadcasting to the UHF band.[2] At the same time, we do not anticipate that the limitation will seriously impede the development of a nationwide television service, since our study has not revealed many UHF areas where a new VHF channel, meeting all separation requirements, could be used.

8. The proposed changes in the Table of Assignments and Section 3.607 would require editorial changes in other sections of Part 3 of the Rules and the deletion of Section 1.378(d) of Part 1. There is attached as an Appendix the suggested rule changes necessary to effectuate these proposals. The Commission invites interested parties to submit comments and relevant data on the proposals contained herein. It is emphasized, however, that the Commission is not at this time soliciting, nor will it consider in this proceeding, any requests for the deletion or addition of specific noncommercial educational assignments or for any amendment with respect to station separations or any other technical limitation.

9. Authority for the adoption of the amendments proposed herein is contained in Sections 4(i), 301, 303(c), (d), (f) and (r) and 307(b) of the Communications Act of 1934, as amended.

10. Any interested party who is of the view that the proposed amendments should not be adopted, or should not be adopted in the form set forth herein, may file with the Commission on or before June 3, 1957, a written statement setting forth his comments. Comments supporting the proposed amendments may also be filed on or before the same date. Comments in reply to original comments may be filed within 15 days from the last date for filing said original comments. No additional comments may be filed unless specifically requested by the Commission or good cause for the filing of such additional comments is established.

11. In accordance with the provisions of Section 1.764 of the Commission's Rules and Regulations, an original and 14 copies of all statements, briefs or comments shall be furnished the Commission.

FEDERAL COMMUNICATIONS COMMISSION

MARY JANE MORRIS
Secretary

APPENDIX

Channel Utilization

3.605 Carrier frequency offset. In order to obtain the most favorable possible desired to undesired signal ratio and the maximum service areas in any group of stations operating on the same channel, specified stations will be required to operate with their carrier frequencies offset 10 kc above or below the normal carrier frequencies. The channel assignments of such stations will be identified by a plus or minus mark.

3.606 Table of assignments.

(a) *General.* The following table contains (1) the channel assignments reserved for use by noncommercial educational broadcast stations in the listed communities in the United States, its Territories, and possessions, and (2) assignments for communities within 250 miles of the Canadian and Mexican borders that have been accepted pursuant to international agreements. The noncommercial educational reservations are designated with an asterisk. A noncommercial educational assignment may be added to or deleted from the Table of Assignments only through rule making proceedings. Changes in the border assignments (other than educational reservations) will be made administratively as required by actions on individual applications.

(b) *Table of Assignments.* [The Table is not set forth herein, but will include the educational reservations and assignments within 250 miles of the Canadian and Mexican borders, as listed in the present Table of Assignments.]

3.607 Availability of channels.

(a) Subject to the provisions of paragraphs (b), (c) and (d) of this section, applications may be filed to construct new television broadcast stations or to make changes in the facilities of existing stations (commercial or noncommercial educational) in any community on any channel listed in Sec. 3.603: *Provided, however,* That the proposed transmitter location meets the minimum separation requirements of Sec. 3.610 with respect to existing authorizations and the minimum field intensity requirements of Sec. 3.685. Applications which fail to comply with these requirements will not be accepted for filing.

(b) Assignments reserved for educational purposes are available only for use by noncommercial educational broadcast stations. No application for the construction of a new commercial television broadcast station or to change the transmitter site of an existing station, whether or not accompanied by a petition to amend the Table of Assignments [Sec. 3.606(b)], will be accepted for filing if the proposed transmitter location does not meet the minimum spacing requirements of Sec. 3.610 with respect to a noncommercial educational assignment listed in the Table of Assignments whether or not such noncommercial educational assignment is under authorization.

(c) No application for the construction of a new commercial television broadcast station to operate on Channels 2 to 13, inclusive, or no application for change in the transmitter location of an existing VHF station shall be accepted for filing if the proposed transmitter location is within 75 miles of the transmitter location of a station authorized for operation on a UHF frequency (Channels 14-83, inclusive) unless one or more of the following conditions exist:

1. The principal city served by the UHF station is already receiving Grade A or better service (Sec. 3.683) from two or more VHF stations.

2. The proposed transmitter location is at a greater distance from the UHF station than the transmitter of a VHF station located in the same general direction from the UHF station.

3. The principal city to be served by the proposed VHF station already receives a city grade signal from two or more VHF stations.

(d) Unless the assignment requested is listed in the Table of Assignments, an application to construct a station with a proposed transmitter location within 250 miles of either the Canadian or Mexican border shall be accepted for filing subject to the provisions of any agreements entered into by the United States with Canada and Mexico.

3.610 Station Separations.

(a) Applications for new television broadcast stations or for changes in the transmitter sites of existing stations

[1] The 75 miles separation is suggested as a reasonable distance which would generally prevent a Grade B signal from covering the city in which the UHF station is authorized.

[2] Any action on our part in terminating the inquiry will, of course, await the report of the industry-sponsored Television Allocations Study Organization (TASO) and the results of the industry's crash program of UHF research.

will not be accepted for filing if they fail to comply with the requirements specified in paragraphs (b), (c) and (d) of this section as to the distance between the proposed transmitter site and the transmitter of an authorized station or the location of a noncommercial educational assignment listed in the Table of Assignments [Sec. 3.606(b)] but not currently authorized. Distances shall be computed in accordance with the provisions of Sec. 3.611.

Note: Licensees and permittees of television broadcast stations which were operating on April 14, 1952 pursuant to one or more separations below those set forth in Sec. 3.610 may continue to so operate, but in no event may they further reduce the separations below the minimum. As the existing separations of such stations are increased, the new separations will become the required minimum separations until separations are reached which comply with the requirements of Sec. 3.610. Thereafter, the provisions of said section shall be applicable.

(b) Minimum co-channel station separations:

(1)

Zone	Ch. 2-13 Miles	Ch. 14-83 Miles
I	170	155
II	190	175
III	220	205

(2) The minimum co-channel mileage separation between a station in one zone and a station in another zone shall be that of the zone requiring the lower separation.

(c) Minimum station adjacent channel separations applicable to all zones:

(1)	Channels 2-13	Channels 14-83
	60 miles	55 miles

(2) Due to the frequency spacing which exists between Channels 4 and 5, between Channels 6 and 7, and between Channels 13 and 14, the minimum adjacent channel separations specified above shall not be applicable to these pairs of channels (see Sec. 3.603).

(d) In addition to the requirements of paragraphs (a), (b) and (c) of this section, the minimum station separations between stations on Channels 14-83, inclusive, as set forth in Table IV of Sec. 3.698 must be met in either rule-making proceedings looking towards the addition of a noncommercial educational assignment to the Table of Assignments [Sec. 3.606(b)] or in licensing proceedings. No channel listed in column (1) of Table IV of Sec. 3.698 will be assigned to any city, and no application for an authorization to operate on such a channel will be granted unless the mileage separations indicated at the top of columns (2)-(7), inclusive, are met with respect to each of the channels listed in those columns and parallel with the channel in column (1).

(e) The zone in which the transmitter of a television station is located or proposed to be located determines the applicable rules with respect to co-channel mileage separations where the transmitter is located in a different zone from that in which the channel to be employed is located.

3.611 Reference points and distance computations.

(a) Station separations shall be determined by the distance between the coordinates of the proposed transmitter site and the coordinates of all authorized or proposed transmitter sites for the pertinent channels. Where a pertinent channel has an unused noncommercial educational assignment the station separation shall be determined by the coordinates of the pertinent community as set forth in the publication of the United States Department of Commerce entitled "Air Line Distances Between Cities in the United States," or, if not contained therein, the coordinates of the main post office of such pertinent community. (The Department of Commerce publication may be purchased from the Government Printing Office, Washington, D. C.).

(b) In measuring station separations involving an unused noncommercial educational assignment for cities listed in the Table of Assignments in combination, separation measurements shall be made from the reference point which will result in the lowest separation.

(c) [same as present Sec. 3.611(d)]

DISSENTING STATEMENT OF COMMISSIONER ROSEL H. HYDE

I dissent to the action proposed to delete Sec. 3.606 (Table of Assignments) of the Commission's rules.

On the basis of experience the Commission has had in such matters, which I believe should be given at least some attention, approval of the proposed rule changes would certainly add substantially to the agency's administrative burden, creating backlogs and increased delays; impose added burdens and costs upon applicants and licensees alike; create confusion and uncertainty as to allocation policy; and inevitably tend toward an allocation or distribution of facilities characterized by extremes of concentration and scarcities rather than an equitable distribution as contemplated by the Communications Act. The overall effect of a change in allocation policy such as inherent in the proposed rule is at cross purposes with recent Commission actions intended to make constructive changes in the allocations structure, particularly with regard to making possible larger and more effective use of UHF channels.

In the absence of adequate allocation rules, the Commission actually will not gain flexibility in the allocation of station assignments as claimed by proponents of the rule change, but will lose much of the flexibility now available. The present allocation rules are not and could not legally be made fixed and unalterable; they are subject to change by orderly process though change has generally been resisted by those who would delete the rules themselves.

There is, in my opinion, an agency responsibility to establish uniform rules, easy of application. Such rules are necessary for efficient administration of the agency's work, and essential for the information and guidance of those who have business with the agency or an interest in its actions. The proposed new rules are complex, internally inconsistent, and certain to create difficulties inherent in a situation where all applications cannot be considered under the same procedures.

CONCURRING STATEMENT OF COMMISSIONER MACK

As a member of the Federal Communications Commission, I believe that if one or more Commissioners would like to pose a question to the public and the industry concerned, they are entitled to do so. The fact that I might vote to allow the question to be posed does not in any way prejudice my position in the final action of the Commission.

"broadcasting" and that anyone who meets test requirements must be licensed for subscription service, "the demise of free TV as we know it today would be quickly accommplished and vested rights created before the Congress would be given an opportunity to remedy the situation."

(4) Does FCC feel it has sufficient power to control conditions of sale or lease of decoders and to assure public that tests are temporary?

(5) Does Commission have power to make sure that licensee maintains control over programs and can obtain programming from sources other than the distributor of the particular decoder he is using?

(6) Should rival fee-TV systems be allowed to "carve out respective territories for exclusive use of their systems" or should FCC determine "which territory or area is to be the monopoly of a particular system?"

(7) Has FCC determined whether closed-circuit TV is better suited for testing fee TV? Harris suggests this "might provide an ideal testing-ground" in densely populated areas, without "blacking out" any free programming.

(8) Harris "presumes" Commission has thoroughly discussed all aspects of the problem, including program production & schedules, price, maintenance of equipment, etc., and asks how many "serious" comments were filed in FCC's toll-TV proceeding.

Celler's letter was brief -- expressing belief Congress ought to be heard and warning: "To undertake tests at this time when Congress may declare a policy in opposition to toll TV would make such tests wasteful in terms of money and manpower."

Note: AFL-CIO pres. George Meany this week wired FCC commissioners pointing out that the labor organization has passed resolution opposing subscription TV.

FILM DISTRIBUTORS CALLED TO FCC HEARING: FCC's network study group got tough this week and issued subpoenas calling 6 TV film producers & distributors and one independent live program producer to hearings starting May 1 in N.Y. Federal courthouse.

Officials of network study group wouldn't say what specific information they were after -- only that those individuals summoned had failed to give complete answers to program questionnaire sent to all producers & distributors. Chief examiner James D. Cunningham will preside over public hearings, expected to last 3 days.

Subpoenaed to attend hearing and "required" to produce evidence were: Harold L. Hackett, pres., Official Films; John L. Sinn, pres., Ziv TV; Michael M. Sillerman, exec. v.p., TPA; Ralph M. Cohn, v.p.-gen. mgr., Screen Gems (Columbia Pictures); an undisclosed official of MCA-TV; Charles Miller, secy., Revue Productions (MCA subsidiary); Harry Fleischman, pres., Entertainment Productions Inc. (live shows).

First 4 companies on list are those which formed Assn. of TV Film Distributors last May in what appeared to be battle with networks, and voluntarily submitted statement to network study committee blasting networks for alleged "pressure" tactics aimed at squeezing out independent producers (Vol. 12:22). Then, last September, the same group was called before Rep. Celler's subcommittee -- and exhibited a surprisingly conciliatory attitude toward networks in public hearing (Vol. 12:37).

FCC defended its position that networks are innocent of monopoly charges until proven guilty, in reply this week to questions posed by Sen. Hennings (D-Mo.) about grant of St. Louis Ch. 11 to CBS (Vol. 13:11). Commission said it was opposed to holding up grants of network applications to wait for outcome of the varius network investigations. It added that it believes multiple ownership rules place a "sufficiently low maximum" on number of stations which may be owned. Anyway, it added, if networks are judged guilty of monopoly, court can divest them of stations.

Govt. proposed dissolution of International Boxing Club, convicted March 8 of conspiring to monopolize TV fights and title bouts (Vol. 13:10). Decree filed with N. Y. Federal Judge Sylvester J. Ryan this week by Govt. also asked that IBC officials James D. Norris & Arthur M. Wirtz sell all their capital stock in Madison Sq. Garden Corp. IBC filed proposed decree suggesting that it be ordered to give up exclusive contracts and limiting number of championship fights it may promote during a year.

TV is throttling minor league baseball by heavy major league game schedules (Vol. 13:12), Dan Parker complains in "Two Strikes on Baseball" series in *N. Y. Daily Mirror*. Columnist cites drops in attendance from 41,872,762 in 1949 to 17,031,069 in 1956, number of clubs from 59 to 28.

Song Ad Film-Radio Productions Inc. (Bob Sande, pres.), commercial producers, moves July 1 to KTLA studios, 5800 Sunset Blvd., Hollywood.

BOSTON'S hotly-contested Ch. 5, worth millions, went to WHDH-*Herald-Traveler* April 24 in final 4-2 FCC decision, Comrs. Hyde & Bartley dissenting, Comr. Craven abstaining. Losers were DuMont, Greater Boston TV Corp. (initially favored by chief FCC examiner James D. Cunningham), Mass. Bay Telecasters Inc.

Action by Commission, which had been foreshadowed (Vol. 13:13), brushed aside protests by non-applicant *Boston Globe* that *Herald-Traveler* threatened to use station to drive it out of business (Vol. 13:5).

FCC favored WHDH largely because of its "strong showing" in all "local factors," added to long broadcast experience & record in Boston area. DuMont was "weak" in local residence and ownership-management integration. Greater Boston and Mass. Bay had "modest" showing over WHDH in "civic participation" & diversification of business interests but lacked in broadcasting background.

Comr. Hyde in his dissent said he favored a "higher degree of diversification" than WHDH offered but indicated no choice. Comr. Bartley, who had favored Mass. Bay in earlier FCC voting in case, said record demonstrated WHDH is "adjunct" of *Herald-Traveler*, which used broadcasting facilities for competitive "leverage."

In dismissing *Globe's* petition to intervene, FCC said *Herald-Traveler's* rival had displayed "lack of diligence" in pressing its complaints while hearing record was open. Comr. Bartley concurred but dissented from Commission's rejection of pleas by Greater Boston and Mass. Bay to reopen case to explore influence by *Herald-Traveler* in death of *Boston Post*.

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One court appeal was filed this week—as Broadcast House sought reversal of FCC decision giving St. Louis' Ch. 11 to CBS.

Demand for newly assigned channels in major markets is going to be mighty strong. This week, WJMR-TV, New Orleans (Ch. 20) filed for experimental grant to operate on new Ch. 12—stating it wants to compare vhf & uhf operations simultaneously.

WNOX's efforts to dislodge WBIR-TV, Knoxville (Ch. 10), which had defeated WNOX and Tennessee TV Inc. in comparative hearing, suffered setback this week when Commission turned down its petition for rehearing. WNOX had attacked on many fronts but FCC found all its arguments insubstantial.

One site move was authorized—WEAR-TV, Pensacola (Ch. 3) getting permission to shift from spot near city to point 25 mi. northwest, increase height to 1000 ft., power to 100 kw.

Radio WIP, Philadelphia, filed protest against authorization given to WPFH, Wilmington (Ch. 12) to move transmitter near Pitman, N. J., 26-mi. east of Wilmington, 7-mi. closer to Philadelphia. WIP asked for hearing, claiming it would suffer competitively.

Translators authorized: John Day, Ore., Ch. 72 & 77, to John Day Valley TV; Rock Springs, Wyo., Ch. 74, to Translator TV Bcstg. Corp.

Radio station sales approved by FCC: KMOD, Modesto, Cal. by Radio Modesto Inc. (John E. Griffin, pres.) to Modesto Bcstg. Co. (Ruth W. Finley, pres.) for $161,500 (Vol. 13:10). **KATZ, St. Louis**, by Mrs. Cora Lee Garrett & Bernice Schwartz to Rollins Bcstg. Inc., operator of WPTZ, Plattsburgh, N. Y. (Ch. 5) and 6 AMs, for $110,000 (Vol. 13:13). **WELL, Battle Creek**, by *Battle Creek Enquirer & News* (Federated Publications Inc., R. B. Miller, pres.) to Frederick A. Knorr's Southern Michigan Bcstg. Corp. for $100,000 (Vol. 13:11). **WAIT, Chicago**, Oscar Miller family acquiring control from Adele & Louis E. Moulds and Grace V. & Wm. T. McNeill, paying $98,000 for their holdings (Vol. 13:16). **WTRL, Brandenton, Fla.** by Howard A. Donchoe to Blue Skies Bcstg. Corp., headed by Lockwood (Dick) Doty, ex-WHAM, Rochester, with 79% control held by Dr. James H. Lockhart Jr., Genesee, N. Y., for $81,427 (Vol. 13:14). **WJVB, Jacksonville Beach, Fla.** by J. Lyle Williams Jr. & associates to Andrew B. Letson, owner of AMs in Ocala & Quincy, Fla., for $60,000 (Vol. 13:13). **WKPT, Kingsport, Tenn.**, pres. C. P. Edwards Jr. acquiring 59⅔% control by paying Howard Long $54,000 for 22½% (Vol. 13:16).

Radio station sales reported this week: KHEP, Phoenix, by A. V. Bamford and Harvey R. Odom (also co-owners of CP for radio KMOP, Tucson) under 5-year lease for $252,000 (with option to buy within 2 years for $145,000) to Grand Canyon Bcstrs. Inc. **KEPO, El Paso**, by Austin attorney John W. Stayton for $150,000 to A. V. Bamford & Harvey R. Odom and E. O. Smith, Phoenix. **KSTB, Breckenridge, Tex.**, by Coy Perry and C. M. Hatch (owners of KCLW, Hamilton, Tex.) for $50,000 to Hugh M. McBeath, chief engineer of KXOL, Ft. Worth. KEPO broker was Hamilton, Stubblefield, Twining & Assoc.

Record sale for $7,500,000 of radio WNEW, N. Y. to DuMont by Buckley-Wrather-Loeb interests (Vol. 13:12) was approved this week by FCC. Price includes $4,815,407 cash, remainder 281,889 shares of DuMont Bcstg. stock fixed at 8¼.

FCC quietly laid to rest 2 long-pending proposals to require filing of information on patents owned by its licensees. First proposal, initiated in 1951 as aftermath of bitter color hearing in which Commission grilled RCA sharply about patent pool and licensing procedures (Vol. 7:48), would have required everyone with patent rights on communications equipment to disclose mass of information on such patents to Commission. Second proposal, initiated in 1954, would have required those participating in rule-making proceedings to show their patent interests in equipment involved (Vol. 10:50). In rejecting proposal, Commission majority this week said it already has power to require and obtain patent information on case-by-case basis "when situations arise." Comrs. Bartley & Lee dissented from this week's order.

Sale of KERO-TV, Bakersfield, Cal. to Wrather-Alvarez was protested this week by Robert K. Strauss, 10% owner of WITI-TV, Milwaukee, who asked FCC for hearing—noting he has suit pending in Cal. court charging abrogation of his previous contract to buy KERO-TV. He also cited suit by Mrs. Maria Helen Alvarez against J. D. Wrather & George E. Whitney, v.p.-gen. mgr. of KFMB-TV (Vol. 13:7) et al, seeking $10,000,000 damages for alleged fraud.

The 30% of Guy Gannett Publishing Co., publisher of *Portland Press Herald* and other Maine newspapers, held by Public Welfare Foundation Inc., has been bought back by parent firm for sum understood to be $1,260,000. Public Welfare was established by Charles E. Marsh, 48% owner of *Alexandria* (Va.) *Gazette*. Guy Gannett Bcstg. Services, subsidiary of publishing firm, operates WGAN-TV, Portland (Ch. 13) & WGAN. Broker was Allen Kander & Co.

Sale of 25% of WDAK-TV, Columbus, Ga. (Ch. 28) by Radio Columbus to Martin Theatres of Ga. Inc. for $25,000 is requested in application filed this week. Martin Theatres gains 100% control and Allen Woodall, present gen. mgr., receives $20,000 over a 4-year period as consultant. Station seeks change of call letters to WTVM.

New and Upcoming Stations: WSOC-TV, Charlotte, N. C. (Ch. 9) begins April 28 with NBC-TV, also carrying some ABC-TV programs, after April 24 test pattern debut. It's second vhf in city where WBTV (Ch. 3) has been operating since 1949; uhf WQMC (Ch. 36) left air March 15, 1955 (Vol. 11:12). Other starter this week was Henry Kaiser's KHVH-TV, Honolulu (Ch. 12), city's fourth outlet, which began April 22 with test patterns, has May 5 programming target—subject to Court of Appeals action on protest filed by KULA-TV (Ch. 4).

Nation's first uhf station is due to go dark April 30, Storer Bcstg. Co. asking FCC permission to throw switch on KPTV, Portland, Ore. (Ch. 27). Attorney-oilman George Haggarty is buying assets of station along with city's KLOR (Ch. 12), planning to keep KPTV's NBC-TV affiliation (Vol. 13:6). He'll also keep KPTV call letters. With 2 stations on and one off this week, on-air box score stands at 498 (91 uhf).

WSOC-TV has 50-kw transmitter and 1000-ft. Ideco tower with 12-section antenna near Newell, N. C., also site of temporary studio while permanent studios are being constructed at 1925 N. Tryon St. Owners: pres.-gen. mgr. E. J. Gluck, 1%; Larry Walker, exec. v.p. (ex-gen. mgr. of WBTV), 5%; R. S. Morris, 21%; E. E. Jones, 46%; Hunter Marshall family, 27%. George Henderson, ex-Crosley stations' gen. sales mgr., is gen. sales & promotion mgr.; Robert Provence, ex-WLW, Dayton, program director; James W. Evans, ex-WXEX-TV, Richmond, promotion director; L. L. Caudle Jr., from WSOC, chief engineer. Base hour is $900. Rep is H-R Television Inc.

KHVH-TV, on grounds of Henry Kaiser's Hawaiian Village Hotel, has 2-kw RCA transmitter, 165-ft. tower with 6-section antenna. Owners are industrialist Henry J. Kaiser, with 75%, and local time salesman & announcer Hal Lewis, exec. v.p. with 25%. They're 50-50 partners in radio KHVH, ordered off air by FCC while protest was being considered; station will resume shortly, Commission having denied protest this week. KHVH-TV is managed by Lewis; James A. Washburn, ex-KONA-TV, TV exec. producer; Ernest Lindemann, ex-KONA-TV, chief engineer. Base hour is $350. Rep is Roy V. Smith Assoc.

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Brownlee Power Plant Camp, Ore. translators K72AC & K76AC began April 22, repeating KBOI-TV & KIDO-TV, Boise, Ida., owner Idaho Power Co. has informed FCC. Its K70AN & K74AE at Oxbow Power Plant Camp, Ore. are due to start shortly, also repeating the Boise stations, writes A. B. Day, communications engineer for Idaho Power. Construction and operation of translators are under direction of plant engineer Carl Lewis. K77AB, Alpine, Tex., operated by The Honor System TV Assn., began relaying KOSA-TV, Odessa, April 26.

Equipment shipments reported this week by RCA: 100-kw transmitter, second shipped by RCA, to upcoming WIIC, Pittsburgh (Ch. 11) April 25; used 10-kw transmitter April 22 to upcoming educational WMVS, Milwaukee (Ch. 10); 6-kw transmitter April 16 to WMAR-TV, Baltimore (Ch. 2); 12-section superturnstile antenna April 26 to WPFH, Wilmington-Philadelphia (Ch. 12).

Power & height increases: KFEQ-TV, St. Joseph, Mo. (Ch. 2) plans power increase from 50.1 to 100-kw end of May; WDSM-TV, Duluth-Superior, aims to have 804-ft. Ideco tower in use Aug. 1.

NBC's WRC-TV, Washington, lays cornerstone of new studios at 4001 Nebraska Ave. morning of May 2, FCC commissioners and other dignitaries attending.

KVSO-TV, Ardmore, Okla. (Ch. 12) resumed April 26, after being off air since April 2 when tower was destroyed by tornado.

Network Accounts: Warner-Lambert made biggest plunge into network sponsorship to date this week with $10,000,000 buy of new western series *The Restless Gun*, starring John Payne, on NBC-TV, starting Sept. 23, Mon. 8-8:30 p.m., and alt. sponsorship of NBC-TV's *Tic Tac Dough*, starting Sept. 12, Thu. 7:30-8:00 p.m., both thru Sullivan, Stauffer, Colwell & Bayles. Big pharmaceutical & toiletries manufacturer last Feb. signed $2,500,000 contract as first sponsor of NTA Film Network (Vol. 13:5) . . . **Pillsbury** signs for alt. sponsorship of *The Big Record*, replacing *Arthur Godfrey Show* on CBS-TV, starting in fall, Wed. 8-9 p.m. . . . **Ford** due to drop *Ford Theatre* on ABC-TV Wed. 9:30-10 p.m., at end of summer . . . **Kaiser Aluminum**, whose *Kaiser Aluminum Hour* leaves NBC-TV in June, may sponsor new filmed *The Mark of Zorro* & *The Californians* on ABC-TV in fall, former probably Thu. 8-8:30 p.m., latter probably Thu. 8:30-9 p.m. . . . **Oldsmobile** ready to sign for 9 shows separately starring Jerry Lewis & Dean Martin on NBC-TV in fall, probably in week end time period, thru D. P. Brother . . . **Kimberly-Clark** (Kleenex) signs alt. sponsorship of *Playhouse 90* on CBS-TV, starting in fall, Thu. 9:30-11 p.m., thru Foote, Cone & Belding . . . **Toni** and **DeSoto** renew Groucho Marx's *You Bet Your Life* on NBC-TV next season, Thu. 8-8:30 p.m., thru North Adv. . . . **American Tobacco** looking for co-sponsor for *Your Hit Parade* on NBC-TV next season, Sat. 10:30-11 p.m. . . . **Hallmark** and **Union Carbide** considering sponsorship of NBC-TV opera next season . . . **Borden** signs again for *The People's Choice* on NBC-TV Thu. 9-9:30 p.m. . . . **R. J. Reynolds** sponsors *The Bob Cummings Show* on NBC-TV, starting Sept. 24, Tue. 9:30-10 p.m., thru Wm. Esty . . . **GE** signs again for *Cheyenne* on ABC-TV Tue. 7:30-8:00 p.m., thru Young & Rubicam . . . **Chesebrough-Pond** cancelling *Jim Bowie* on ABC-TV Fri. 8-8:30 p.m. . . . **R. J. Reynolds** may drop *Wire Service* on ABC-TV Mon. 7:30-8:30 p.m.; MGM's *Mystery Street* is possible replacement . . . **American Chicle** buys one-half sponsorship of *Sugarfoot* on ABC-TV Tue. 7:30-8:30 p.m., thru Ted Bates . . . **General Mills** cancels *Giant Step* on CBS-TV Wed. 7:30-8 p.m., time period being taken by *My Friend Flicka*.

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Jurisdictional dispute forced cancellation of telecast by CBS's WCBS-TV of American Theatre Wing's Antoinette Perry Awards April 21 from New York's Waldorf-Astoria, and there was talk this week of at least 2 lawsuits as a result. Dispute was between IBEW & IATSE over handling of lighting for the show—hinging on question of whether telecast was a "special event" or a "production." At week's end, sponsor Pepsi-Cola was said to be considering suit against WCBS-TV to recover costs of promoting telecast and CBS was weighing several possible actions, including suit against IBEW local.

A 5-10% increase in advertising volume this year, over last year's $10 billion, was predicted by AAAA pres. Frederick R. Gamble during annual meeting at Greenbrier, White Sulphur Springs, W. Va. Gamble continues as AAAA pres. Other officers elected: Melvin Brorby (Needham, Louis & Brorby), chairman; J. Davis Danforth (BBDO), vice chairman; Ross H. Ryder (Ryder & Ohleyer), secy.-treas.

Rate increases: WBBM-TV, Chicago, March 1 raised base hour from $3900 to $4100, with Class AA 20 sec. only rate remaining $875. **WDBO-TV**, Orlando, Fla. April 1 raised hour from $300 to $450, min. $65 to $90. **KWTX-TV**, Waco, has raised hour from $250 to $300, min. $50 to $60.

Telecasting Notes: Best and most interesting news coverage of TV scene by general circulation magazines is still found in *Time*. The reason: The magazine generally eschews "fan" material and instead treats TV as genuine news source. Good examples are recent survey of "tyranny of ratings" and cover story on Charles Van Doren. In April 22 issue, *Time* took an oft-asked question—"Are the quiz shows rigged?"—and essayed an answer in 1⅔ pages of interesting (and controversial) copy. *Time's* answer, elaborated in text of story: "The producers of many shows control the outcome as closely as they dare—without collusion with contestants, yet far more effectively than most viewers suspect" . . . Next TV season "shapes up as an uninspired repeat of the soon-ending current lowercase semester," despairs TV editor George Rosen in April 24 *Variety*. "TV, any way you look at it," he continues, "is precisely in the same unimaginative rut it was 4 or 5 years ago when it took a Pat Weaver to inject a nick-of-time stimulant and generate a coast-to-coast enthusiasm of sorts for a bogged-down medium" . . . **Current TV season** has had biggest number of program casualties of any to date, sums up April 27 *Billboard;* of 32 new programs that went on air last fall, it finds only "8 positive survivors," with 18 definitely going off and half-dozen still on the fence . . . All-Negro variety series reportedly being discussed with potential sponsors by ABC-TV . . . **Record $2,000,000** in residual payments for TV film reruns will be paid to Screen Actors Guild members in fiscal year ending Oct. 31, predicts SAG exec. secy. John L. Dales . . . **Kiddie film package** series, under title of *Funarama*, being offered by NTA in 30 & 60-min. segments, consisting of cartoons and movie shorts, mostly in color . . . **Universal Pictures** hopes to have TV distribution deal signed for its 500 pre-1948 pictures within next 4 weeks . . . **MGM formally signed lease deals** for its 723-feature library with Crosley Broadcasting (at a reported $4,000,000) and with RKO Teleradio's WNAC-TV, Boston ($2,000,000) . . . **Barry & Enright** have sold their packaging operation—along with exclusive services of Jack Barry & Dan Enright—to NBC for $2,200,000. Howard Selsher, producer of Barry-Enright *Tic Tac Dough*, leaves next week for England to set up British version for ITA. Title: *Naughts & Crosses* . . . **Charles Van Doren's** first assignment under his NBC contract will be 8 minutes of commentary in connection with unsponsored rerun of "Call to Freedom" in *Project 20* series May 5, 4-5:30 p.m. . . . **ABC rebuilding** Vine St. radio studios in Hollywood for audience participation TV originations . . . **Mrs. America of 1956**, Ramona Dietemeyer, has been named women's director of KOLN-TV, Lincoln, Neb.; she'll serve as hostess on daily women's show and represent station in community projects . . . "Mr. Television," Milton Berle, said this week he'll probably never return to TV. His filmed series, *Follow That Man*, hasn't attracted a sponsor for NBC-TV this fall.

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ABC is transmitting test signals during programming, using 4 lines of vertical interval between pictures, engineering v.p. Frank Marx announced this week. FCC recently authorized various types of tests to determine what test information should be incorporated in vertical interval (Vol. 13:12, 14-15). ABC-TV is transmitting amplitude reference signal for correct picture contrast, using new Telechrome vertical interval test signal keyer.

Ziv TV's international div. moved this week into new headquarters on Maxwell Ave., Cincinnati, from which it plans to operate through its own sales organization in every overseas country with TV except Scandinavian and Iron Curtain nations.

TASO panel & committee chairmen, and coming panel meetings, as announced this week by exec. director George R. Town: **Panel 1,** transmitting equipment, Wm. J. Morlock, GE (Ralph N. Harmon, Westinghouse Bcstg. Co., vice chairman); meeting April 24. Committees—standard transmitters (medium & high power), John E. Young, RCA; repeater transmitters, Benjamin Adler, Adler Communications Labs; antennas, Andrew Alford; systems, Orrin W. Towner, WHAS-TV, Louisville. **Panel 2,** receiving equipment, Wm. O. Swinyard, Hazeltine Research (K. A. Chittick, RCA, vice chairman); meeting May 9. Committees—separate uhf & vhf receivers (vhf-only, uhf-only), Wilson P. Boothroyd, Philco; combination uhf-vhf receivers, John F. McAllister Jr., GE (pro tem); uhf converters, Seymour Napolin, Granco; antennas & transmission lines, George W. Fyler, Zenith; community antennas & distribution systems, Lester C. Smith, Spencer-Kennedy (pro tem). **Panel 3,** field tests, Knox McIlwain, Burroughs Research Center (Frank L. Marx, ABC, vice chairman); meeting April 29. Committees—bibliography & sources, Richard J. Farber, Hazeltine; questionnaire form, Raymond F. Guy, NBC; picture quality vs. field strength, James D. Parker, CBS-TV, Frank L. Marx, ABC, Raymond F. Guy, NBC, co-chairmen; assembly & correlation of data, Knox McIlwain. **Panel 4,** propagation data, Frank Kear, Kear & Kennedy (Stuart L. Bailey, Jansky & Bailey, vice chairman); meeting May 21. Committees—measurement of service field, Howard T. Head, A. D. Ring & Assoc.; measurement of interfering fields, George C. Davis; review of existing records of service fields, Wm. S. Duttera, NBC; new factors, Lucien E. Rawls, WSM-TV, Nashville. **Panel 5,** analysis & theory, Robert M. Bowie, Sylvania (Wm. B. Lodge, CBS, vice chairman); meeting May 22. Committees—psychological aspects of picture quality, Odhen L. Prestholdt, CBS-TV; systems concept, Donald W. Peterson, RCA Labs; TV coverage presentation, Howard T. Head.

Nine-hop microwave to feed Denver TV station signals to community antenna system in Rapid City, S. D. and intervening points was granted this week to Blackhills Video Corp. in final decision terminating long fight with AT&T. Midwest Video Corp. plans to establish CATV system in Rapid City—and there are prospective systems for Alliance & Chadron, Neb. and Hot Springs, S. D. AT&T had argued that Blackhills and Midwest have interlocking ownership, but Commission ruled this no bar to grant.

Heavy schedule of network public service programs is now carried on Sundays by Boston educational WGBH-TV (Ch. 2) as result of grants from *Boston Globe* and *Record-American*. Under FCC rules which require deletion of commercials, station's Sunday schedule now includes these live network shows: *UN in Action, Camera 3, Let's Take a Trip, Face the Nation, World News Roundup & Odyssey* from CBS; *Zoo Parade & Meet the Press* from NBC.

Walter Winchell says he'll withdraw his $7,000,000 breach-of-contract suit against ABC (Vol. 11:36, 44), following the announcement that ABC-TV had purchased Desilu's 30-min. weekly film series, *The Walter Winchell File*, dramatizations based partly on stories covered in Winchell's column. Said Winchell: "I don't see how I can sue a network I'm going to work for."

Easing of China ban to permit entrance of "strictly limited number of correspondents" is contemplated by State Dept. Secy. Dulles told April 23 news conference he'll consider relaxation of much-protested travel restrictions (Vol. 13:12) if critics offer plan which wouldn't bring 'general breakdown" of regulation.

"Martin Luther" movie, whose cancellation by *Chicago Tribune's* WGN-TV last Dec. 21 started bitter religious controversy (Vol. 13:11), finally got Chicago showing April 23 over ABC's WBKB. Sponsor was Community Builders Inc.

Personal Notes: Dean Shaffner, ABC Radio v.p. for research & sales development, resigns to join NBC-TV as director of network sales planning . . . **E. Charles Straus**, ex-Filmcraft Productions & Wm. Morris Agency, named to new CBS-TV post of Hollywood talent & casting director . . . **Peter McDonald** and **Eugene Hallman** promoted to new CBC English-language posts of director of TV network programming and director of radio network programming, respectively, both headquartering in Toronto . . . **James M. Gaines**, gen. mgr. of WOAI-TV & WOAI, San Antonio, succeeds late Hugh A. L. Halff as pres. of Southland Industries Inc.; **George C. Beaury** is treas., **Hugh Halff Jr.** chairman . . . **Eric Jensen**, gen. mgr. of WLWD, Dayton, named admin. asst. to **John T. Murphy**, Crosley Bcstg. Corp. TV v.p., succeeded by **George Gray**, gen. sales mgr. of radio WLW, Cincinnati . . . **James E. Allen** promoted to sales mgr. of WBZ-TV, Boston, succeeding C. H. Masse, resigned . . . Yale Roe, ex-WBKB, Chicago, joins KGO-TV, San Francisco, as national spot sales mgr. . . . **J. I. (Jim) Meyerson** resigns as gen. mgr. of WITI-TV, Whitefish Bay-Milwaukee . . . **Van Beuren W. DeVries**, program director of WGR-TV, Buffalo, promoted to station mgr. . . . **Judith Waller** retires April 30 after 25 years as public affairs & education director of NBC's central div.; she broke into radio in 1922 as first mgr. of radio WMAQ, Chicago; author of textbook, *Radio, the Fifth Estate*, she'll be TV-radio consultant for Michigan State, Purdue & Northwestern . . . **Arthur Perles** advanced to promotion director of NBC subsidiary California National Productions . . . **Chalmers Dale** promoted to asst. mgr. of CBS-TV film services dept. . . . **Robert O. Paxson**, local sales mgr. of KTVH, Wichita-Hutchinson, Kan., becomes sales mgr. of upcoming KETV, Omaha (Ch. 7) in mid-May . . . **Judd Woods**, ex-Bruce Brewer Adv., named mgr. of radio WDAF, Kansas City, succeeding V. S. **Batton**, who retires after 34 years with *Kansas City Star* station . . . **Douglas Whitney**, ex-RKO Studios & CBS-TV, joins Screen Gems to negotiate & create TV packages . . . **Arthur E. Pickens Jr.** named programming v.p. of Walter Schwimmer Co.; **Bernard Crost** promoted to sales v.p. . . . **John J. Casserly**, ex-CBS TV-radio news staff, appointed Rome INS-INP bureau mgr. . . . **Earle Welde** promoted from gen. sales mgr. to asst. gen. mgr. of WNAO-TV, Raleigh; **Joe F. McGinley** promoted from regional to gen. sales mgr. . . . **Wm. G. Moody**, commercial production mgr. of KIMA-TV, Yakima, Wash., promoted to program director of satellite KEPR-TV, Pasco . . . **Howard Henken**, ex-Shamus Culhane Productions & Teleprompter, named sales mgr. of Academy Pictures . . . Cleo **E. Long** resigns as mgr. of KHAD-TV, Laredo, Tex. . . . **Peter J. Smith**, ex-NBC mgr. of tele-sales, named v.p. of Closedcircuit Telecasting System (Fanshawe Lindsley) . . . **Stanley Dudelson** transfers as mgr. from Screen Gems north central div., Detroit, to midwest div., Chicago, replacing **Henry A. Gillespie**, resigned.

Obituary

Nils T. Granlund, 57, known as "N. T. G." for nearly 40 years in show business, died April 21 in Southern Nevada Memorial Hospital, Las Vegas, following taxi accident. He was early success in radio, starting in 1922 at Marcus Loew's WHN (now WMGM), N. Y., where he claimed he introduced Harry Richman, Eddie Cantor, Al Jolson as broadcasting performers. From radio he branched into night clubs in N. Y. & Los Angeles, becoming celebrated as girl show producer. He was m.c. on several early TV shows, ran local *Hollywood Road to Fame* TV program, won $10,000 recently on NBC-TV's *Big Surprise*. Surviving is his widow.

ADVERTISING AGENCIES: **Charles H. Brower**, BBDO exec. v.p. since 1946, elected gen. mgr. & vice chairman of exec. committee . . . **Paul R. Smith** named pres. of Calkins & Holden, succeeding **Harold L. McClinton**, who resigned to form new Reach, McClinton & Co.; **Merlin E. Carlock** named vice chairman . . . **Ransom P. Dunnell** named a v.p. of Alley & Richards in charge of TV-radio, N. Y. . . . **Philip L. Worcester**, onetime program production mgr. of WNBK, Cleveland (now KYW-TV), named head of TV-radio-film dept. of Fuller & Smith & Ross, same city.

J. H. Whitney & Co. forms subsidiary Corinthian Bcstg. Corp. to coordinate management of its TV & radio stations (KOTV, Tulsa; KGUL-TV, Galveston; WISH-TV & WISH, Indianapolis; WANE-TV & WANE, Ft. Wayne). Officers & directors, all Whitney partners: Walter N. Thayer, chairman; C. Wrede Petersmeyer, pres.; Robert F. Bryan, secy.-treas. Petersmeyer is chairman of Corinthian policy committee comprising station managers.

Presentation of FCC awards to employes for superior accomplishment, set for 10:30 a.m. April 30 in Post Office Auditorium, includes citation to John Fitzgerald, chief of Office of Opinions & Review, for "outstanding performance of duties which resulted in the highly successful record of the FCC in disposing of an unprecedented number of adjudicatory cases."

Whistling broker: In addition to being a professional station broker, Bill Stubblefield of Hamilton, Stubblefield, Twining & Assoc., is also a professional whistler—his new record, *Blue Indian Summer* and *With Mighty Hands*, just released by Imperial Records, Hollywood.

Joining Washington law firm of Welch, Mott & Morgan are John B. Letterman, who was with firm in 1951-52, and in private practice since, and Donald E. Bilger, ex-Asst. U. S. Attorney for District of Columbia.

"Mike Awards" to women by *McCall's*, presented April 27 at St. Louis convention of American Women in Radio & TV: Lee Phillip, WBBM-TV, Chicago, "outstanding woman" of 1956 for *Operation Inoculation* in polio epidemic; Ida A. McNeil, radio KGFX, Pierre, S. D., for community broadcasts, particularly to hospital patients; Marian O'Brien, KETC, St. Louis, for *Ladies First* creative writing workshop; Sophie Altman, WRC-TV, Washington, for *Teen Talk;* Elise Kemper, WMAR-TV, Baltimore, for *City Council Report;* DelVina Wheeldon, radio WCKY, Cincinnati, for series on jet flying; Helen Parkhurst, Westinghouse radio stations, for *Growing Pains.*

Certificate of Achievement was awarded NBC by American Public Relations Assn. April 26 at annual convention in Philadelphia for "highly professional public relations program" portraying "value of the network as a unifying force for news, culture, advertising & economics." APRA also cited NBC's educational TV plan (Vol. 13:12) as example of network's "community interest."

Alliance of TV Film Producers names John Zinn, ex-Chertok TV, first full-time exec. director. Other new officers: Maurice Morton, McCadden Productions, pres.; Archer Zamloch, Hal Roach Studios, treas. Maurice Unger, Ziv, continues as v.p., while John Findlater, Revue Productions, remains secy.

ASCAP reelected all officers at board meeting April 25 in N. Y.: Paul Cunningham, pres.; Louis Bernstein & Otto A. Harbach, v.p.'s.; John Tasker Howard, secy.; Saul H. Bourne, treas.; George W. Meyer, asst. secy.; Frank H. Connor, asst. treas.

Frederick W. Clayton, civil engineer recently serving as member of Nevada Public Service Commission, has been appointed asst. chief of FCC Common Carrier Bureau, filling vacancy.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
April 27, 1957

FABULOUS ELECTRONICS INDUSTRY IN PUBLIC EYE: Burgeoning and pervasive electronics industry, of which TV and military superweapons are the keystones, in last few weeks has become subject of renewed interest by press, financial houses and public. As fastest-growing major U.S. industry, it shows no signs of leveling off -- though rapidly multiplying commercial and military applications now have grabbed spotlight from the mature (and momentarily somewhat troubled) TV segment of industry.

Though electronics volume totaled $11.6 billion last year (goods & services), according to RETMA -- doubling itself in 6 short years -- it should see another 5-10% increase in 1957, according to Sprague Electric chairman Robert C. Sprague. Judging from general economic indicators, the former RETMA pres. told us this week, "business generally should be good, with electronics doing a little better than the average."

An unpublished RCA research study reinforces the prevalent spirit of bullishness on electronics. It places 1956 industry revenues at $10.9 billion, projects 1957 figure of $11.9 billion, foresees $22.4 billion by 1965.

Same spirit is reflected in recent "profiles" of the industry in Time, Fortune, Wall Street Journal. April 29 Time -- covering much the same ground as April Fortune story -- gives this portrait of electronics today: "From a gross of only $2 billion in 1946, it has become the fifth biggest U.S. industry, with 4200 companies, a work force of 1,500,000 and sales of $11.5 billion annually." Time makes forecast: "In the next decade the electronics industry will double again to at least $22 billion and beyond that the horizons are limitless." However, it adds warning against overdependence on military: "The Pentagon is a notoriously fickle customer."

Fortune began 4-part series this month hailing arrival of electronics as a major industry -- "the first full-length portrait of electronics as a business." The future articles will deal with components, industrial electronics and industry's competitive forces. First story ranks electronics fifth among U.S. industries -- behind automotive, steel, aircraft, chemicals, in that order -- and predicts $16 billion annual rate of sales & services by 1960, perhaps $22 billion by 1965.

Phenomenon peculiar to electronics is treated in Wall Street Journal April 24 story -- "the growing number of high-caliber scientists who are forsaking their labs and classrooms to become business executives." Drawing mainly on booming west coast electronics center, article points up problems faced by bankers in dealing with scientists-turned-businessmen. On one hand, some scientists feel their training in objectivity helps solve business problems; on the other, bankers throw up their hands at scientists who buy expensive equipment without finding out if company has money to pay for it -- or those who dream of research schemes while they are in important conferences on financial matters.

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TV, former glamor-boy of electronics industry, seems to have reached a sales plateau -- somewhere around 7,000,000 sets annually -- while other segments, such as military and industrial, continue strong advance. Even radios & phonos -- with console models now revived under catchall title of hi-fi -- are now forging steadily ahead. But a study of statistics since Jan. 1 shows TV production down some 440,000 from similar period last year and some 800,000 under comparable 1955 term. Key to decrease is that production is finally gearing itself accurately to retail sales.

Feeling of optimism seems to pervade TV industry as it readies itself for new lines to be introduced this summer. One index of TV expectations this year can be gleaned from the RCA study mentioned above. It breaks down total industry analysis into segments, with this line-up for consumer products (TV-radios-phonos-records): 1956 retail, $4.5 billion; 1957, $4.85 billion; 1965, $8.5 billion.

Trend to higher prices also seems pretty definite, reflecting use of 110-degree tube (Vol. 13:13). Sylvania is upping its 110-degree portables $10 (see p. 9);

GE raised suggested lists of new portables at introduction (Vol. 13:14). One tube maker told us his prices are now at rock-bottom, and with production costs mounting there will have to be price boosts -- which eventually means increases all along the line. A component maker reflected same feeling, stating that TV industry now is "practically giving away the merchandise." Responsible pricing, he said, should aid the industry -- "I don't like being a philanthropist, but I have to be, temporarily."

There's a slowly growing feeling that color may be of some help to industry this year. Component-maker Sprague is one who subscribes to this view, telling us he thinks color is finally beginning to take hold and set sales are coming easier.

Production: TV output was 78,269 week ended April 19, the week before Easter, compared with 94,866 preceding week and 147,038 in corresponding week one year ago. It was year's 16th week and brought TV production for year to date to about 1,750,000, compared with 2,256,859 in same period of 1956. Radio production totaled 266,707 (94,406 auto) week ended April 19, compared with 287,682 (91,885) the preceding week and 249,487 (72,022) in corresponding week year ago. Radio output for 16 weeks totaled about 4,797,000 (1,925,500) vs. 4,276,981 (1,659,970) in same 1956 period.

DISTRIBUTOR NOTES: **Emerson** appoints Straus Sales Co., 621 N. First St., St. Louis (Milton J. Wise & Eugene J. Straus, partners) . . . **Packard-Bell** appoints Merwyn Johnson for Seattle area; he succeeds Don Redmond, retired . . . **Olympic's** N. J. factory branch moves to 10,000-sq.-ft. quarters at 361 Jelliff Ave., Newark, May 1 . . . **Westinghouse** appoints Westlake Electronic Supply, Seattle, for tubes . . . **Sylvania** appoints Radio TV Products Inc., 1141 Fell St., Redding, Cal. for tubes.

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Sylvania raises price of 17-in. 110-degree portables $10 to $150, $170 & $180 effective May 13 to cover increased material costs and, says gen. sales mgr. Robert L. Shaw, "to give distributors and dealers better dollar margins." Increase matches GE's $10 boost when it introduced 14-in. portable with suggested range of $140-$150, 17-in. $170-$180 (Vol. 13:14). Shaw said: "We feel that the pricing of TV sets has reached the bottom of its downward swing and that most major manufacturers have long recognized the need for a re-pricing more in keeping with the actual expenses of selling in today's competitive market."

Total of 22,824 TV-radio repair shops grossed $307,922,000 in 1954, according to Census Bureau survey released this week. It lists yearly payroll of $60,739,000 for 18,281 paid employes. In breakdown by receipts, there were 23 with business of $500,000 or more; 32 from $300,000 to $499,000; 213 from $100,000 to $299,000; 638 from $50,000 to $99,000; 1144 from $30,000 to $49,000; 1474 from $20,000 to $29,000; 1423 from $15,000 to $19,000; 2528 from $10,000 to $14,000; 5468 from $5000 to $9000; 3690 from $3000 to $4000; 2693 at $2000.

New product approach will be topic of RCA Victor group at May 6-18 marketing orientation seminar of American Management Assn. at Sheraton-Astor Hotel, N. Y. Group will describe process from idea to marketing finished product.

Business failures in March among TV-radio-appliance retailers totaled 43, representing liabilities of $1,577,000, according to Dun & Bradstreet monthly report. In Feb. there were 41 failures with liabilities of $1,273,000; in March 1956, 30 failures with $1,102,000 liabilities.

Philco ships one model from 1958 line, 21-in. table model at $180, which it says "is too hot to keep off the market." Balance of line will be shown at June 2-4 Philadelphia distributor convention.

Canadian TV production for Jan.-Feb. totaled 65,382, compared with 122,159 for the same 1956 period, reports RETMA of Canada; Feb. 1957 figure was 31,956 vs. 63,603 in Feb. 1956.

Color saturation is the key to Milwaukee's "Carnival of Color," RCA merchandising-v.p. Martin F. Bennett telling the Milwaukee adv. club that the area will have 210 hours of color TV programming in May. He said public interest in color is mounting—area dealers reporting "substantial rise in number of inquiries . . . and sales." He said time "is ripe for an all-out effort on behalf of color. All of the elements, in fact, are present for a bandwagon psychology that could send color TV sweeping across the country with the same sort of speed we had with black-&-white."

Careful control of consumer credit by retailers was urged this week by Federal Reserve Board member A. L. Mills Jr. in talk at NRDGA conference in Cincinnati. He suggested new forms of credit be analyzed to determine whether they're reducing consumers' respect for obligations. He added that he'd seen no evidence of such de-development "but we must do everything possible to be sure that it will never happen."

Reasons for drop in Canadian TV set sales were listed by RETMA of Canada gen. mgr. F. W. Radcliffe as: (1) Fewer new stations. (2) New markets have smaller sales potential. (3) Fast rate of set purchases has already produced high saturation. He told Canadian Assn. of Radio, TV & Appliance Dealers this week "there is nothing wrong with TV sales in Canada that intelligent analysis and well-planned selling and promotion will not cure."

Westinghouse's Columbus appliance plant (4000 employes) goes back to 5-day week next week after cutback to 4-day week beginning of April. Company had said curtailed work week would continue as long as general market conditions warranted.

NARDA exec. committee chairman Harry B. Price Jr., pres. of Price's Inc., Norfolk, and Louis Bree Smith Sr., consultant, Thorofare Markets Inc., Pittsburgh, were elected directors of Brand Names Foundation, Inc.; they represent Retail Advisory Council.

Crescent Industries has notified Ill. Secy. of State it intends to dissolve and a company spokesman said that, effective immediately, operations and assets will be transferred to parent Warwick Mfg. Corp. "to achieve a more efficient way of doing business."

Heath Co., Daystrom kit-making subsidiary, starts construction of 142,000-sq. ft. plant in St. Joseph, Mich. to replace its 6 present plants in area.

Emerson advertising account for all products, resigned by Grey Adv., goes to Martin L. Smith & Co.

Muntz enters hi-fi with $140 unit, starts shipments about May 1.

Financial & Trade Notes: DuMont Broadcasting Co., spun off from Allen B. DuMont Laboratories Inc. at end of 1955 (Vol. 11:42) and operating stations WABD, New York (Ch. 5) and WTTG, Washington (Ch. 5), had gross income of $5,355,149 and loss of $899,593 in 1956. Its total assets as of Jan. 26, 1957 were $5,834,368, current assets being $3,568,168, current liabilities $2,157,895, cumulative deficit from operations $1,652,451. Radio WNEW, which it is acquiring (see p. 4) grossed $4,116,836 and earned $709,167 in year ended Oct. 31, 1956, and in 3 months thereafter grossed $1,405,124 and showed net operating profit of $104,920; its total assets on Jan. 31, 1957 were $3,704,972, total liabilities $3,277,791, surplus from operations $277,181. Its no par common stock outstanding is on the books at $150,000.

Figures are disclosed in 32-page notice of stockholders meeting May 13 to consider DuMont's purchase of WNEW for $2,932,087 cash plus 270,147 shares of DuMont capital stock, cash to be raised by entitling DuMont stockholders to purchase 314,812 shares of its stock, at $8.25 per share, at rate of one for each 3 held. Paramount Pictures Corp. (already owner of 251,400 or 26.6% of the 944,436 DuMont shares now outstanding) has agreed to exercise its rights to purchase 83,800 shares.

Sellers of WNEW are Jack Wrather Jr., 37½%; John L. Loeb & associates in firm of Carl M. Loeb, Rhoades & Co., 37½%; Richard D. Buckley, WNEW mgr., onetime pres. of John Blair & Co., 25%—latter securing 5-year contract to continue managing for 2½% of gross sales (but not in excess of $120,000) per annum.

Complex financial deal also proposes that DuMont stockholders authorize acquisition of Paramount-owned KTLA, Los Angeles (Ch. 5) for not less than 700,000 nor more than 800,000 shares of DuMont stock, subject to FCC approval, along with 100% of Famous Music Corp. and 50% each of Paramount-Roy Rogers Music Co. and Gomalco Music Corp. KTLA is revealed as having grossed $3,231,677 in 1954, $4,070,247 in 1955, $3,945,401 in 1956 and $276,694 in 4 weeks ended Jan. 26, 1957. Operating at a loss each year except 1955 (when profit was $167,499), its deficit at the end of each period was $680,035, $512,536, $485,770 & $525,348, respectively. Current assets as of Jan. 26 were $915,744, current liabilities $1,000,637.

Famous Music Corp.'s current assets as of Jan. 31, 1957 were $542,535, current liabilities $361,031, retained earnings $137,942; its sheet music sales, royalties, etc. in 1956 totaled $836,449 on which profit was $97,336, and its retained earnings as of Jan. 31, 1957 were $137,942. No data is given on Paramount-Roy Rogers and Gomalco Music because "combined income and net assets thereof are not regarded as material."

Also to be voted on is Buckley as a new DuMont director, and disclosed is ownership of 20,000 shares of DuMont stock by Robert C. Jones, senior partner, Jones, Kreeger & Hewitt, which also beneficially owns 25,000 shares. Col. Jones was appointed a director last Feb. 27 to succeed Adm. Stanley F. Patten, resigned; he's now largest officer-director stockholder, chairman DuMont's holdings being 15,040 shares excluding 3200 held in irrevocable trust for his son.

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Guild Films Inc., reporting on fiscal year ended Nov. 30, 1956, discloses gross rental income of $4,565,910 and net income of $8187 vs. $6,279,123 & $22,445 in preceding fiscal year. However, current assets rose to $7,590,402 vs. current liabilities of $3,387,598, so that working capital was $4,202,804 as against $2,162,849 year earlier, and pres. Reuben R. Kaufman, reporting 23 program series now on hand (8 produced by company itself), foresees "unprecedented record volume of domestic sales in 1957" as well as "vast potential" for foreign sales as more TV stations open up. Annual stockholders meeting May 18 is being asked to elect as new directors John J. Cole, sales v.p.; Harry McDonald, ex-RFC, now Washington investment counselor; Sydney S. Murley, chairman, Robin International Inc., industrial importers-exporters. Amendment to articles of incorporation will also be voted on to permit firm to operate broadcasting facilities, including pay TV, designed immediately to permit it to complete FCC-stymied purchase (for $287,000 plus assumption of some $350,000 obligations) of WMBV-TV, Marinette, Wis. (Ch. 11) with radio WMAM (Vol. 12:23, 29, 36, 38). Proxy statement, revealing Kaufman controlling 69,106 out of 1,535,116 outstanding shares, shows his 1956 fiscal year remuneration as $40,769, Cole's $39,403; it also shows Matty Fox (C&C TV) controlling 251,714 shares (16.4%), and director Nicolas Reisini 177,700 shares (about 12%).

Neither the late John Balaban, who died April 4, nor ex-pres. Robert E. Kintner, now an NBC v.p., will be replaced on American Broadcasting-Paramount Theatres board of directors at annual stockholders meeting May 21, according to April 18 proxy statement which also discloses that Kintner's 1956 remuneration was $125,000; that an additional $230,000 is payable to him between 1957 & 1960 pursuant to his Jan. 1, 1951 employment agreement as amended in connection with his resignation last Oct. 12; that pres.-chairman Leonard Goldenson's 1956 remuneration was $181,000, v.p. Edward L. Hyman's $54,400, Robert H. O'Brien's $54,000, v.p. Sidney M. Markley's $49,200, Robert E. Wilby (Wilby-Kincey Service Corp.), $33,381. Others among the 15 directors standing for reelection: Earl E. Anderson, v.p., Beech-Nut Life Savers Inc.; A. H. Blank, pres., Tri-States Theatre Corp.; John A. Coleman, partner, Adler Coleman & Co., brokers; Charles T. Fisher Jr., pres., National Bank of Detroit; E. Chester Gersten, vice chairman, Bankers Trust Co., N. Y.; Robert H. Hinckley, v.p., AB-PT; Robert L. Huffines Jr., chairman, southern div., Frank G. Binswanger Inc.; Wm. T. Kilborn, pres., Flannery Mfg. Co. & Ft. Pitt Mfg. Co.; Walter P. Marshall, pres., Western Union; E. Hugh McConnell, 2nd v.p., Metropolitan Life Insurance Co.; Edward J. Noble, chairman, Beech-Nut Life Savers Inc. Report shows 4,145,652 shares of common stock outstanding, Goldenson and wife owning 52,700, O'Brien 5600, no other director as much as 5000—with exception of the 8949 owned by Noble personally and 337,304 by Edward John Noble Foundation, charitable trust. In addition, Messrs. Goldenson, Hinckley & Markley hold options respectively on 25,000, 1500 & 7100 shares of common, and an option on 9500 shares held by Kintner was unexercised and terminated.

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Westinghouse, fighting back from crippling effects of last year's strike, reports record-breaking sales of $475,686,000, earnings of $14,198,000 (82¢ a share) for first quarter, compared with $225,366,000 sales and loss of $18,575,000 in similar period last year. Previous first quarter peak was $406,537,000 in 1954. Chairman-pres. Gwilym A. Price stated: "Although sales billed for the last two quarters have averaged nearly a half-billion dollars, negotiations for new business continue very active and our backlog of orders for apparatus, industrial and atomic products is now at a record level. Defense business continues to be substantial, while in consumer products, Westinghouse, in common with other manufacturers, is experiencing difficult market conditions."

DuMont Labs had $353,000 loss in year's first quarter on sales of $10,059,000 compared with net loss of $79,000 after income tax carryback of $149,000 on sales of $11,645,000 for similar period of 1956.

ELECTRONICS PERSONALS: Dr. **Arnold O. Beckman**, pres. of Beckman Instruments Inc. & Helipot Corp., elected to board of Stanford Research Institute . . . **Vernon I. Weihe**, ex-Air Transport Assn. & Melpar Inc., joins General Precision Lab's Avionic div. as director of planning activities, headquartering in Washington . . . **Samuel M. Kinney Jr.** elected Daystrom secy., Roy Sandquist treas., succeeding secy.-treas. George S. Tiernan . . . **Gerald R. Sauer** named RCA project engineer for Air Defense Command's SAGE operations at Topsham, Me.

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Hoffman solar div. has been established by Hoffman Electronics Corp. as part of semiconductor div., Evanston, Ill. It will be headed by Hoffman midwest v.p. M. E. Paradise, with Jerome Kalman as chief engineer. Newly established semiconductor equipment design section in Los Angeles will be headed by N. J. Regnier. In establishing the new branches, pres. H. Leslie Hoffman said "the impact of solar energy upon the electronics field may well be as great in the next 5 years as the impact of transistors has been in the past 5." Currently the only commercial manufacturer of silicon solar cells, Hoffman has contracts for solar power source for U. S. Forestry Service Automatic radio repeater station and experimental solar-powered flashlights for Army Signal Corps.

James D. McLean, who resigned recently as Philco v.p. to become pres. of Hoffman Laboratories Inc., has been nominated to be one of 9 directors of parent Hoffman Electronics Corp., to be elected at annual shareholders meeting May 6. Proxy statement discloses 730,295 shares of common stock outstanding, with pres. H. Leslie Hoffman and family owning 156,005 (21.3%). Mr. Hoffman's 1956 salary was $30,000, but under deferred compensation agreement commencing Jan. 1, 1960 he will be entitled to $30,000 annual benefits upon retirement; v.p. M. E. Paradise's 1956 salary was $58,500, v.p.-treas. C. E. Underwood's $58,000.

Topp Industries Inc., Beverly Hills, Cal., filed registration with SEC April 19 (File 2-13266) for $2,750,000 of 6% convertible subordinated debentures due May 1, 1977. Developer & manufacturer of electronics systems for aircraft & missiles industries plans to reduce borrowings and to purchase test & lab equipment for subsidiary Haller, Raymond & Brown Inc. Underwriters are headed by Dempsey-Tegeler & Co.

Webcor reports record first quarter income of $354,914 (54¢ a share) on sales of $9,300,364 compared with $65,596 (10¢) profits on sales of $7,455,838 for 1956 first quarter. Chairman Titus Haffa attributed improved position to "realistic pricing policies . . . and the results of the reorganization of certain of our departments" as well as increased interest in hi-fi & tape recorders.

Erie Resistor stockholders approved 2-for-1 split (Vol. 13:8) at meeting April 23 in Erie, Pa., authorizing increase in authorized common shares from 500,000 to 1,500,000, creation of 200,000 shares of $12.50 par preferred, cancellation of 62,475 shares of $20 par preferred outstanding.

McIntosh Laboratory reports net income of $46,606 on sales of $1,065,309 in 1956 compared with $51,207 on sales of $779,593 in previous year. Earned surplus was $98,513 at end of 1956 vs. $52,252 at end of 1955.

Storer Bcstg. Co. earned $1,286,445 (51.9¢ per share on 973,610 common & 1,501,140 Class B shares outstanding) in first quarter ended March 31, compared with $1,450,242 (58.6¢) in same 1956 quarter.

Muter Co. earned $25,585 on first quarter sales of $2,999,707 compared with $346 net on $2,801,968 sales in 1956 first quarter.

Unitronics reports net earnings 76% higher on 40% greater sales for Jan.-Feb., compared with same period in 1956. Pres. Brantz Mayor told L. I. City stockholder meeting this week that 2-month report of $146,000 (29¢ per share) profit on $5,451,000 sales indicates "1957 will be a record one for Unitronics—both in sales and earnings." Meeting voted to double the 1,000,000 authorized common shares. For 1956, Unitronics reported net profit of $588,941 ($1.25 per share) on $28,054,836 income (Vol. 13:15). Further diversifying, Unitronics plans merger with Community Antenna Co., Reno, Nev.—cable system serving 2300 subscribers. Mayor, also reporting interest in toll TV, said company has several similar moves in the works. Unitronics divisions are Olympic TV-radio, David Bogen (hi-fi), Presto Recording.

Zenith earned $1,650,590 ($3.35 a share) in first quarter 1957 on sales of $36,658,510 compared with $1,831,165 ($3.72) on sales of $37,915,318 in similar period of 1956. Pres. E. F. McDonald Jr. said TV unit sales held about equal to last year's first quarter record and "contrasted sharply with an industry reduction of 16%." TV deliveries by Zenith distributors to dealers, he said, "were the highest for any first quarter in the company's history . . ." Of FCC consideration of subscription TV, he hopes "this could lead to a favorable decision in the near future, authorizing this new supplemental service" which can provide features "too expensive for advertising sponsorship to support." At the moment, Congressional queries have delayed FCC deliberations on subject (see p. 2).

General Precision Equipment Corp. may approach $200,000,000 sales this year compared with $153,261,864 in 1956 (Vol. 13:9), pres. Hermann G. Place told stockholders April 23 in N. Y., estimating first-quarter earnings at 80-90¢ per share vs. 20¢ in same period year earlier. Place acknowledged that company faces problems such as "unhealthy state" of movie business, but said he sees "some signs of improvement" for motion pictures in toll-TV prospects. Holders of $4.75 cumulative preferred stock authorized directors to issue up to $20,000,000 of long-term debt financing before Dec. 31, 1959.

Dividends: Electronics Investment Corp., San Diego (Vol. 13:9) reports it will pay quarterly dividend of approximately 3¢ per share from net investment income May 30 to shareholders of record May 1, also on same date will distribute approximately 8¢ per share from net capital gains; **Zenith**, 75¢ June 28 to holders June 7; **Stanley Warner**, 25¢ May 24 to holders May 3; **Consolidated Electrodynamics**, 10¢ June 14 to holders May 29; **Sperry Rand**, 20¢ June 27 to holders May 24; **Westinghouse**, 50¢ June 1 to holders May 6; **Oak Mfg.**, 35¢ June 14 to holders May 31; **Storer Bcstg.**, 45¢ June 14 to holders June 1; **Storer "B,"** 6¢ June 14 to holders June 1.

American Television Inc. & American Television Mfg. Corp., in Chapter XI proceedings in Chicago federal court, were ruled bankrupt this week by Referee Lawrence J. Miller.

Clevite Corp. reports record sales & profiit of $20,234,000 & $1,656,000 (88¢ a share) for first quarter 1957, compared with $18,592,000 & $738,000 (37¢) in first quarter 1956.

Packard-Bell earned $403,981 (59¢ per share) in 6 months ended March 31 compared with $421,274 (61¢) in same period year earlier.

Growth of Philips of Holland (Vol. 12:22) is recounted in May *Reader's Digest* condensation from *The Financial Times*.

Aerovox earnings rose to $201,000 (23¢ per share) on sales of $5,629,000 in quarter ended March 31 compared with $3600 on $6,584,000 in first 1956 quarter (Vol. 13:6).

Network Television Billings

March 1957 and January-March 1957

(For February report see *Television Digest*, Vol. 13:14)

STEADY RISE in network TV billings, compared with last year, is reflected in Publishers Information Bureau figures. March statistics, released April 25, show billings hit $43,533,415—up 7.3% from $40,588,592 in March 1956. Cumulative first-quarter total increased 8.4% to $126,-440,618 vs. $116,677,780 in 3-month period year earlier. CBS paced March gains with 12.8% increase to $20,172,173 from $17,884,976 in same 1956 month. NBC was up 3.6% to $16,532,394; ABC, 1.5% to $6,848,848. The complete PIB report for March:

NETWORK TELEVISION

	March 1957	March 1956	% Change	Jan.-March 1957	Jan.-March 1956	% Change
CBS	$20,172,173	$17,884,976	+12.8	$58,712,735	$52,633,792	+11.5
NBC	16,532,394	15,955,688	+ 3.6	47,987,966	44,495,804	+ 7.8
ABC	6,848,848	6,747,928	+ 1.5	19,739,917	19,548,184	+ 1.0
Total	$43,553,415	$40,558,592	+ 7.3	$126,440,618	$116,677,780	+ 8.4

1957 NETWORK TELEVISION BY MONTHS

	ABC	CBS	NBC	Total
Jan.	$ 6,715,581	$20,231,474	$16,554,941	$ 43,501,996
Feb.	6,175,488	18,309,088*	14,900,631	39,385,207*
March	6,848,848	20,172,173	16,532,394	43,553,415
Total	$19,739,917	$58,712,735	$47,987,966	$126,440,618

* Revised as of April 25, 1957.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

■

Three applications for new TV stations, 4 for translators, were filed with FCC this week, bringing total to 120 for stations (28 uhf) and 58 for translators. Applications were for Columbus, O., Ch. 40, by Malco Theatres, ex-owners of WEHT (Ch. 50), Henderson, Ky.-Evansville, Ind.; for St. Cloud, Minn., Ch. 7, by Marvin Kratter, who is also applicant for Ch. 11, Fargo, N. D. and Ch. 38, San Francisco; for Terre Haute, Ind., Ch. 2 by Cy Blumenthal, operator of AMs in Arlington & Norfolk, Va. & Kansas City, Kan. Translator applications were for Alturas, Cal. for Ch. 74 by Henderson Chevrolet Inc., and Farmington, N. M., for Ch. 71, 75 & 81 by San Juan Non-Profit T.V. Assn. [For details, see *TV Addenda 24-P* herewith.]

Sunspots sometimes improve radio communications, RCA reported on basis of 10-year study by RCA Communications propagation analyst John H. Nelson. There are "bad sunspots" and "good sunspots," Nelson has found—the latter being those rich in ultra-violet light which has a strengthening effect on ionosphere. His studies showed that transmitting conditions on overseas radio circuits actually get better as number of sunspots increases. By studying relative position of planets, he has been able to predict radio-weather with better than 90% accuracy, according to RCA.

TV still taboo: WNBC, Hartford, Conn., was rebuffed in attempt at live coverage this week of murder trial of 2 men accused of killing 6 in 3-month holdup spree. "Coverage of courtroom proceedings by TV is an extension of the right to open trial—nothing more," v.p. & gen. mgr. Peter B. Kennedy argued in plea to Supreme Court Chief Justice Ernest A. Inglis. But judge said TV camera in full view of witnesses would "interfere with the serious search for truth."

Catholic Education Assn., holding annual meeting in Milwaukee this week, adopted resolution asking members to "maintain an alert interest in experiments to test TV's effectiveness for classroom instruction."

TRANSPARENT picture tube phosphor making possible sharper pictures bright enough to view in sunlight—and providing basis for "completely new approach" to color set design—was announced at week's end by Naval Research Laboratory in Washington.

Since announcement came at press time, it was impossible to get an evaluation of the development from tube and set manufacturers this week. Navy said "several TV companies have indicated that development in their labororatories will start immediately."

New picture tube screen, which NRL termed "revolutionary," was developed by Lab's Dr. Charles Feldman under same Office of Naval Research aircraft instrument program which spawned the Willys "flat tube" (Vol. 11:3, 30). According to NRL description, development is based on new process for depositing phosphors on face of tube in form of thin transparent films in place of opaque white powders now used. "The films are much more rugged than the powdered screens," says NRL, "can be made brighter because they do not burn out as easily, and present a much sharper image."

Among other advantages claimed: Because phosphors are transparent, there is very little reflection and contrast is maintained even in bright sunlight. Lack of grainy texture permits "image as sharp as the electron beam in the tube."

While a version of the tube could be used with present color receiver design, NRL also described this "new approach" to color: "Films that create different colors can be deposited one atop another and lighted separately or mixed by controlling the speed or the direction of the electrons in the tube. By using one film of each of the 3 primary colors the complete color spectrum can be obtained by proper mixing. Tubes with several combinations of 2 primary colors and blends of these 2 colors are in successful operation and tubes with all colors are in the experimental stage."

Without further explanation, NRL also says the new screen "is expected to lead to the development of 3-dimensional viewing."

■

TV-equipped railroad train—with its own origination studios—is now in regular use by British Railways (Scottish Region) for special excursions. Studio coach originates programs for closed-circuit system, contains dressing rooms, monitor, announcer's booth, etc. Each of 9 passenger coaches has two 17-in. receivers—one at each end—plus loudspeaker system. Programs consist of "light entertainment and interviews, with occasional views of interesting features of the passing scenery." Film equipment will probably be added later. Equipment was supplied by Pye Ltd.

Completely new line of industrial TV equipment will soon be released by DuMont, engineered and marketed on basis of findings of 2-year nationwide survey of existing ITV installations, industrial TV dept. mgr. Kenneth F. Petersen announced this week. DuMont ITV systems will be sold nationally by independent local distributors holding complete and exclusive sales, installation & service franchises in their own areas.

Closed-circuit home-school TV experiment in New York's Chelsea district (Vol. 13:16) is slated to get underway next fall. It is financed by $200,000 grant from Ford Foundation affiliate Fund for the Advancement of Education—not Fund for Adult Education as reported last week.

Vice President Nixon appears on NBC-TV's live network service to educational stations May 2, 6:30-7 p.m., in discussion of the Vice Presidency.

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SUMMARY-INDEX OF THE WEEK'S NEWS — May 4, 1957

EDWARD K. MILLS, General Services Adm. deputy director, due for FCC appointment but hitch develops at week end. Doerfer strongly supported for chairman (p. 1).

GOVT. WANTS NBC STRIPPED of Philadelphia stations, Justice Dept. reveals in brief filed in anti-trust case, suggesting restrictions on new NBC buys (p. 2).

"ILLEGAL BOOSTER" decision by court states unauthorized stations must go off air, but not until FCC can find them a new, lawful home in spectrum (p. 3).

VIDEOTAPE RECORDINGS can be edited and spliced—but it's not easy—engineers are told; Ampex developing aids to splicing. Other SMPTE highlights (p. 4).

DELAY IN ISSUANCE of portion of network study report probable as independent programmers challenge FCC's right to subpoena financial records (p. 5).

TRANSPARENT TUBE PHOSPHOR arouses industry interest, but engineers agree adaptation to TV is far off. Military use may be near at hand (p. 10).

SYLVANIA'S MITCHELL sees good year for sales & profits in reporting record first quarter sales, but profits off. TV factory sales "strongly ahead" (p. 13).

PURCHASE & SHIFT of WMUR-TV, Manchester, blocked indefinitely as FCC notifies parties hearing on renewal appears necessary. Few new grants (p. 5).

UHF IN LEBANON, Pa. reactivated by Triangle Publications after final FCC decision affirms purchase. Notes on upcoming stations (p. 6).

TV REVOLUTIONIZES family entertainment budget, govt. analysis shows; spending on TV-radio group soars 142% in 15 years, movies drop 36% (p. 14).

UPDATED FINANCIAL DATA ON TV-ELECTRONICS: Beleaguered by subscribers for an updated version of our much-used Report "Financial Data on TV-Electronics Companies," we enclose it herewith to all subscribers as 16-page supplement, extra copies available. This is just the right time of year, we're advised, to compile the maximum amount of complete data on companies involved. Once again, compilation was made by Chicago financial consultants Edgar N. Greenebaum & Associates. And this time they hiked number of companies covered to total of 99.

Capitalization, sales, pre-tax earnings, net profit, dividends, total assets and price ranges are given for each year since 1950.

Document seems to fill special need of executives of companies involved, financial houses, brokers -- and just plain individual investors with sharp eye on the phenomenally growing electronics industry.

EDWARD K. MILLS DUE FOR FCC APPOINTMENT: FCC composition stood at critical point this week end when word leaked out that President Eisenhower was planning to appoint Edward K. Mills Jr., deputy director of General Services Administration, as replacement for chairman George C. McConnaughey when latter leaves June 30.

Things really were up in the air when President failed to send Mills' name to Senate for approval. Holdup reportedly revolved around question whether Mills was to become chairman or a member. Understanding was that Mills originally was offered chairmanship; that opposition developed; that Mills was then offered only membership; that he was undecided about whether to accept.

Some industry forces apparently don't want Mills as chairman, much prefer one of incumbent GOP commissioners -- Doerfer, Lee or Hyde -- with greatest support behind Doerfer and with Lee & Hyde pretty much out of the picture. Most influential industry figures seem to consider Doerfer soundest bet -- much to be preferred to an unknown quantity such as Mills.

As things stand now, it's expected that Mills will take membership; that Doerfer will be lined up for chairman.

Mills' selection was out of the blue; his name never had been mentioned in the speculation -- and apparently none of the FCC members, not even Chairman McCon-

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naughey, knew him. But that's not unusual. President has frequently picked an unrumored name for Commission appointment.

Native of Morristown, N.J., Mills is 51-year-old lawyer who was member of Morristown firm of Mills, Jeffers & Mountain before he joined GSA in May 1956. At GSA, he's been in charge of govt.'s transportation and public utilities services. In 1939-40, he was chief of CAB opinion section. He was Air Force pilot during war. Education: Princeton U and Yale Law School. He's married, has 2 daughters.

As an early Eisenhower enthusiast, Mills had been chairman of Morris County Citizens for Eisenhower Committee -- and Administration believes he has done outstanding job at GSA. He's been cleared with N.J. Republican Senators H. Alexander Smith and Clifford P. Case and his GOP Congressman Peter Frelinghuysen Jr. His friends describe his political texture as "enlightened Republicanism."

GOVT. SEEKS TO STRIP NBC OF PHILA. STATIONS: Justice Dept. will ask court to revoke licenses of NBC's WRCV-TV & WRCV, Philadelphia -- but at the same time will make it clear that it will be satisfied with court order forcing network to sell the stations and prohibiting NBC from making any future purchases of vhf stations in Philadelphi, Detroit, Boston, San Francisco or Pittsburgh without permission of court.

For first time, Govt. blocked out specific relief it is seeking in anti-trust suit it filed last December against RCA-NBC, charging illegal restraint of trade in NBC's swap of its Cleveland TV-AM facilities for Westinghouse's Philadelphia outlets and $3,000,000 (Vol. 12:49,51). Demands were contained in 36-page brief filed this week by Justice Dept. in Philadelphia District Court as partial answer to lengthy interrogatory filed several months ago by RCA-NBC.

Revocation of NBC's Philadelphia licenses is Govt.'s stated goal in the new document, Justice Dept. declaring that it "seeks a judgment ordering and/or decreeing that the licenses of NBC's Philadelphia stations be revoked and that all rights under such licenses shall thereupon cease." But the brief points out that Govt. is pushing for this "necessary and indispensable" -- or basic minimum -- relief:

"(1) Divestiture of WRCV-TV & WRCV, Philadelphia, by sale to a non-network purchaser; (2) Approval of this court before any future acquisition is made by NBC of a vhf TV station in any of the 8 primary markets [NBC already owns outlets in 4 of them, including Philadelphia]; (3) Injunctive relief (a) against any future illegal use by NBC or RCA of NBC's network power to force or require a non-network station owner to sell its broadcasting station to NBC, and (b) against the use of such power to force or require any non-network station to permit the NBC Spot Sales div. to represent it in the sale of national spot advertising."

* * * *

New document answering RCA-NBC request for details of charges, definitions, etc., gives history and dates of alleged meetings between RCA-NBC and Westinghouse Broadcasting Co., officials, summaries of conversations, so-called "threats," etc. Much of material was previously alleged before Celler subcommittee, but some new charges and data are supplied. Original complaint, for example, accuses RCA-NBC of conspiring illegally to obtain vhf stations in 5 of the 8 largest U.S. markets, without further elaboration. Some light is shed on this charge in new brief, which alleges top RCA-NBC officials, including Brig. Gen. David Sarnoff, contacted these leading stations "to ascertain the availability for sale to NBC" -- acts which Govt. says were done "pursuant to...the alleged combination or conspiracy:"

Triangle Publications' WFIL-TV, Philadelphia, said to have been approached in March 1954; Detroit News' WWJ-TV, May 1954; San Francisco Chronicle's KRON-TV, July 1954; RKO Teleradio's WNAC-TV, Boston, Aug. or Sept. 1954. Brief adds that during fall of 1954, Sarnoff "may have" approached Dr. Allen B. DuMont with view toward the possible purchase of his WDTV, Pittsburgh (now Westinghouse's KDKA-TV).

Alleged pressure put on Westinghouse to give up its Philadelphia outlets is detailed in new document. For example, brief purports to describe Nov. 5, 1954 meeting between NBC & WBC officials at which NBC is alleged to have stated it could not assure affiliation for Westinghouse in Pittsburgh unless Westinghouse agreed to

Philadelphia-Cleveland station swap. At this point NBC v.p.'s Joseph V. Heffernan & Charles R. Denny are said to have suggested:

"That, in addition to the trade of Cleveland for Philadephia plus cash, NBC would affiliate [future WBC stations] at Pittsburgh (vhf), Buffalo (vhf or uhf), Ft. Wayne (uhf), Toledo (uhf), & would look into the situation at Portland, Ore. (vhf). They also stated that, in return for the exchange of stations, they would make no approach to Boston, NBC-WBC relationships would be stabilized for the long-term future, that new affiliation contracts would be signed for 2 years in all locations, and that WBC would have physical protection for its Boston station because it had been determined that NBC's fifth vhf outlet would be in San Francisco."

FCC POWER OVER ILLEGAL BOOSTERS AFFIRMED: FCC won fight against illegal boosters this week -- though Court of Appeals actually technically reversed Commission in long-awaited decision on Bridgeport, Wash. case (Vol. 12:10).

FCC victory wasn't quite as complete as it would like, but unanimous Court of Appeals decision really gave Commission what it was looking for -- assurance that boosters couldn't operate without FCC license. What Commission doesn't like is the court's assertion that boosters shouldn't be knocked off air with cease-&-desist orders until they have a new "home" in the spectrum.

Because Commission has actually provided booster operators with such a new abode, in form of uhf translators, authorized since case first went to court, FCC spokesmen hope they won't have any trouble persuading court that its mandate has already been carried out in advance.

What is probable now is that Commission will permit boosters to continue a "reasonable" time until they apply for and build uhf translators. There is one hitch: FCC still hasn't concluded an old rule-making proceeding which weighed the possibility of permitting low-powered vhf boosters similar to those now operated illegally. Aim now is to wind up that affair quickly -- and tightly.

If operators of unauthorized boosters seek to continue fight, their argument is likely to be that court means FCC should find them vhf channels, not uhf.

Judges Washington, Danaher & Bastian, in decision written by Danaher, were obviously sorry for booster operators and people they serve, quite miffed that Commission was so abrupt in trying to pull switch on operations. "We are satisfied," they said, "that the sweep of the Commission's authority includes the booster station here involved. But it is equally clear that Sec. 301 of the Act reflected the intention of Congress to provide 'for the use of such channels.'"

Commission is not at all bound to knock unlicensed operations off air, the court said, rather: "We suggest...that the Commission may well get on with the rule-making proceedings apparently contemplated in its Docket 11331 and in its Docket 11611 in which is to be examined the feasibility of 'booster,' or translator stations, or possible other devices, as a means of filling in the service area of television stations." In concurring opinion, Judge Washington stated: "The present situation is a harsh one. The Commission might well have been better advised to ignore the existence of booster stations such as this until the time when it is prepared to deal with them on some basis more equitable than mere repression."

Three new Armed Forces TV stations—all of them uhf—are now on air. First stations in Germany, Ch. 24 at Spandahlem Air Base in the Eifel Mountains and Ch. 20 at Landstuhl Air Base near Ramstein, began operation April 28 with initial combined TV set circulation estimated at 600 U. S.-standard receivers—and sets were reported selling like hot cakes at PX's. Beyond reach of German TV stations, the 2 new outlets have 1-kw Dage transmitters. Other new station is at Ramey Air Force Base, Puerto Rico (Ch. 21), which was inaugurated March 31, with 150-watt transmitter—also beyond service area of existing stations. All 3 outlets were packaged by Dage TV div., Thompson Products. Planned next by AFTV is 5-station "network" in Korea, with originating outlet in Seoul feeding 4 satellites. This installation has July 1 target.

CBS filed complaint with NLRB this week against IBEW Local 1212, one of 2 unions whose jurisdictional disputes over handling of lighting resulted in cancellation of last week's scheduled telecast of American Theatre Wing's award ceremonies over New York's WCBS-TV (Vol. 13:17). Network hopes to get from NLRB a basis for definitive rule as to whether IBEW or IATSE electricians are entitled to handle lighting for remote shows.

Tighter govt. control of U. S. broadcasting should be abhorred as step toward "European system" of censorship, FCC Comr. Doerfer said in speech prepared for May 5 meeting of Catholic Institute of the Press in Plaza Hotel, N. Y. "Free broadcasting is a power for good," he said; Americans who "languish for stricter programming controls . . . have nothing to gain but much to lose."

VIDEOTAPE recordings can be edited and spliced—but it can't be classed as a simple job yet. That's non-technical summary of technical paper by Ampex Corp. engineer Kurt R. Machein at session devoted to videotape—one of heavily attended highlights of 81st semiannual SMPTE convention in Washington this week.

Splicing of Ampex tape, Machein explained, is complicated by fact that the "control track" of tape must retain constant relationship with the other 2 channels—video & audio. He stated that best place to cut and splice tape is during vertical blanking interval, which occurs once every quarter-inch. Since interval can't be readily located, Ampex is experimenting with methods to make it easier to find—such as introduction of pre-recorded "editing pulse," to be detected by special editing meters, or systems to make blanking interval on tape visible to eye.

While splices can be made with conventional splicing tape, he said, this method causes momentary "rocking" or horizontal displacement of picture. To avoid this condition, company is experimenting with tape welding process. Despite drawbacks, he said, Ampex engineers have made many splices successfully without interrupting picture. "Even with the naked eye and a razor blade," he added, "5 out of 7 splices were satisfactory." In another paper at videotape recording session, Ampex professional products marketing mgr. Robert A. Miner predicted that the $45,000 recorders could be made to pay for themselves and return small profit after operating costs during first year in many local stations through their use in (1) pre-recording and rescheduling network shows to enable station to program more sponsored local shows, (2) advance recording of local programs and spots for maximum utilization of studio space and camera crews, (3) remote recording of news events, (4) monitor-recording of rehearsals.

Other TV highlights of SMPTE convention: (1) Society pres. Barton Kreutzer told opening session that production of TV film programming will cost about $90,000,000 this year. (2) Theatre Network TV pres. Nathan L. Halpern said more than 100 organizations have spent $15,000,000 on closed-circuit presentations in last 3 years before total audience of at least 4,000,000 in 200 U. S. & Canadian cities. (3) Novel wide-screen TV system, with 8x3 aspect ratio instead of conventional 4x3, was described by Seymour Rosin & Madison Cawein of Scanoptic Inc., N. Y., using anamorphic lens with vidicon camera that transmits squeezed image to special receiver which unsqueezes it electronically. System requires 9-mc band—twice standard 4.5-mc—and paper's authors suggested it as ideal system to use with Kaiser-type "flat" TV tube.

FM auto radios, once the dream of enthusiasts only, now are being marketed by foreign companies and there is strong indication that American firms will introduce them soon. At press conference in Phoenix, Ariz. this week, Motorola pres. Robert W. Galvin answered a question about his company's intentions thus: "I can't confirm at this time that Motorola will introduce an FM car radio. The industry will definitely be moving into this within 12 months. [We] feel that it would be a small-volume, but big-promotion type item." Meanwhile, Washington consulting engineer and early FM experimenter James C. McNary petitioned FCC to change FM rules to permit vertical polarization for FM station antennas to provide better reception in automobiles on the usual vertical whip-type receiving antenna. He noted that Telefunken and Becker are selling FM auto receivers on U. S. market. Most deluxe German auto receivers have FM band, since FM is now widely used in Germany—virtually supplanting AM in many locations.

Moscow reception by Premier Nikolai Bulganin was given 18 American women broadcasters May 3. Led by Bea Johnson, women's dept. director of KMBC-TV, Kansas City, group turned up in Russian capital in time for May Day parade, got red carpet treatment from Soviet officials from start of visit. Miss Johnson, elected a director of American Women in Radio & TV last week end, told UP informal invitation for trip was given by Soviet newsmen at 1955 Geneva summit conference. She forgot about it until few months ago. Then she put 3 telephone calls through to Moscow from Kansas City, wrote several letters, finally was told by Soviet tourist agency: "Please come, all your requests have been granted."

Damage suit against AFM, seeking $2,100,000 and aimed at voiding union's 5% TV film royalty policy, was filed in Hollywood this week by Los Angeles musicians—who named 66 co-defendants, including the 3 TV networks and TV film producers. Plaintiffs charged that royalty policy had caused 90% of nation's TV film producers to discontinue employment of "live" American musicians. Similar suits against AFM on royalty trust fund issue were filed previously, involving union's policies for motion picture and phonograph industries—bringing total claims against AFM to $15,660,850.

Radio station sales and transfers approved by FCC: WPEO, Peoria, by WPEO Inc. (John J. Livingston, pres.) to Dandy Bcstg. Corp. for $170,000. New co-equal owners from Kansas City: adman Merritt Owens, attorney Les Vaughn and WHB salesmen Kenneth R. Greenwood & Rogert E. Sharon (Vol. 13:14). WBOW, Terre Haute, by group headed by Alvin Eades to WBOW Inc., controlled by Jerome W. O'Connor, for $108,000 (Vol. 13:13). KOWB, Laramie, Wyo. by John Alexander and George Dent to Richard P. McKee, ex-WINS, N. Y. for $75,000 (Vol. 13:10). KBIF, Fresno, 51% by John Poole to David T. Harris and Ephram Bernstein, both from KMJ, Fresno, for $40,800 (Vol. 13:9). WGFS, Covington, Ga. by James Whatley and J. L. Coley to R. William Hoffman and wife for $30,000 (Vol. 13:5).

Purchase of 80% control of WAPA-TV, San Juan (Ch. 4) by Winston-Salem Bcstg. Corp., buying out Jose Ramon Quinones interests for $320,000 (Vol. 13:13), was approved this week by FCC. Remaining 20% held by Goar Mestre interests is not affected, with new ownership also to pay off $431,733 in obligations, all but about $74,000 to be refinanced. Winston-Salem (James W. Coan, pres.) operates WTOB-TV, Winston-Salem (Ch. 26) and WTOB; WSGN, Birmingham, Ala.; WLOW, Portsmouth, Va.

Garfield C. Packard received $36,666 for his ⅓ of KICA-TV, Clovis, N. M. (Ch. 12) & KICA, it's disclosed in application filed this week for approval of transaction whereby other 2 owners, Mae Straus and Frank Lesley, will increase holdings to 50% each. Meanwhile, Packard seeks approval of his purchase of KTRC, Santa Fe, from J. Gibbs Spring for $50,000 (Vol. 13:14).

Option to take over off-air KPTV, Portland, Ore. (Ch. 27) has been exercised by attorney-oilman George Haggarty (Vol. 13:6, 17), who is now using its studios and call letters for Ch. 12 (formerly KLOR). He's paying $1,183,921 plus assumption of certain contracts for NBC-TV affiliated KPTV, already has FCC approval for purchase of KLOR for $1,794,865.

UP radio clients now total 1662 in U. S.—gain of 80 in year—and more than 130 TV stations subscribe to Unifax picture service, v.p. & gen. sales mgr. LeRoy Keller reported at annual meeting in N. Y. Foreign radio clients total 285, up from 274.

CHALLENGE OF FCC's right to subpoena financial data from independent program producers may well delay a portion of Commission's network study group report past the June 30 deadline, network study chief Roscoe Barrow conceded this week. The 7 TV programmers, subpoenaed to New York hearing this week (Vol. 13:17) argued that FCC has no power to demand intimate financial details of their operation. After 2 days of argument, chief hearing examiner James D. Cunningham allowed producers and network study group until May 17 to submit briefs on the subpoena issue.

"It could delay the issuance of the report on some issues under study," Dean Barrow told us later. "There are numerous areas in the inquiry where this information is not necessary, and we expect at least that part of the report to be ready by the specified time. There are areas where this material is specifically pertinent or we would not be making an effort to obtain it. We are hopeful that there will not be great delay, but it is conceivable that a portion of the report may have to come later in the summer."

The independent producers, through Paul A. Porter—spokesmen for their attorneys—argued at New York hearing: "The broad scope of the questions asked, and their irrelevance to the network study, indicate that the committee's purpose is to investigate independent program producers themselves and not just the networks. But the Commission has no authority to investigate independent program producers as such."

FCC attorney Ashbrook P. Bryant countered that the information was necessary if study group is to consider the entire TV broadcasting picture, including activities of both network and non-network groups in production field.

The 7 producers were among companies which had refused to answer some questions in FCC questionnaire sent to some 200 independent program sources. Among information asked was statistical rundown of number of markets in which each program was exhibited in past 5 years, gross billings, price of top programs in each of 239 markets, etc.

The 7 programmers challenging subpoena are Entertainment Productions Inc., MCA-TV, Official Films, Revue Productions, Screen Gems, TPA and Ziv.

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The weird and protracted Edward Lamb hearings (Vol. 11:2 et seq.) reverberated again in Washington Federal Court this week when prison sentence of turnabout witness Marie Natvig was suspended by Judge Holtzoff with some criticism of the rules of evidence employed by FCC at the marathon 1955 hearing. Free on bond since she was convicted of lying after she reversed her testimony to deny that she had knowledge of Communist associations by Ohio industrialist-broadcaster Edward O. Lamb, she told Judge this week that she had changed her testimony because she was "confused" and "terrified" by detailed cross-examination. Holtzoff suspended prison sentence, said she was "unstable" and apparently "emotionally destroyed by the harassing cross-examination, which delved into every detail of her life, and which would have been impossible in the Federal Courts." FCC has not yet issued final decision on Lamb case, but has instructed staff to draft decision in his favor (Vol. 13:3).

Govt. regulation of TV-radio should be held to minimum—and "no control, direct or indirect" should be imposed on program content—U. S. Chamber of Commerce resolved at 45th annual convention in Washington this week.

STORER BCSTG. CO.'s projected purchase of WMUR-TV, Manchester, N. H. (Ch. 9), with move to site nearer Boston, appears to be blocked indefinitely by application filed for Ch. 9 in Manchester by new organization—TV for New Hampshire Inc. Latter had asked to be considered competitively for channel, now that WMUR-TV's license renewal is due. FCC wrote all parties, told them it looks like hearing will be necessary.

New-station starts with temporary facilities are definitely thing of the past, FCC indicated this week, when it denied CBS's request to get going with new KMOX-TV, St. Louis (Ch. 11) with interim facilities.

New-facility activity of Commission was slight. It finalized Ch. 19 CP in Victoria, Tex. to Alkek TV Co., granted educational Ch. 7 in Corvallis, Ore. to Ore. State Board of Higher Education. In addition, it authorized 4 translators: Ch. 72, Bullhead City, Ariz.; Ch. 70, Likely, Cal.; Ch. 80, Truth or Consequences, N. M.; Ch. 73, Redmond, Ore.

Canadian allocations, which seldom change, underwent shift this week on completion of U. S.-Canadian agreement: Ch. 7 was substituted for Ch. 2 in Vernon, B.C., Ch. 2 for Ch. 13 in Kelowna, B.C., while Ch. 13 was added to Penticton, B.C.

In U. S., FCC finalized swap of Ch. 31 & Ch. 29 between Kokomo & Marion, Ind. while proposing to: (1) Add Ch. 13 to Cartter, Ill. (2) Add Ch. 3 to Carbondale, Ill. (3) Substitute Ch. 8 for Ch. 22 in Harrisburg, Ill.

There were these petitions for channel changes filed: (1) Add Ch. 17 to Bakersfield, Cal., by KJEO (Ch. 47). (2) Add Ch. 12 to Mankato, Minn., substitute Ch. 17 for Ch. 12 in Brainerd, by KNUJ, New Ulm. (3) Add Ch. 12 to Farmington, N. M., by prospective applicant Four Corners Bcstg. Co. (4) Add Ch. 2 to Tacoma, Wash., by KTNT-TV, now operating on Ch. 11.

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"Aesthetic standards" of station owners aren't responsibility of FCC, hearing examiner Herbert Sharfman said April 29, rejecting protest by minority stockholder Lawrence M. C. Smith against sale by The Good Music Station Inc. of radio WGMS & WGMS-FM, Washington, to RKO Teleradio Pictures (Vol. 13:2,5,11). Smith had charged "fraud" in license transfer, alleging station's "good music" policy was sacrificed in deal. But in 19-page initial decision Sharfman said philosophically that Commission "does not sit as an Academy" or "act as an impresario"; that it can't tell operators "Thou shalt play Beethoven, not bebop." FCC "has exercised a very real restraining & affirmative influence" in lifting programming standards generally, Sharfman said, but he observed that station owners remain "a cross-section of the financially more successful portion of the population . . . brilliant & dull (if shrewd & acquisitive), refined & crude, liberal & reactionary." Washington newspapers delighted to quote Sharfman, who, along with several of his examiner colleagues (notably H. Gifford Irion and Thomas H. Donahue), gets huge bang out of lightening his decisions with lively phrases.

Another broadcasting probe was proposed this week, American Civil Liberties Union asking Chairman Magnuson (D-Wash.) of Senate Commerce Committee to look into TV-radio handling of "controversial issues." ACLU exec. director Patrick Murphy Malin said investigation of broadcasters' policies—but not of program content—would show whether Communications Act needs changes to help FCC "promote diversity of opinion & freedom of expression on the air." Malin cited recent examples of what he said was "negative attitude" by broadcasters in religious & other programming (Vol. 13:14). Magnuson is sending ACLU proposal to FCC for comment & report on what Commission does now in policy area.

New and Upcoming Stations: Protested purchase by Walter Annenberg's Triangle Publications of WLBR-TV, Lebanon, Pa. (Ch. 15) was finally approved by FCC May 1—and next day station, off air since Oct. 16, 1954, was back in operation. On-air box score now stands at 499 (92 uhf).

Sustaining initial recommendations by examiner, Commission rejected objections by Harrisburg's 3 uhf outlets—WHP-TV (Ch. 55), WCMB-TV (Ch. 27), WTPA (Ch. 71) —and WHUM-TV, Reading (Ch. 61) that Annenberg ownership of WLBR-TV would concentrate communications control in area (Vol. 11:39,45,53). FCC said whole record of Triangle stations & publications showed they were operated "substantially independently of each other."

Triangle (4 TV & 5 radio stations, *Philadelphia Inquirer, TV Guide, Daily Racing Form*, etc.) bought WLBR-TV from *Lebanon News* in $240,000 deal first approved by FCC Nov. 2, 1955, at time when station, started 2 years earlier, already had been off air about year. It had been closed since—pending outcome of Commission proceedings. Decision brought immediate steps to reactivate station, which for next 2-3 weeks will depend largely on film for programming under new gen. mgr. Frank B. Palmer, brought in from WSEE, Erie. Leonard Savage, from radio WLBR, was named operations mgr.

In Honolulu, KHVH-TV (Ch. 13) was set to start regular programming May 5 after Court of Appeals denied stay requested by KULA-TV (Ch. 4).

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In our continuing survey of upcoming stations, these are latest reports from principals:

WTIC-TV, Hartford, Conn. (Ch. 13) has 50-kw RCA transmitter due shortly and plans Aug. 1 test patterns, Sept. 1 programming, writes Bernard Mullins, public relations v.p. for Travelers Bcstg. Service Corp. It will be 4th outlet in area where CBS operates WHCT (Ch. 18); NBC has WNBC (Ch. 30); Triangle Publications operates WNHC-TV, New Haven (Ch. 8). Sixth floor of Grove St. & Central Row Bldg. of Travelers Insurance Co. in downtown Hartford is being remodeled to add TV to AM-FM facilities, including 2 studios, one 40 x 60. Present radio transmitter house on Talcott Mt., Avon, Conn. is adequate to house TV. It will use 531-ft. Ideco tower. Rep will be Harrington, Righter & Parsons.

KPLO-TV, Reliance, S. D. (Ch. 6) has Butler steel building ready, but 10-kw RCA transmitter won't be wired until June, when station is due on air as semi-satellite of parent KELO-TV, Sioux Falls (Ch. 11), which also operates satellite KDLO-TV, Florence, S. D. (Ch. 3), reports principal N. L. Bentson. Foundations are ready and 6-section superturnstile antenna is on hand for 700-ft. Stainless tower on which work began this week. Construction of microwave to Sioux Falls, 146 mi. away, is to start in 2 weeks. Charles Delperdang, ex-KELO-TV, will be engineering supervisor; C. J. Johnson, ex-KDLO-TV, sales mgr. KELO-TV base hour is $450. Rep is H-R Television.

KXLJ-TV, Helena, Mont. (Ch. 12), planned as low-power satellite of parent KXLF-TV, Butte, Mont. (Ch. 4), has ordered Sarkes Tarzian equipment for July delivery, plans summer test patterns, fall programming, writes pres.-gen. mgr. Ed Craney. It will have 80-ft. Fisher tower in city on site near Intermountain College. KXLJ-TV will be sold as bonus to KXLF-TV, which has $200 base hour. Rep is Walker.

WEEQ-TV, La Salle, Ill. (Ch. 35) plans July 15 test patterns, Aug. 1 programming, reports Fred C. Mueller, gen. mgr. of owner WEEK-TV, Peoria (Ch. 43), which plans to operate WEEQ-TV as satellite. GE transmitter has been ordered for June 30 delivery, construction plans are completed, and 400-ft. Stainless tower will be used. WEEK-TV hour is $475. Rep is Headley-Reed.

WETV, Atlanta, Ga. (Ch. 30, educational) has ordered 12-kw GE transmitter for mid-May delivery, plans Aug. 15 test patterns, Oct. 1 programming, reports Haskell Boyter, TV-radio education director for Atlanta Board of Education. It has studio-transmitter building 75% complete, plans June start on footings for 470-ft. Truscon tower. T. W. Cowan Jr. will be chief engineer.

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Battle Mountain, Nev. translator K72AF began April 27 repeating KOLO-TV, Reno, reports Ray A. Foote, pres. of Battle Mountain TV Club. Needles, Cal. translator K72AE began April 20 on interim basis repeating KLRJ-TV, Henderson-Las Vegas, writes Paul C. Griswold, pres. of Needles Community TV Club. Greenville, Cal. translator K70AM has Adler transmitter due May 4, plans May 8 start repeating KCRA-TV, Sacramento, reports Raymond F. Linn, secy. of Indian Valley TV Co.

"Color from the ground up" was theme stressed by NBC as cornerstone was laid May 2 for $4,000,000 studios of WRC-TV, Washington, due for fall occupancy. Officials attending ceremonies, which were carried on *Today* 8:40 a.m., constituted imposing list—including Vice President Nixon, 4 Senators headed by minority leader Knowland (R-Cal.), 13 Congressmen headed by minority leader Martin (R-Mass.), 6 FCC commissioners. Brief remarks were made by Nixon, NBC pres. Robert W. Sarnoff, FCC Chairman McConnaughey. Alluding to color TV, Nixon said it means "we can keep no secrets at all as to our feelings," since a speaker's flush is revealed on screen if "he happens to say something that is a little embarrassing."

GE shipped 50-kw transmitter April 26 to WJTV, Jackson, Miss. (Ch. 12); 35-kw amplifier April 29 to KRGV-TV, Weslaco, Tex. (Ch. 5); 100-watt Ch. 30 transmitter April 18 to Toledo U, not a TV grantee, although Greater Toledo Educational TV Foundation is applicant for Ch. 30 there.

Technical handbook for operators of small TV stations is *Low Power Telecasting*, by Harold E. Ennes, Dage technical editor & systems engineer (Howard W. Sams, Indianapolis, 106 pp., $2.95), with chapters on allocations, antennas & coverage, transmitters, vidicon tube, lens, live camera chain, film cameras, station installations.

George Polk Memorial Award goes to ABC commentator Cecil Brown for "best press, radio or TV interpretation of foreign affairs within the U. S." Other TV-radio awards, to be presented May 6 by Overseas Press Club at dinner in Waldorf-Astoria, N. Y.: Gerald Schwartzkopff (CBS), best photo-journalism abroad; Irving R. Levine (NBC), best reporting abroad; Daniel Schorr (CBS), Gary Stindt (NBC) & Frank Kearns (CBS), citations for reporting abroad. CBS-TV was cited previously for network roundup last Nov. on foreign crises (Vol. 13:14).

Revolution in agricultural expositions will be Farmerama-57, "the world's fair of agriculture," Aug. 30-Sept. 2 at Huntley, Ill. The 4-day event, expected to host agricultural delegations from all over world, is different from previous farm show in that every event (demonstrations, judging, awards, etc.) will be presented to attendees via large-screen projection closed-circuit TV. Farmerama will be co-managed by Farmerama Inc. and WGN Inc. (WGN-TV & WGN).

Ohio State U institute on educational TV & radio opens May 8 at Deshler Hilton Hotel, Columbus, with "Great Issues in Broadcasting—1957" as theme. Keynoter of 4-day sessions of 27th annual meeting will be Westinghouse Bcstg. Co. pres. Donald H. McGannon.

Personal Notes: Lewis M. Marcy resigns as director of NBC-TV sales development & presentations to join Sylvester L. (Pat) Weaver Jr.'s new Program Service in sales capacity . . . Louis J. Riggio, ex-Hilton & Riggio, joins CBS Radio as special consultant in network sales development . . . Adolf N. Hult, ex-Screen Gems, joins RKO Teleradio Pictures as national TV sales consultant . . . Perry B. Bascom promoted to national radio sales mgr. for Westinghouse stations . . . Wm. R. Valle, ex-Benton & Bowles, named Teleprompter operations director . . . George Rice, ex-WABC-TV, N. Y., and WBKB, Chicago, appointed program director of KGO-TV, San Francisco . . . Ray Lukshis promoted to program director of KTLA, Los Angeles; Hal Dasbach to program supervisor . . . Raymond F. Guy promoted from NBC director of radio frequency & allocations engineering to senior staff engineer . . . Richard E. Jones, from KXLY-TV, Spokane, takes over May 4 as gen. mgr. of KELP-TV (formerly KILT) & KELP, El Paso, which he and other owners of KXLY-TV purchased earlier this year (Vol. 13:12) . . . Robert O. Paxson, ex-KTVH, Hutchinson-Witchita, joins upcoming KETV, Omaha, as sales mgr. . . . Neil Cline, ex-station mgr. of WHAS-TV, Louisville, named mgr. of Chicago office for AM rep Henry I. Christal Co. . . . Ralph J. Tangney, ex-KETC, St. Louis, and WGBH-TV, Boston, named program mgr. of educational WQED, Pittsburgh, succeeding John W. Ziegler, who becomes asst. to gen. mgr. for special projects . . . Fergus Mutrie promoted to TV operations director for Ont. by CBC; John Kannawin to radio director . . . Lester Sturgill resigns as chief engineer of WLWD, Dayton . . . Bill Alcine promoted to film director of KNXT, Los Angeles, succeeded by Alberta Hackett as production mgr. . . . Lou Frankel resigns as promotion director of WATV & WAAT, Newark-N. Y. . . . Harry J. Feeney promoted to CBS-TV trade & business news mgr. . . . Wayne Wille, ex-*Chicago Sun-Times*, joins WBBM-TV, Chicago, as press information director . . . Wm. A. Shepler resigns as public relations director of WFBM-TV & WFBM, Indianapolis, to become director of state's Dept. of Commerce, Agriculture, Industry & Public Relations . . . James W. Evans, ex-WXEX-TV, Richmond, named promotion mgr. of WSOC-TV, Charlotte . . . Ed L. Teer, mgr. of KAVE-TV, Carlsbad, N. M., resigns; Don Husted from radio KAVE named asst. gen. mgr., Eddy Carey promoted to program director . . . George DeMartini, ex-Cohen, Simonson brokerage firm, joins Guild Films as v.p. & treas. . . . Gertrude V. Casey promoted to Transfilm sales mgr. . . . Lou Kravitz & Tom Ryan named v.p.'s of Fred A. Niles Productions; James Magee appointed creative director . . . Daniel G. Endy, Daniel M. Wise, Bosh Pritchard elected v.p.'s of Tel Ra Productions . . . Larry Clement, ex-Bank of America in Los Angeles, where he was negotiations officer in financing independent TV-movie producers, joins AB-PT Pictures Corp. as asst. treas. & comptroller . . . Ross M. Sutherland, ex-John Sutherland Productions, joins MPO Productions (filmed commercials) as midwestern sales mgr. . . . Mortimer Becker named national counsel for AFTRA, succeeding Henry Jaffe, resigned . . . George J. Beier, ex-Scott Radio Labs & Philco, named market research director for John Meck & Staff . . . John J. Gaskell and Frank G. Uriell, latter recently exec. asst. to SEC chairman, named partners in Chicago law firm Pope & Ballard; Robert P. Howington Jr. joins firm . . . Sally Ball Kean, editor of publications, and Patricia Kielty, special feature editor, leave NARTB.

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Brand Names Foundation this week elected RKO Teleradio chairman Thomas F. O'Neill as new chairman, succeeding Motorola exec. v.p. Edward R. Taylor. It re-elected Henry Abt, pres.; CBS Radio v.p. Louis Hausman, treas.; Robert MacNeal, Curtis Publishing, vice chairman.

ADVERTISING AGENCIES: Ben Gedalecia, Ralph H. Major Jr., Henry J. Payne elected v.p.'s of BBDO; Herminio Traviesas promoted to TV-radio dept. mgr. . . . Stanley Goodman promoted to exec. v.p. & gen. mgr. of Sterling Adv. . . . Marketing Associates, 70 E. 56th St., N. Y., is formed by Jack M. Kayne, Norman Skier, Ernest Socolov . . . Creative Merchandising Co., 535 Fifth Ave., N. Y., specializing in TV packaging & production, is formed by H. Pierson Mapes & Gene Schiess, ex-Hutchins Adv. . . . New name of Franklin Bruck Adv. Corp. is Heineman, Kleinfeld, Shaw & Joseph Inc.—Mort Heineman, pres.; M. J. Kleinfeld, chairman; Joseph Shaw & Julius Joseph Jr., v.p.'s.

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TV-radio fellows picked by CBS Foundation in its first grants for year's study at Columbia U are: Ernest F. Andrews Jr., asst. professor of journalism, State U of Iowa & WSUI news director; Wm. B. Crawford, news director, CBS-TV, N. Y.; Wm. Arthur Eames, news director, KBOI-TV & KBOI; Wm. Ray Mofield, director of news & special events, WPAD, Paducah; Joseph L. Morrison, assoc. professor of journalism, U of N. Carolina; John Meredith Patterson, asst. news director, WDBJ-TV & WDBJ, Roanoke; Robert Bruce Taber, news writer, CBS, N. Y.; Avram Robert Westin, director of news & public affairs, CBS, N. Y. Awards, worth about $8000 each for 36-week fellowship year, were open to news & public affairs employes of CBS, affiliate stations, noncommercial TV-radio stations licensed to colleges & universities, teachers of TV-radio news & public affairs in colleges & universities.

American Women in Radio & TV elected these 2-year directors April 28 at 6th annual convention in Chase Park-Plaza Hotel, St. Louis: Jeanne Bacher, radio KGST, Fresno, Cal.; Ruth Goldberg, Assn. of American Soap & Glycerine Producers, N. Y.; Bea Johnson, KMBC-TV & KMBC, Kansas City; Henrietta Kieser, Bozell & Jacobs Inc., Omaha; Martha Rupprecht, CBS, N. Y. Officers headed by pres. Edythe Fern Melrose, WXYZ-TV & WXYZ, Detroit, continue another year.

Horatio Alger Awards, to be presented May 9 at Waldorf-Astoria Hotel, N. Y. by American Schools & Colleges Assn., include these recipients: Westinghouse chairman-pres. Gwilym A. Price; Young TV Corp. pres. Adam Young; Alliance Mfg. Co. pres. John Bentia. Presentations will be made by 2 previous winners: RCA chairman Brig. Gen. David Sarnoff and Dr. Norman Vincent Peale.

Obituary

James M. Mathes, 68, chairman of J. M. Mathes Inc. and early promoter of radio advertising, died April 28 at home in Greenwich, Conn. He started career with N. W. Ayer & Son, helped set up its radio dept., was associated in 1923-29 with National Carbon Co.'s *Eveready Hour*, handled such other early radio accounts as E. R. Squibb & Sons and Shur-On Optical Co., started own agency in N. Y. in 1933. He boasted several radio "firsts," including sponsored drama, sound effects, paid guest stars, original script show. He was a director & member of exec. committee of Canada Dry Ginger Ale Inc., which he and P. D. Saylor bought in 1924. Widow, 3 daughters survive.

Leonard H. Hole, 49, director of NBC-TV program development, veteran of 25 years in TV & radio, died April 30 in Regent Hospital, N. Y. after long illness. He was associated with DuMont & CBS before joining NBC-TV as program procurement supervisor & production mgr. in 1950. He became TV-radio production director for NBC in 1952, program development director in 1955. This season he was network's production supervisor for *Perry Como Show* & Ray Bolger's *Washington Square*. Surviving are his widow, a daughter, his mother, a brother.

Telecasting Notes: **Hollywood movies** have grossed some $150,000,000 from TV showing, May 1 *Variety* figures, noting that there's plenty more to come and calling these big-money deals "phenomenal—for these are the theatricals which had been written off on film company books—$1 nominal assets which bounced back in another medium to earn millions" . . . In breakdown of total Hollywood feature film grosses from TV, *Variety* gives these estimates: MGM, about $42,000,000 so far in 44 markets; AAP (Warner Bros. pictures), $20,000,000; C&C TV (RKO), about $25,000,000, including International Latex time-for-films barter deals; Republic, more than $11,000,000; Columbia's Screen Gems, $9,700,000; NTA, $9,500,000; United Artists, $2,800,000 . . . **Cinderella story:** Critics liked NBC-TV's Royal Ballet version of the tale even better than CBS-TV's Rodgers-Hammerstein version. But the word "ballet" still scares away some of mass audience. New Nielsen gives CBS's "Cinderella" total audience rating of 60.6, average audience of 49.1 (No. 1 in both cases). Trendex for this week's ballet on NBC averaged 12.4 vs. 33.4 for *Lucy* occupying part of same period on CBS-TV . . . **If "Cinderella" ballet didn't sell color sets,** nothing will. Those fortunate enough to see the NBC spectacular were treated to color at its very finest. As John Crosby summed up: "'Cinderella' was an enchanting visual experience on color TV . . . conceivably the prettiest thing I have ever seen on it yet. [In] their pastel colors, the dancers floating through what seemed like acres of space, the scenes were like Christmas cards in motion" . . . **NTA Film Network** pointing with pride to 15-city Trendex of first movie ("Suez") in its weekly *Premiere Performance* series; pres. Ely Landau cited average 10.1 for the new show vs. 38.9 for all competitors (including networks) combined . . . **Universal's** pre-1948 backlog TV sale or lease reported imminent—presumably to Sy Weintraub group composed of TV stations (said to include Westinghouse & Storer); Weintraub's Flamingo Films are not involved . . . **Jackie Gleason's** *Honeymooners* 1955-56 filmed 30-min. shows to be syndicated by CBS film div. . . . **Revue Productions** (MCA) boasts firm commitments for $21,000,000 worth of TV film series for next season . . . **Predicts Loew's Inc.** pres. Joseph Vogel: "As much as 95% of TV programming [eventually] will be on film."

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First TV popularity poll of *N. Y. Herald Tribune* readers (Vol. 13:11) included these top choices in 27,000 ballots: Perry Como (NBC-TV), Dinah Shore (NBC-TV), vocalists; Sid Caesar (NBC-TV), Lucille Ball (CBS-TV), comedy; Ed Sullivan (CBS-TV), variety; John Daly (ABC-TV), news; *Playhouse 90* (CBS-TV), drama; *Mickey Mouse Club* (ABC-TV), children's; *Meet the Press* (NBC-TV), forum; *Omnibus* (ABC-TV), educational; *Twenty-One* (NBC-TV), quiz; *What's My Line?* (CBS-TV), panel.

Medical journalism awards for 1956 were presented to CBS Public Affairs & WCBS-TV, N. Y., by Albert & Mary Lasker Foundation May 1 at luncheon in Ambassador Hotel, N. Y. Joint winners of 8th annual Lasker prize, network was cited for "Out of Darkness," 90 min. filmed drama on mental illness first shown March 18, station for "The Wassaic Story," 30-min. documentary on N. Y. state training school for mentally retarded, first shown Oct. 21.

Alfred P. Sloan awards for exceptional public service in highway safety, given at N. Y. dinner this week: WLW, Cincinnati; KSEL, Lubbock, Tex.; WKAR, E. Lansing, Mich.; WWJ-TV, Detroit; WTTW, Chicago; sponsors Esso, Reynolds Tobacco, Sinclair, Montgomery-Stubbs Motors (Silver Spring, Md.), Hardware Mutuals, Hedges Oil. Armed Forces Radio-TV Service received special award for traffic safety work overseas.

Romance between TV & newspapers at last week's American Newspaper Publishers' Assn. in N. Y. is theme of May 1 *Variety* story by TV-radio editor George Rosen which notes end of nearly 10 years of "TV is a dirty word" attitude. He said corridor talk indicated overwhelming acceptance of TV as a major force in communications field and meeting "was marked by a new and wholesome approach to the whole problem of rival media—as though at long last recongition had come that TV, whatever the virtues of its electronic journalism razzmatazz, is here to stay and the publishers have learned to live with it." Rosen also called attention to the "underlying awareness . . . of TV's unique role today as the No. 1 circulation builder for America's newspapers—both daily and Sunday."

Religious broadcasters can defeat themselves by ignoring requirements of competitive programming, Sig Mickelson, CBS v.p. in charge of news & public affairs, and Edward Stanley, NBC mgr. of public service programs, warned World Conference on Christian Radio-TV this week in Frankfurt, Germany. Mickelson said churches "will often propose and strenuously support programming policies which if followed very far would destroy that large audience which is now available to them." Stanley reminded Conference that TV has no "captive audience," unlike congregation at worship.

Movie vs. parody copyright case involving "Gaslight" feature, owned by Loew's Inc., and TV-radio "Autolight" version, written for Jack Benny, will be decided by Supreme Court. It agreed April 29 to hear Benny's appeal from Circuit Court ruling for Loew's that burlesque of copyrighted work is no different from any other infringement. Comedian, sponsor American Tobacco Co. and CBS argued that decision "will have a stifling effect on parody & burlesque [and] authors of parodies [will] have no alternative but to abandon their art."

Advertisers spent $46,806,000 on ID's during 1956—amounting to 11.8% of total of $397,606,000 spent in spot TV during year, TvB announced this week in releasing list of the 155 companies which spent $50,000 or more on ID's last year (available on request from TvB, 444 Madison Ave., N. Y. 22).

TV producer Jack Denove has filed $2,115,000 suit in Los Angeles Superior Court against Sol Lesser, Norman Freeman and Sol Lesser Productions, charging they defrauded him out of producer's fee and participation interest in upcoming *Tarzan* TV film series and asking appointment of a receiver to take over the films.

"Art for Radio" prizewinning painting in 1956 competition sponsored by Radio Advertising Bureau was presented this week as gift to John W. Kluge in Washington office by executives of his radio stations. Presentation of painting, "The Oracle" by abstract artist Ernest R. Smith, marked Kluge's 10th anniversary in radio.

Viewing rate continues to hit new highs, TvB reports, citing Nielsen data showing average advertisers in first 3 months reaching 20% more homes in evening, 9% more in daytime, compared with first quarter 1956. Compared with 1955, current rate is up 41% for evening shows, 28% for daytime.

Rating note: Sunday night services in Rev. G. Westerdale Bowker's church at Steventon, England, will be conducted in afternoon instead—because pews have been emptied since ITA began showing *I Love Lucy*. Minister doesn't own TV set, hasn't seen show.

TV-radio summer school at Stanford U opens 8-week sessions June 24 at Stanford, Cal., enrollment limited to 50. Cooperating in classes, including new course in educational TV, are KQED, KPIX & radio KNBC, San Francisco.

Network Accounts: Long-rumored big Ford-network deal shaped up this week into $5,500,000 package wrapped up by CBS Radio thru J. Walter Thompson. On verge of final signatures at week's end, deal runs 52 weeks, includes Arthur Godfrey, Bing Crosby, Rosemary Clooney, Edward R. Murrow. Ford also is buying alt. sponsorship of *Crisis* on NBC-TV starting Sept. 9, Mon. 10-11 p.m., also thru J. Walter Thompson . . . Sylvania cancelling *The Buccaneers* on CBS-TV Sat. 7:30-8 p.m. at end of summer, substituting new situation comedy, *The Real McCoys* starring Walter Brennan, on ABC-TV starting Oct. 3, Thu. 8:30-9 p.m., thru J. Walter Thompson . . . Whitehall Pharmacal & Helene Curtis buy alt. sponsorship of summer drama *S. R. O. Playhouse* series on CBS-TV starting May 11, Sat. 9:30-10 p.m., former thru Ted Bates, latter thru Earle Ludgin; premiere stars Keenan Wynn in "Two-Bit Gangster" . . . Revlon to sponsor singer Guy Mitchell in new variety show on ABC-TV starting Sept. 21, Sat. 10-10:30 p.m., thru Emil Mogul . . . Bulova buys one-third sponsorship (with Greyhound & Drackett Co.) of *Steve Allen Show* on NBC-TV May 19 & June 2, Sun. 8-9 p.m. . . . Gold Seal Glass Wax & Sheaffer Pen sponsor *I Love Lucy* reruns on CBS-TV Wed. 7:30-8 p.m. . . . Proctor & Gamble planning to reduce sponsorship of 30-min. daytime *Edge of Night* and *As the World Turns* on CBS-TV by half; too many of own products crowding each other competitively on same shows . . . Mennen buying *O. S. S.* on ABC-TV next fall, Thu. 9:30-10 p.m., thru McCann-Erickson . . . Kellogg joins Pillsbury for alt. sponsorship of *The Big Record* on CBS-TV starting in fall, Wed. 8-9 p.m. . . . General Mills replaces B. F. Goodrich as sponsor (with Carnation) of *Burns & Allen* on CBS-TV in fall, Mon. 8-8:30 p.m., thru Knox Reeves, Minneapolis . . . Lever Bros. drops plans for sponsorship of *Slezak & Son* on CBS-TV in fall, Tue. 8:30-9 p.m. . . . Purex buys alt. sponsorship of *Perry Mason*, starring Raymond Burr in Erle Stanley Gardner detective stories, on CBS-TV starting in fall, Sat. 7:30-8:30 p.m., thru E. H. Weiss . . . American Dairy Assn. & Knomark (Esquire shoe polish) buy one-third alt. sponsorship of *The Perry Como Show* on NBC-TV starting in Sept., Sat. 8-9 p.m., former thru Campbell-Mithum, latter thru Emil Mogul . . . Chesebrough-Pond's may join Lever Bros. as alt. sponsor of *Life of Riley* on NBC-TV Fri. 8-8:30 p.m. . . . Prudential Insurance sponsors return of *You Are There* on CBS-TV starting May 12, Sun. 6:30-7 p.m., thru Reach, McClinton . . . Buick buys alt. sponsorship of *Tales of Wells Fargo* on NBC-TV starting Sept. 9, Mon. 8:30-9 p.m., thru Kudner . . . Timex buys 6 Bob Hope 60-min. variety shows on NBC-TV next season, starting date & time period undetermined, thru Peck . . . American Tobacco Co. agrees to renew same time for *Your Hit Parade* on NBC-TV Sat. 10:30-11 p.m. after trying for different period . . . National Assn. of Insurance Agents to sponsor $2,000,000 partic. campaign, including network TV . . . American Petroleum Institute to sponsor TV programs in 1959 celebrating 100th anniversary of start of U. S. oil industry, thru BBDO.

Rate increases: KSTP-TV, St. Paul, May 1 raised base hour from $1550 to $1650, min. $320 to $360. KCOP, Los Angeles, May 1 raised hour from $1250 to $1350, min. $250 to $350. WJAR-TV, Providence, May 1 raised hour from $1200 to $1300, min. $240 to $310. WTVJ, Miami, added Class AAA hour (8-10 p.m. daily) at $1100, 20 sec. at $280, Class AA hour remaining $1000. WCIA, Champaign, Ill. May 15 raises hour from $800 to $900, 20 sec. $160 to $190. KBET-TV, Sacramento, April 1 raised hour from $700 to $850, min. $175 to $200. KARD-TV, Wichita, April 1 raised hour from $550 to $650, min. $125 to $150. WCTV, Thomasville-Tallahassee, April 1 added Class AA hour (8-10 p.m. daily) at $300, min. $80, Class A hour going from $250 to $275. KSIX-TV, Corpus Christi, May 1 added Class AA hour (7-9:30 p.m. daily) at $300, min. $75, Class A hour remaining $250. KCSJ-TV, Pueblo, July 1 adds Class AA hour (6-10 p.m. Mon.-Sat., 5-10 p.m. Sun.) at $225, Class A hour going from $155 to $135.

There's no "hard shell" consumer resistance to "volume, vigor & velocity" of advertising, Grey Adv. maintains in May *Grey Matter*. To the contrary, it's become "way of life" and public "wants to be exposed to advertising probably as eagerly as advertisers want to provide the exposure," even though it comes "at him every minute of his waking day." Only thing is, it "must exude credence & confidence" and "need for great advertising has never been greater."

Success story of *TV Guide*, now running 5,300,000 circulation just 4 years after Triangle Publications turned it into national publication—and guaranteeing 6,300,000 by fall of 1958—is outlined in "Corporate Close-Up" of pres. Walter H. Annenberg in April 19 *Sales Management Magazine*. He says 1957 advertising gross should double last year's $3,750,000—which was 84.5% gain over 1955—and he "wouldn't be surprised" if *TV Guide* becomes biggest Triangle operation by 1965.

New Nielsen brochures on TV-radio markets include graphs showing size of audience, viewing-listening patterns, network & local potentials.

Color TV is 4th choice on buying list of 1000 N. Y. men & women asked by Pulse: "If you were unexpectedly given $1000 to spend on other than necessities, what would you spend it for?" Survey published by April 22 *Television Age* shows these answers: Vacation, 405; payment on new car, 221; clothing, 133; color TV, 116; washing machine, 92; hi-fi, 73; air conditioner, 58. Most in poll (55.7%) thought price would be main reason for not buying color TV now, but more than half hadn't seen it. Of 424 who had, 174 were "satisfied" with quality, 295 "did not like it." If & when they buy, most thought they'd want 21-in. set at $250-$350.

Merger of WGR Corp. with Transcontinent TV Corp. has been approved by both firms, according to Transcontinent pres. David C. Moore and WGR Corp. pres. George F. Goodyear. Ownership of WGR Corp., operator of WGR-TV, Buffalo (Ch. 2) & WGR, interlocks with Transcontinent, which owns 100% of WROC-TV, Rochester, N. Y. (Ch. 5) and 50% of WSVA-TV, Harrisonburg, Va. (Ch. 3) & WSVA.

Annual license fee for British TV sets will be increased to £4 ($11.20) from £3 ($8.40) Aug. 1, covering homes with both TV & radio receivers. Fee for owners of radios only will remain at £1 ($2.80). None of the extra revenue will go to BBC, which is supported by proceeds of licenses, but will be used instead to offset changes in entertainment taxes. "Purchase tax" on TV sets remains at 30%, despite pleas from industry for reduction.

TV coverage of Fla. House of Representatives was authorized April 30 by legislature's rules committee which empowered chairman to halt TV crews if they interfere with floor proceedings and voted down proposal to restrict them to gallery.

British Marconi TV equipment has been ordered by Danish Post & Telegraphs Dept. for new stations at Aalborg, Vestjylland & Naestved. Equipment includes 4-kw vision, 1-kw sound transmitters. Denmark has 3 operating stations.

KCRG-TV, Cedar Rapids, April 1 changed to Weed from Blair TV Assoc.

Television Digest with Electronics Reports
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
May 4, 1957

INDUSTRY EVALUATES TRANSPARENT CRT POTENTIAL: That new transparent-face picture tube invented by Naval Research Lab physicist Dr. Charles Feldman (Vol. 13:17) is getting the close attention of tube and equipment makers. We saw tube demonstrated this week and talked to top research and engineering people of leading tube and set makers to get their evaluation of its significance. The near-unanimous consensus:

New phosphor application principle may well represent a major breakthrough, and it probably will have important applications soon in military instrumentation where cost and mass-producibility are not overriding objectives.

As for future TV applications, nobody is pooh-poohing the principle -- for the relatively far future. But, like most inventions in TV field, the new process immediately raises these questions in minds of TV engineers: (1) Is it capable of being practically and inexpensively mass-produced? (2) How many other new inventions will be required to adapt new principle to TV?

For use in color tube, new transparent phosphor system would require plenty of new companion inventions and developments, since it involves a new method of exciting different color phosphors -- by varying deflection voltage -- a method often proposed but never possible until transparent phosphor was developed.

Production costs, etc. are still unknown. But at present, most of the transparent phosphors developed by Feldman must be applied under such intense heat that a special, more expensive, glass must be used for screen.

In black-&-white, Feldman tube can be used interchangeably with conventional tube -- and could result in tremendous increase in contrast, far better viewability in bright light, with possible advantages for use in battery-operated transistorized portable sets, since adequate contrast level can be maintained with far lower beam current than in conventional tube.

Method of applying transparent phosphor has been sought in tube industry for many years -- with GE particularly active in field. Naval Research Lab attempted the project in connection with its aircraft instrument reduction program. Phosphor is designed for use with developmental Kaiser flat (2-4 in. thick) tube, which in turn is designed to be mounted on aircraft windshield so pilots may see instrument data on screen and at same time look right through CR tube into the wild blue yonder.

* * * *

Dr. Feldman, the 33-year-old govt. scientist who owns all commercial rights to new principle, arranged demonstration for us this week at NRL. The experimental models he showed us -- both color and monochrome -- were 5-in. oscilloscope tubes, though Liberty Mirror div. of Libby-Owens-Ford is currently making 19-in. version for developmental use with Kaiser flat tube (RCA also has ordered sample screens from Liberty Mirror).

Monochrome sample was mounted alongside conventional-phosphor tube of same size, fed same signal. With an off-the-air TV picture on tubes in normal artificial room light, difference between images wasn't significant. However, with the lights turned up brightly, Feldman tube retained sharp contrast while conventional tube picture washed out. With sine wave on tube instead of picture, image was plainly visible even with photoflood lamp held couple inches from faceplate and shining almost directly into tube -- while image on conventional tube was completely lost. Under normal lighting conditions, picture on Feldman tube was far sharper than on conventional tube, though not actually brighter.

Faceplate is truly transparent, which is why contrast is so great -- the room light being lost in blackened interior of tube instead of being reflected by faceplate. With no picture on tube, gun can be seen plainly from tube face.

We viewed 2-color version of tube, too -- which had 2 layers of transparent phosphor -- yellow (2 microns thick) and blue (.2 microns). Color could be shifted

from yellow to deep blue, including all blends and hues in between. We were also shown various developmental red & green phosphors -- but not white. The monochrome pictures we saw were displayed on tubes with green trace.

Feldman maintains his phosphors are longer lasting, can stand higher beam current. Method of application of phosphor to glass is somewhat similar to aluminization of present tubes or coating of optical lenses -- employing vacuum deposition process followed by high-temperature baking in vacuum or gas.

Among companies sending top engineers and scientists to watch demonstrations have been RCA, Sylvania, Philco, DuMont, Westinghouse, GE, Litton Industries.

Transistor TV: Fully transistorized sets in 2 years, transistorized portables somewhat later, were envisioned by Sylvania engineers W.F. Palmer & George Schiess in paper delivered before AIEE meeting in Pittsfield, Mass. this week. Noting that transistors are now available for many TV sockets, they said balance should be ready in 2 years. Scheiss acknowledged that sets would cost more initially but said there would also be such advantages as longer life of transistors, perhaps simpler circuits. And he noted such developments hold possibility of "true portables" (Vol. 13:12) because of lower power requirements. During Phoenix press conference this week, Motorola pres. Robert W. Galvin also foresaw possibility of transistorized portables in 3-4 years.

Production: TV output was 81,408 week ended April 26, compared with 78,269 preceding week and 138,256 in corresponding week one year ago. It was year's 17th week and brought TV production for year to date to about 1,831,000, compared with 2,394,264 in same period of 1956. Also this week, RETMA placed official first quarter production at 1,474,729 compared with 1,844,632 in first quarter year ago. March production was 559,842 (62,815 uhf), compared with 464,697 (68,219) in Feb., 450,190 (67,079) in Jan. and 680,003 (82,805) in March 1956. Radio production was 275,067 (96,517 auto) week ended April 26, compared with 266,707 (94,406) preceding week and 269,544 (74,333) in corresponding week year ago. Radio output for 17 weeks totaled about 5,072,000 (2,022,000) vs. 4,525,225 (1,734,784) in same 1956 period. First quarter production was placed at 3,959,367 compared with 3,532,243 in similar period last year. March production totaled 1,609,073 (597,532 auto) compared with 1,264,765 (522,859) in Feb., 1,085,529 (521,624) in Jan. & 1,360,113 in March 1956.

Retail Sales: TV set sales at retail for the first quarter were 1,682,911, says RETMA, down slightly from 1,689,178 sold in 1956 similar period. For March alone, sales amounted to 534,115 compared with 544,411 in March 1957. Radio sales at retail, excluding auto sets, totaled 1,818,976 compared with 1,513,722 sold in 1956 first quarter. Sales in March amounted to 730,584 vs. 527,649 in March 1956.

"Spot wobble" technique of eliminating picture lines, much discussed in England, is getting new attention at Westinghouse, engineer Francis T. Thompson told SMPTE convention in Washington this week. "This so-called 'spot wobble' actually dates back several years," he said, "but heretofore the methods for accomplishing it have involved considerable equipment and have not been entirely satisfactory. The system we have devised eliminates the problems by taking advantage of the 'split grid' structure inside the TV picture tube itself. The split focusing grid still serves its regular function of sharply concentrating the electron beam on the screen, but at the same time allows us to apply a fluctuating voltage which wobbles the beam up and down about 15,000,000 times per second. The 'wobbling' voltage is supplied by a single electronic tube fitted to a socket into which the TV picture tube is plugged." He added that Westinghouse's work hasn't reached commercial stage.

Sonora Radio assets were sold at Internal Revenue Service auction to 2 Chicago buyers—Business Assets Corp. paying $165,000 for equipment & trade name rights, etc.; Goldblatt Bros. giving $112,000 for finished products. Govt. has $556,000 tax lien against Sonora which is in Chapter XI proceedings (Vol. 13:14).

Picture tube sales by manufacturers totaled 2,322,306, valued at $41,577,018, compared with 2,638,503 tubes worth $49,867,451 in first quarter year ago. RETMA reports sales in March of 833,088 worth $14,847,798, compared with 728,363 valued at $13,134,778 in Feb. Receiving tube sales for the quarter were 125,041,000 worth $104,808,000 vs. 120,420,000 valued at $96,919,000 in similar 1956 period. March receiving tube sales amounted to 43,010,000 ($37,007,000) vs. 44,460,000 ($36,631,000) in February.

Transistor sales in first quarter totaled 5,125,300, valued at $14,612,000, more than 2.7 times last year's first quarter volume of 1,898,000 worth $5,688,000. For March, RETMA figures show sales of 1,904,000 valued at $5,321,000 compared with 1,785,300 at $5,172,000 in Feb.

Ways of improving relations between corporations and their engineers, as outlined at San Diego IRE meeting by Packard-Bell pres. Robert S. Bell: (1) profit sharing; (2) corporate compactness; (3) small work groups for quick recognition; (4) promotions from ranks; (5) delegation of authority and responsibility; (6) stressing civic and professional society activities; (7) insistence on personal responsibility and loyalty to company and supervisor.

Trade Personals: James H. Jewell, Westinghouse sales v.p., named v.p.-marketing; John F. Myers, v.p., appointed gen. mgr. of subsidiary, Westinghouse Electric Supply Co., replacing Victor D. Kniss, resigned . . . Nicholas Maltz elected pres. of Webcor, moving up from exec. v.p., to succeed Titus Haffa who continues as chairman . . . Francis W. Crotty promoted to Zenith v.p. for patents . . . Gwilym A. Price, Westinghouse chairman-pres., speaks at Bucknell U commencement June 10 . . . W. H. Sahloff, v.p. of GE housewares & radio div., elected v.p. & exec. committee member of National Housewares Mfg. Assn. . . . Donald C. Power, General Telephone pres., and Robert E. Lewis, Sylvania v.p. & pres. of Argus Cameras div., elected Sylvania directors . . . Stanley Rendell promoted to Hallicrafters works mgr.; Frederick Trowbridge, quality control director, adds duties of director of service operations . . . E. N. Rauland, pres. of Rauland Corp., elected a director of parent Zenith . . . Robert M. Jones, Philco director of industrial relations for areas outside Philadelphia, promoted to public relations director, succeeding Wm. Wight, resigned; Joseph D. Lydon promoted to sales development director; Wm. T. Quillen Jr. becomes sales training mgr. . . . Robert H. Dolbear, ex-DuMont Labs, named sales mgr. of industrial & military products of GE's CR tube dept. . . . John A. Witherell promoted to Motorola national sales training mgr., Charles Blezer to field sales training mgr. . . . Edwin Whittaker, Canadian Admiral v.p.-gen. sales mgr., elected to board, succeeding Wm. M. Hummel, ex-v.p.-treas. . . . Wm. Connor, ex-Ferres Adv., named adv. mgr. of Canadian Westinghouse; he succeeds K. J. Farthing who becomes public relations mgr. in place of Clifford Hale, resigned to open publicity firm . . . J. W. Farrow, ex-Stromberg-Carlson, named Ampex Audio marketing director . . . Peter L. Leeb resigns as Sylvania northern Cal. sales mgr. for TV-radio-phonos . . . Arnold Platt, ex-Roto-Broil, named Pilot adv.-sales promotion mgr., succeeding Marvin Haas, now Lily-Tulip Cup adv. mgr.

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Excise tax of 10% on TV-radio-phonos is left unchanged—probably for this session—as House Ways & Means Committee approved draft of excise tax revision bill (HR-7125). Measure puts wire & tape recorders and record players under same 10% tax for first time despite protests from RETMA, Phonograph Mfrs. Assn. and the industry generally (Vol. 12:11,19-21). Committee must now write report sending bill to House; Senate Finance Committee, then Senate would have to act favorably before measure goes to President. Congress sources doubt final action on bill this year.

Funds for foreign trade statistics were endorsed by RETMA international dept. director Ray C. Ellis of Raytheon in letter to Senate Appropriations subcommittee, asking restoration of $120,000 cut by House from Census Bureau budget request. Same committee is scheduled to hear testimony May 9 from RETMA exec. v.p. James D. Secrest in effort to get Senate restoration of $3,650,000 House cut for 35 industry divisions of Commerce Dept.'s Business & Defense Services Administration (Vol. 13:15).

Increased cabinet demand has resulted in recall of furloughed employes at Philco's Watsontown, Pa. plant and provided some new jobs. Spokesman pegged upswing to growing hi-fi and portable phono cabinet uses plus prospects of good TV volume.

Use of 110-degree tubes in Motorola 1958 line was disclosed by pres. Robert W. Galvin at news conference this week in Phoenix in conjunction with opening of $3,000,000 military electronics plant.

Hotpoint introduces two 14-in. portables (108 sq. in., 24 lb.) and two 17-in. (154 sq. in., 30 lb.), both with 110-degree tubes (Vol. 13:15).

DISTRIBUTOR NOTES: Sylvania appoints Modern Distributing Co., ex-Crosley & Bendix, replacing Cincinnati Appliance Wholesalers . . . **Delmonico Distributors of N. Y.** elects Philip P. Geth pres. . . . **Kuba Import Co. Ltd.,** Washington (German hi-fi) appoints as exec. v.p. & gen. sales mgr. Martin L. Scher, ex-Delmonico International; he'll headquarter in N. Y. . . . **DuMont Illinois** (Chicago) promotes John J. Frawley to gen. mgr., succeeding John A. Chichester; Norwin J. Eisenman promoted to midwest sales mgr. . . . D. A. Sjolseth, ex-Philco Distributors, Los Angeles, named western sales mgr. for Easy Laundry appliances.

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Salute to National Radio Week, May 5-11, by RETMA pres. W. R. G. Baker calls attention to the "nearly 150,000,000 radio sets in the United States—far exceeding the number of radios in any other nation on earth" and set production running 10% ahead of last year. Observance also is sponsored by NARDA, NARTB & RAB—and RETMA of Canada is supporting similar efforts. RAB pres. Kevin B. Sweeney adds endorsement with speeches May 6 in Hollywood, Cal., following day in Washington; NARTB pres. Harold E. Fellows on ABC radio May 10, 1:15-1:30 p.m.; ABC Radio pres. Robert Eastman on May 8, 9-9:25 p.m.

Semiconductors Ltd. has been formed by Philco and Plessey Co., United Kingdom's largest electronics component maker, to produce transistors and other semiconductors in England. Licensed under Philco patents, it will use Philco equipment to mass produce transistors, production to start in early 1958. Firm is to have 500,000 shares of stock, Plessey holding 51%, Philco 49%.

Muntz ads for Westinghouse laundry equipment brought storm of protests this week from Baltimore dealers against combining Westinghouse name with "Factory Sales," name of Muntz dealer. Similar set-up is in works for Washington where spokesman says Westinghouse washers already are on display at Muntz subsidiary, Julnor Inc.

Hi-fi sound system for motels is offered by Stromberg-Carlson under leasing plan which includes system, installation, service. Basic unit can be tailored to fit needs such as hi-fi radio or recorded music in every room, alarm system, 2-way communication, maid-locating service, etc.

DuMont Labs advertising account goes from Campbell-Ewald to Page, Noel, Brown, Inc., to be handled by pres. Elliott Nonas and account exec. John Mazey. Lescarboura Adv. will continue to handle technical & tube divs.

Olympic reports TV unit sales up 14%, hi-fi 335%, in first quarter—compared with similar 1956 period.

New 21-in. combination at $470 is being shipped by Dominion Electrohome Ltd.

RCA southeastern office moves to 1121 Rhodes Haverty Bldg., Atlanta.

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Wm. J. Halligan, Hallicrafters chairman-pres., recently gave formal reception at his Lake Shore Drive home for Dublin Mayor Robert T. Briscoe and his wife, with some 200 prominent Chicagoans as guests. Mr. & Mrs. Halligan had been guests at Briscoe home last summer.

RCA Victor radio-phono div. sets up market development group—under Wm. G. Frick—to step up retail sales and product training. Three area chiefs were named; Edward S. D'Agostino, Boston; Laurance C. Phister, Philadelphia; Wade J. Brightbill, Atlanta.

Obituary

Edward R. Rutledge, 59, Videola Erie sales mgr., ex-Hallicrafters and Stewart-Warner, died May 1 in Brooklyn. Surviving are his widow and son.

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Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755

Special Report
May 4, 1957

Financial Data on Television-Electronics Companies

Statistical Summaries of Reports of Leading Publicly-Owned Companies

Including Major Component Parts Makers and Broadcasters

Compiled as of May 1, 1957 for *Television Digest* by

Greenebaum & Associates, Financial Consultants in Electronics,
135 So. LaSalle St., Chicago 3, Ill., Financial 6-2137

NYSE—New York Stock Exchange ASE—American Stock Exchange Midwest—Midwest Stock Exchange
Pacific—Pacific Coast Stock Exchange

ADMIRAL CORP. (NYSE)
Capitalization
Debt: $12,500,000
Common: $1 par, 2,362,096 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$230,397,662	$37,775,281	$18,767,554	$7.95	$1.00	$ 67,960,665	39¼ - 17¼
1951	185,925,058	18,725,621	9,586,833	4.06	.88	68,756,734	29⅜ - 20¼
1952	190,724,326	18,942,133	8,711,133	3.69	.83	87,530,549	32¾ - 24¾
1953	250,931,605	21,340,965	8,213,165	3.48	1.00+20% stk.	107,642,418	32¾ - 18⅝
1954	219,565,089	15,581,974	6,547,974	2.77	1.00	109,126,766	29⅛ - 18¼
1955	202,361,797	5,752,144	2,282,144	.97	1.00	104,823,433	30¼ - 20¼
1956	182,046,168	2,002,915	1,037,274	.44	1.00	103,296,571	22⅛ - 12⅝
1957	.....	.....	.....	....	none	.....	14⅞ - 10¾

AEROVOX CORP. (Unlisted)
Capitalization
Debt: $4,076,452
Common: $1 par, 868,720 shares

1950	$23,751,172	$3,428,572	$1,749,418	$2.51	$ .30	$11,682,140	12¼ - 4⅛
1951	22,574,370	1,610,182	779,353	1.11	.60	12,640,361	10½ - 6½
1952	22,460,917	1,987,215	940,440	1.35	.60	12,633,317	10⅝ - 6½
1953	27,064,814	2,185,824	1,074,582	1.54	.60	14,314,803	12¾ - 9
1954	28,016,539	1,520,120	860,828	1.04	.45	15,266,982	12 - 8⅞
1955	25,480,214	994,003	480,956	.55	5% stk.	15,896,999	13⅞ - 8
1956	25,095,656	1,633,693(d)	909,893(d)	1.05(d)	none	15,379,924	8¾ - 4
1957 (3 mo.)	5,629,000	226,365	201,000	.23	none	.....	6 - 4

(d) Deficit.

AIRBORNE INSTRUMENT LABORATORY, INC. (Unlisted)
Capitalization
Mortgage: $300,000
Common: $1 par, 199,322 shares

1950	$ 3,764,000	$ 181,000	$ 96,000	$ .51	none	N.A.	.....
1951	3,264,000	122,000	76,000	.40	none	N.A.	.....
1952	4,641,000	25,000	19,000	.10	none	N.A.	.....
1953	6,614,208	151,000	77,313	.41	none	N.A.	.....
1954	10,387,400	550,226	270,226	1.44	none	$4,251,502	.....
1955	9,255,950	1,143,265	568,265	2.87	5% stock	3,696,000	.....
1956	10,478,535	619,925	306,925	1.54	none	4,898,440	49 - 29½
1957	.....	.....	.....	....	none	.....	39½ - 33

N.A. Not available.

AIRCRAFT RADIO CORP. (Unlisted)
Capitalization
Note: $700,000
Common: $1 par, 296,112 shares

1950	$3,360,292	$ 596,214	$ 296,414	$1.06	$ .60	$2,852,417	6¾ - 5
1951	7,444,324	1,731,828	348,856	1.25	.70	6,364,882	9 - 6⅛
1952	8,995,835	1,464,897	389,897	1.39	.75	6,094,349	8¾ - 7¾
1953	9,424,869	1,590,611	390,611	1.40	.75	6,510,587	10 - 8
1954	8,460,347	1,551,127	576,127	2.05	1.05	5,507,435	17 - 7¼
1955	7,479,731	888,994	434,994	1.49	.90	6,176,995	21 - 12½
1956	8,685,054	1,181,784	581,784	1.96	.90	8,847,272	19 - 12
1957 (3 mo.)	2,559,562	.....	187,617	.63	.20	.....	22⅞ - 16¼

ALTEC COMPANIES, INC. (Unlisted)
Capitalization
Common: $1 par, 335,000 shares

1950 N.A.							
1951	$6,570,417	$ 808,915	$ 311,881	$1.54	$ .40	N.A.	N.A.
1952	6,188,656	680,401	294,260	.98	.66⅔	N.A.	N.A.
1953	9,472,527	1,310,651	463,451	1.04	.66⅔	N.A.	N.A.
1954	6,222,730	1,161,065	541,325	1.80	.66⅔	N.A.	N.A.
1955	5,529,534	811,669	348,884	1.04	.80	$3,500,343	.....
1956	5,255,852	799,773	419,723	1.25	.80	3,895,235	13 - 10
1957	.....	.....	.....	....	.20	.....	12¾ - 14¼

N.A. Not available.

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Financial Data

AMERICAN BOSCH ARMA CORP. (NYSE)

Capitalization
Debentures: $1,614,000, 3¾s, due Nov. 1964
Preferred: 5% cumulative serial preferred Series A & B, $100 par, 19,875 shares
Common: $2 par, 1,863,629 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$35,643,481	$5,200,242	$2,545,242	$1.88	$1.05	$22,135,487	20 - 10¼
1951	75,898,047	7,894,820	2,607,820	1.91	1.20+20% stk.	45,580,299	17½- 12¾
1952	90,539,243	846,048(d)	509,708(d)	.54(d)	.90+ 2% stk.	48,983,258	15⅜- 10⅝
1953	79,367,771	3,648,439	1,678,439	1.02	none	43,783,734	12¾- 6¼
1954	74,416,211	4,938,370	2,570,370	1.58	4% stk.	39,951,806	15¼- 9
1955	73,805,025	6,533,568	3,383,568	1.86	1.00+ 2% stk.	44,290,499	22¼- 14¼
1956	122,237,735	9,666,357	4,626,357	2.43	1.00+ 5% stk.	54,593,088	23⅞- 16½
1957 (3 mo.)	31,380,571	.....	1,341,615	.70	.25	.....	26¼- 19⅜

(d) Deficit.

AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC. (NYSE)

Capitalization
Debt: $45,636,886
Preferred: 5% cumulative preferred, $20 par, 348,999 shares
Common: $1 par, 4,145,809 shares

1950*	$ 45,879,660	$ 132,605	$ 84,605	$ .05	none	$ 26,491,261	14¼- 7⅞
1951*	58,983,129	741,943	368,943	.22	none	31,025,927	14⅛- 10⅛
1952	167,136,730	13,578,802	6,961,113	1.34	$1.25	141,124,092	21¼- 11½
1953	172,018,661	8,980,587	4,376,626	2.14	1.00	137,754,108	15⅞- 12⅝
1954	188,795,705	9,826,142(a)	4,721,787	1.11(a)	1.00	138,376,649	25¼- 14½
1955	198,350,068	16,011,623(a)	8,218,017(a)	1.89(a)	1.20	138,593,905	33½- 22⅛
1956	206,915,705	15,724,544(a)	7,734,545(a)	1.78(a)	1.30	146,192,447	32½- 21⅞
1957 (3 mo.)	.....	3,677,000	1,743,000	.40	.25	.....	24⅞- 20⅜

Merger of ABC and United Paramount Theatres, Inc. effective Feb. 1953. * 1950 and 1951 figures for ABC only.
(a) Excluding capital gains.

AMERICAN ELECTRONICS, INC. (ASE)

Capitalization
Debentures: $1,090,000 convertible 5s, 1967
Common: $1 par, 647,860 shares

1950	$ 340,000	.....	.....	....	none	.....	.....
1951	1,510,000	.....	.....	....	none	.....	.....
1952	2,518,964	$245,118	$ 62,774	$ .12	none	.....	.....
1953	3,900,300	452,489	180,879	.36	none	.....	.....
1954	6,109,380	583,957	297,783	.59	$ .22½	$3,204,561	15¼- 4
1955	5,935,104	519,013	265,013	.51	.50	4,110,513	17 - 10½
1956	10,379,641	758,109	376,128	.73	.50	7,879,677	13¾- 11
1957	.....	.....	.....	....	.12½	.....	14 - 11

AMERICAN MACHINE & FOUNDRY CO. (NYSE)

Capitalization
Debentures and Notes payable: $67,480,400
Preferred: 3.90% cumulative, $100 par, 65,960 shares
5% cumulative, $100 par, 18,456 shares
Common: $7 par, 3,181,911 shares

1950	$ 27,577,242	$ 3,405,846	$2,015,846	$1.53	$ .80	$ 30,470,533	17¼- 12¾
1951	54,203,434	5,989,962	3,352,962	2.31	.80+2½% stk.	53,855,489	20⅜- 14⅛
1952	105,821,447	8,647,077	4,167,077	2.05	.80+5% stk.	78,872,791	24⅜- 16¾
1953	139,200,765	9,790,611	5,275,611	2.44	1.00+5% stk.	89,541,324	24⅞- 19⅛
1954	126,507,387	7,868,022	4,023,022	1.64	1.00+2½% stk.	105,826,171	28⅜- 21⅜
1955	145,000,977	9,789,016	4,774,016	1.66	1.00+2% stk.	132,788,863	35⅞- 23¼
1956	198,057,542	18,976,676	8,975,676	3.03	1.05+4% stk.	182,549,484	40¾- 24¼
1957 (3 mo.)	59,000,000	.....	3,490,000	1.06	.30	.....	38⅞- 31⅝

AMERICAN TELEPHONE AND TELEGRAPH CO. (NYSE)

Capitalization
Debt: $4,617,986,400
Subsidiary preferred: $17,904,300
Common: $100 par, 63,032,000 shares

1950	$3,261,528,032	$ 587,720,864	$346,962,051	$12.12	$9.00	$11,575,966,607	161¾-146¼
1951	3,639,462,365	704,221,388	364,874,176	11.00	9.00	12,774,216,000	161⅛-150
1952	4,039,644,218	798,087,900	406,661,306	10.43	9.00	13,997,345,000	161⅜-150⅞
1953	4,416,729,614	937,599,573	478,512,265	11.32	9.00	15,434,549,000	161¼-152⅛
1954	4,784,500,427	1,058,836,919	549,931,223	11.42	9.00	16,515,526,000	178¼-156
1955	5,297,043,174	1,291,183,107	664,243,416	12.27	9.00	14,479,641,983	187⅜-172¾
1956	5,825,297,685	1,451,160,747	755,933,854	12.02	9.00	16,206,571,233	187⅛-165
1957 (3 mo.)	.....	180,100,000	165,990,000	2.63	4.50	.....	179⅞-170½

AMP, INCORPORATED (Unlisted)

Capitalization:
Notes: $1,300,000, 4½% Promissory Note due 1969
Common: $1 par, 1,939,900 shares

1950	$ 5,480,538	$1,342,201	$ 590,201	$ .31	none	.....	.....
1951	10,188,612	1,776,868	458,868	.23	none	.....	.....
1952	11,545,957	1,509,646	342,646	.17	none	.....	.....
1953	15,312,235	1,644,021	409,561	.21	none	.....	.....
1954	16,040,373	2,102,032	902,032	.46	none	.....	.....
1955	21,647,301	3,709,128	1,605,588	.83	none	$12,108,805	.....
1956	32,299,301	6,587,742	3,227,742	1.66	none	15,411,029	19½- 16¼
1957	.....	.....	.....	....	$ .12½	.....	29¾- 17

AMPEX CORPORATION (Unlisted)
Year ending April 30

Capitalization
Debenture: $1,400,000 convertible subordinated 4½s, due 1969
Common: 50 cents par, 721,754 shares

1950	$ 387,514	.....	$ 60,601(d)	$ .25(d)	none	.....	.....
1951	968,472	$ 129,931	114,931	.48	none	.....	.....
1952	2,301,707	167,823	76,823	.32	none	.....	.....
1953	3,548,593	202,020	88,520	.37	none	$2,156,234	.....
1954	5,418,373	70,191	25,691	.06	none	3,769,231	.....
1955	8,163,663	762,622	365,736	.69	none	4,749,525	20 - 14¼
1956	10,196,967	607,275	311,275	.58	none	6,301,532	43 - 17
1957 (6 mo.)	5,717,000	59,000	29,000	.04	none	.....	42 - 29½

(d) Deficit.

AMPHENOL ELECTRONICS CORP. (Unlisted)

Capitalization
Debt: $1,400,000, 4½% notes, due 1967
Common: $1 par, 500,560 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$12,944,833	$2,020,833	$ 920,833	$2.30	$ .70	$ 7,757,607	10⅜ - 6⅛
1951	25,495,624	3,441,866	941,868	2.35	.80	14,621,200	12¼ - 9
1952	36,406,697	5,687,347	1,279,290	3.19	.90	16,065,195	17⅜ - 10¾
1953	32,023,107	1,963,272	801,223	2.00	1.00	16,637,597	19 - 13
1954	25,584,049	1,269,491	679,491	1.70	.75	15,066,063	15⅛ - 9
1955	23,263,702	1,669,687	952,687	2.38	.57½	13,540,996	19 - 12⅜
1956	27,318,319	2,557,987	1,257,987	2.51	.95	15,705,915	19½ - 15¼
1957	.....	.....	.....	....	.55	.....	24½ - 18¾

ARVIN INDUSTRIES INC. (NYSE)

Capitalization
Debt: $1,000,000
Common: $2.50 par, 896,510 shares

1950	$53,684,138	$6,940,369	$3,605,126	$4.05	$1.67	$23,565,630	30¾ - 18⅛
1951	63,997,212	7,482,755	2,691,063	3.02	2.00	26,578,148	28⅜ - 22¾
1952	64,289,781	5,310,512	2,209,733	2.48	2.00	27,364,995	32¾ - 25⅛
1953	73,395,197	5,311,720	2,255,001	2.53	2.00	27,135,716	32¾ - 25½
1954	53,372,759	4,630,593	2,231,198	2.50	1.60	27,978,690	27 - 21
1955	67,421,583	8,445,322	4,052,091	4.55	1.70	32,033,832	34 - 24
1956	64,612,775	7,875,165	3,784,839	4.22	2.00	32,122,082	31⅜ - 26⅞
1957 (3 mo.)	17,962,721	1,980,005	951,432	1.06	.50	.....	33½ - 28⅛

ASTRON CORP. (Unlisted)

Capitalization
Debt: $139,375
Preferred: 4% cumulative preferred, $10 par, 3,900 shares
Common: 10 cents par, 645,000 shares

1951	$1,461,687	N.A.	$ 33,331	$ .05	(b)	(b)	(b)
1952	2,421,216	N.A.	100,648	.05	(b)	(b)	(b)
1953	3,164,983	N.A.	118,252	.18	(b)	(b)	(b)
1954	3,421,760	$569,231	287,431	.44	(b)	$ 2,076,074	(b)
1955	4,101,170	607,639	296,339	.46	$ .20	2,174,924	5 - 3½
1956	5,128,525	460,519	227,519	.35	.40	2,281,279	4⅝ - 3
1957	.....	.....	.....	...	.05	.....	3½ - 2

N.A. Not available.
(b) Privately owned.

AVCO MANUFACTURING CORP. (CROSLEY) (NYSE)
Year ending Nov. 30

Capitalization
Debt: $26,781,000
Preferred: No par cumulative conv. 132,927 shares
Common: $3 par, 9,066,046 shares

1950	$256,966,971	$28,735,633	$12,635,633	$1.47	$ .50	$222,980,159	9⅛ - 5¾
1951	286,598,113	22,089,214	10,089,214	1.10	.60	186,877,718	8⅝ - 6⅞
1952	326,585,641	21,578,927	11,028,927	1.20	.60	167,434,839	8¼ - 6⅞
1953	414,783,527	5,868,598	3,368,598	.34	.30	143,787,065	8¾ - 4½
1954	375,405,820	7,509,436	3,639,436	.37	.10	200,878,864	7 - 4⅝
1955	299,332,434	2,168,311	758,311	.05	.20	198,417,760	8¼ - 5½
1956	320,556,285	18,112,847(d)	18,112,847(d)	1.84(d)	none	181,728,051	7⅝ - 5
1957 (3 mo.)	83,194,479	3,119,876	3,119,876	.34	none	.....	7 - 5⅞

(d) Deficit.

BECKMAN INSTRUMENTS, INC. (NYSE)
Year ending June 30

Capitalization
Debt: 4½% note, $2,500,000
4% note, $900,000
Common: $1 par, 1,287,227 shares

1950*	$ 5,207,856	$1,431,353	$ 694,853	$ .69	$ .13	.....	(b)
1951*	8,215,712	1,918,190	628,090	.58	none	$ 5,990,000	(b)
1952(a)	5,785,740	1,326,848	326,848	.30	none	7,148,028	17¾ - 10½
1953	16,447,382	1,991,089	756,089	.70	none	10,247,769	17 - 11⅝
1954	18,652,870	2,320,280	920,280	.85	none	12,726,495	27½ - 13¾
1955	21,330,598	2,539,050	1,322,050	1.06	none	16,930,012	29⅜ - 19⅜
1956	29,362,131	3,344,856	1,744,856	1.36	3% stk.	21,859,411	43⅛ - 25⅛
1957 (6 mo.)	17,644,173	1,441,011	708,011	.55	none	.....	42 - 35¼

* 12 months ending Dec. 31. (a) 6 months to June 30. (b) Privately owned.

BELOCK INSTRUMENT CORP. (ASE)
Year ending Oct. 31

Capitalization
Debt: $867,051
Preferred: 6% cumulative, $100 par, 1,870 shares
Common: 50 cents par, 774,457 shares

1950	Incorporated Nov. 14, 1950						
1951(a)	$ 907,308	.....	$196,062(d)	$ .27(d)	none	.....	(e)
1952	3,542,365	.....	78,319	.09	none	.....	(e)
1953	8,154,821	$ 289,371	155,251	.19	none	.....	(e)
1954	10,259,380	745,810	348,375	.45	none	$4,746,583	(e)
1955	14,896,878	1,426,310	679,443	.89	none	7,423,344	27⅞ - 11⅛
1956	13,801,336	977,763	457,403	.58	3% stk.	9,447,002	19⅛ - 12½
1957	.....	.....	.....	....	3% stk.	.....	13⅝ - 9¼

(a) 10 months to Oct. 31. (d) Deficit. (e) Privately owned.

BENDIX AVIATION CORP. (NYSE)
Year ending Sept. 30

Capitalization
Debt: $1,615,000, notes
Common: $5 par, 4,812,844 shares

1950	$219,419,794	$30,599,434	$16,954,116	$4.00	$2.37½	$143,366,391	26¾ - 17¼
1951	340,540,415	32,037,957	11,818,601	2.79	2.25	209,534,918	30 - 23¼
1952	508,701,892	50,660,972	15,295,159	3.61	1.87½	259,320,862	32 - 22⅝
1953	638,244,637	61,758,844	17,352,710	4.10	1.50	328,746,687	34⅛ - 25
1954	607,711,607	61,796,575	25,537,771	5.62	2.00+7% stk.	285,430,724	52¾ - 30
1955	567,249,923	58,717,287	25,888,599	5.66	2.10	278,064,860	59½ - 45
1956	581,418,734	48,348,993	24,278,263	5.04	2.40+5% stk.	321,783,177	64⅜ - 48½
1957 (3 mo.)	161,059,692	12,730,082	6,004,883	1.25	.60	351,414,939	64⅜ - 57½

Financial Data

CLAROSTAT MFG. CO. INC. (ASE)

Capitalization
Common: $1 par, 417,993 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$5,985,241	$772,999	$406,780	$. 99	$ .16	$2,199,374	6⅛ - 2¼
1951	5,914,310	968,763	316,265	.76	.30	2,336,293	6⅝ - 4⅛
1952	5,584,513	506,115	235,282	.56	.30	2,468,194	6¼ - 4½
1953	7,255,606	625,345	247,556	.59	.10	2,452,220	7 - 4⅜
1954	5,682,093	107,823	57,920	.14	.25	2,309,990	7½ - 5⅜
1955	6,415,740	338,315	164,235	.39	none	2,680,205	8 - 4⅛
1956	7,468,492	467,539	227,924	.55	.20	2,565,910	5 - 3⅛
1957	.....	.....	.....	....	.05	.....	5 - 3⅜

COLLINS RADIO CO. (Unlisted)
Year ending July 31

Capitalization
Debt: $5,891,536; convertible subordinated debentures, due 1977, $7,917,000, to be offered stockholders in May 1957
Preferred: 4% Convertible preferred, $50 par, 122,500 shares
Common: $1 par, Class A and B, 1,504,317 shares

1950	$12,613,821	$1,143,877	$ 543,877	$ .36	$ .17	$ 8,523,681	3⅞ - 1
1951	19,330,319	1,098,186	737,683	.48	none	19,125,921	4⅜ - 3
1952	64,130,371	5,834,073	1,685,651	1.04	.17+25% stk.	31,116,050	6¾ - 3⅞
1953	80,028,767	6,686,078	1,953,613	1.20	.17+10% stk.	34,398,396	7⅝ - 5¼
1954	90,300,464	7,385,729	3,390,306	1.77	.17+15% stk	42,794,136	23 - 6⅜
1955	108,164,689	7,194,942	3,474,942	2.32	.35	47,558,771	28½ - 17¾
1956	125,141,055	6,506,001	3,126,001	1.92	.35	59,127,377	32¼ - 21¾
1957 (6 mo)	64,283,279	4,887,035	2,345,035	1.48	none	65,089,656	28½ - 22

COLUMBIA BROADCASTING SYSTEM, INC. (NYSE)

Capitalization
Notes: $48,666,000, Mortgage: $3,886,445
Class A: $2.50 par, 4,215,715 shares
Class B: $2.50 par, 3,435,731 shares

1950	$124,105,408	$ 9,555,329	$ 4,105,329	$ .80	$ .53	$ 53,833,265	13⅜ - 8⅜
1951	192,384,608	13,618,942	6,360,097	.91	.53	101,481,809	11¾ - 5⅝
1952	251,594,490	15,938,724	6,445,506	.92	.53	111,720,900	13⅜ - 11
1953	313,908,771	22,687,288	8,894,642	1.27	.62	136,040,997	16⅞ - 12¾
1954	373,380,139	23,214,645	11,414,645	1.59	.63	169,298,915	29½ - 13⅞
1955	316,572,766	29,897,427	13,397,427	1.83	.77+2% stk.	180,089,502	32 - 22½
1956	354,779,843	35,083,462	16,283,462	2.17	.90+2% stk.	196,097,774	34½ - 22⅝
1957 (3 mo.)	.....	.....	.....	.77	.25	.....	35⅞ - 27¾

CONSOLIDATED ELECTRODYNAMICS CORP. (NYSE)
(Formerly Consolidated Engineering Corp.)

Capitalization
Debt: $5,880,309
Common: 50 cents par, 949,828 shares

1950	$ 2,808,571	$ 654,801	$ 364,604	$ .72	$ .30+15% stk.	.....	13¼ - 9⅛
1951	5,614,550	1,062,591	437,591	.67	.40	$ 5,081,798	14⅝ - 13⅛
1952	8,000,841	1,028,512	501,512	.56	.40	12,201,268	17½ - 10¾
1953	14,074,064	919,906	510,406	.57	.40	11,796,346	15¼ - 10⅝
1954	15,644,520	1,633,363	842,863	.94	.40	13,096,930	31½ - 13½
1955	17,124,429	1,489,912	803,696	.85	.40	15,885,633	31¼ - 20
1956	25,036,689	2,208,263	1,283,263	1.35	.50	23,535,513	37 - 21
1957	.....	.....	.....	....	.10	.....	43¾ - 31¼

CONSOLIDATED ELECTRONICS INDUSTRIES CORP. (NYSE)
Year ending September 30

Capitalization
Debt: $26,000
Common:$1 par, 787,500 shares

1950*	$14,759,568	.....	$ 716,365	$2.45	$.50	.....	13½ - 8¾
1951*	12,432,733	$ 517,208	222,208	.78	.90	$ 4,460,578	11½ - 7⅞
1952*	7,203,564	299,035(d)	299,035(d)	1.06(d)	.15	3,373,604	10½ - 6⅛
1953*	7,581,023	486,953(d)	486,953(d)	1.74(d)	none	3,380,371	9⅞ - 4⅝
1954	6,824,076	202,190(d)	202,190(d)	.72(d)	none	2,913,557	26⅞ - 5
1955	11,018,537	1,755,488	861,989	1.30	none	10,074,593	44⅛ - 23⅞
1956	27,892,951	4,556,597	2,156,597	3.12	none	15,294,178	36½ - 26½
1957 (3 mo.)	8,110,400	1,448,022	692,672	.88	none	14,972,862	35½ - 28¾

* Consolidated Electronics was formerly Reynolds Spring Co. (1950-53). (d) Deficit

COOK ELECTRIC CO. (Unlisted)
Year ending June 30

Capitalization
Debt: $875,000, 4¼% notes.
Common: $5 par, 280,514 shares

1950	$ 4,496,000	$ 332,000	$202,000	$ .72	$ .66	.....	.....
1951	6,390,000	880,000	335,000	1.20	.38	.....	.....
1952	11,396,052	1,647,839	447,839	1.60	.50	$5,419,995	34¼ - 15
1953	12,459,152	1,389,558	427,058	1.52	.38+10% stk.	6,593,552	15 - 14
1954	14,103,369	1,216,664	511,664	1.82	.60+10% stk.	7,292,342	33½ - 30
1955	15,253,052	506,386	251,386	.90	.30+ 3% stk.	7,492,651	34 - 21½
1956	15,218,090	208,101	103,101	.37	.20	7,819,576	29 - 17
1957 (9 mo.)	17,569,614	.....	618,908	2.19	none	10,276,536	29½ - 23

CORNELL-DUBILIER ELECTRIC CORP. (NYSE)
Year ending September 30

Capitalization
Debentures: $3,475,000, 3⅞s 1972
Cumulative Pfd: $5.25 (no par) 10,399 shares
Common: $1 par, 512,390 shares

1950	$ 23,927,117	$ 2,888,524	$ 1,747,524	$3.07	$ .78	$ 13,664,008	14¼ - 8¾
1951	33,082,683	4,986,023	1,649,163	3.06	.83	17,514,482	16⅞ - 10⅞
1952	35,496,041	5,078,616	1,539,831	2.86	1.04	21,581,027	18¾ - 15½
1953	43,630,816	5,578,491	1,666,696	3.12	1.35+10% stk.	23,049,255	26⅝ - 18¼
1954	37,149,778	3,799,640	1,729,640	3.25	1.90	21,456,679	36 - 21½
1955	34,955,172	3,909,002	1,809,002	3.41	2.10	21,769,804	37⅜ - 29
1956	33,107,016	2,375,047	1,085,047	2.01	1.40	20,405,875	40½ - 20
1957 (3 mo.)	8,506,345	.....	279,693	.52	.30	.....	27½ - 21⅝

CRAIG SYSTEMS, INC. (Unlisted)
Year ending July 31

Capitalization
Common: $1 par, 744,380 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	$ 802,207	$ 91,835	$ 56,573	$ .11	none	(c)	(c)
1951(a)	1,952,471	187,197	69,559	.14	none	(c)	(c)
1952(a)	4,192,332	386,402	111,616	.22	none	(c)	(c)
1953(a)	4,591,654	354,323	104,989	.21	none	(c)	(c)
1954(a)	4,887,828	512,081	209,435	.42	none	(c)	(c)
1955(b)	11,506,053	1,431,113	696,913	.95	none	$5,835,985	(c)
1956(d)	9,570,015	975,173	463,673	.64	.40+2% stk	6,511,853	9 - 7
1957 (6 mo.)	6,613,375	781,176	372,276	.50	.10	6,273,314	8¾ - 6⅞

(a) Craig Machine Co. only. (b) Pro-Forma. Year ending Nov.30.
(c) Privately owned until Feb. 7, 1956. (d) Consolidated; includes LeFebure Corp., from Feb. 10, 1956, date of acquisition.

DAYSTROM, INC. (NYSE)
Year ending March 31

Capitalization
Debt: $1,960,000, 3½% installment note, due 1959
Debenture: $8,000,000, convertible, subordinated 4¾s, 1977
Mortgage: $348,000
Common: $10 par, 888,793 shares

1950	$32,763,201	$1,829,136	$1,174,136	$1.88	$1.25	$21,800,160	16½ - 10¾
1951	42,397,508	5,432,331	2,436,331	3.90	1.50	25,487,642	20¼ - 15
1952	38,592,157	1,779,854	770,854	2.03	1.00	38,198,973	16⅝ - 13½
1953	46,155,154	2,946,154	1,405,300	2.25	1.00	45,821,250	16⅛ - 11½
1954	62,472,896	3,106,924	1,458,924	2.33	1.00	44,156,237	23¼ - 11½
1955(a)	73,816,645	3,581,216	1,716,216	2.61	1.35	32,120,760	32½ - 23
1956	63,192,498	3,544,181	1,784,181	2.01	1.20	40,244,242	30⅜ - 22
1957 (9 mo.)	53,765,000	3,157,000	1,838,000	2.07	.30	42,570,242	37½ - 29⅝

(a) Weston Electrical Instrument Corp. merged into Daystrom May 16, 1955

DuMONT BROADCASTING CORP. (Unlisted)

Capitalization
Common: $1 par, 1,259,234 shares. (Stock issued to holders of DuMont Laboratories' common stock on basis of one share for each 2½ held.)

1950	.....	.....	.....	.....	.....	.....	.....
1951	.....	.....	.....	.....	.....	.....	.....
1952	$2,830,742	$834,525(d)	$834,525(d)	$ .88(d)	none	.....	.....
1953	4,534,401	84,433(d)	84,433(d)	.09(d)	none	.....	.....
1954	5,384,053	161,386(d)	161,386(d)	.17(d)	none	$ 2,732,416	.....
1955(a)	2,697,185	222,359(d)	222,359(d)	.24(d)	none	.....	7⅜ - 5⅞
1956(b)	5,355,149	.....	899,593(d)	.95(d)	none	.....	7⅝ - 5
1957 (3 mo.)	1,413,688	.....	73,092(d)	.08(d)	none	16,158,432(c)	10 - 6½

(a) 27 weeks to July 17. (b) 52 weeks to December 29. (c) Pro-forma as of January 26, 1957. (d) Deficit.

DuMONT (ALLEN B.) LABORATORIES, INC. (ASE)
(Officially separated from DuMont Broadcasting Corp. Oct. 10, 1955 and recapitalized at that time.)

Capitalization
Mortgages Payable: $845,185
Preferred: 5% cumulative convertible; $20 par, 122,016 shares
Common: $1 par, 2,361,092 shares

1950	N.A.	N.A.	.....	....	$1.00	.....	27 - 13⅛
1951	N.A.	N.A.	.....	....	.25	.....	19 - 14¼
1952	$73,997,6200	$3,732,428	.....	$ .72	.25	.....	19¾ - 15
1953	72,305,000	3,177,795	$1,544,000	.62	none	.....	17¾ - 8½
1954	71,457,950	1,739,102	870,273	.35	none	$63,251,041	16⅝ - 9⅛
1955	57,826,809	3,674,397(d)	3,674,397(d)	1.56(d)	none	45,103,385	17⅛ - 9⅛*
1956	46,646,878	5,230,441(d)	3,886,734(d)	1.65(d)	none	39,349,410	10 - 4⅜*
1957	10,059,000	353,000(d)	353,000(d)	.20(d)	none	.....	6⅛ - 4⅝*

N.A. Not available. (d) Deficit. * EX DuMont Broadcasting Stock.

DYNAMICS CORP. OF AMERICA (ASE)

Capitalization
Debt: $8,724,000
Preferred: $1 cumulative convertible, $2 par, 400,584 shares
Common: $1 par, 2,651,139 shares

1950	$14,780,757	$1,287,895	$1,287,895	$ .51	none	$13,751,583	7⅛ - 1⅞
1951	20,876,762	1,938,851	1,938,851	.77	none	19,549,402	5¾ - 3¾
1952	35,660,419	4,005,285	2,559,285	1.02	none	24,983,569	6 - 4¼
1953	40,719,686	4,402,468	1,402,468	.54	$ .20+5% stk.	27,089,811	5¾ - 3
1954	36,440,014	3,289,575	1,451,575	.55	.40	28,457,912	8⅜ - 4
1955(a)	41,894,958	4,038,398	2,012,071	.61	.40	29,714,532	9⅞ - 6½
1956 (6 mo.)	22,036,032	.....	947,771	.28	.40	.....	8⅜ - 5⅝
1957	.....	.....	.....	....	.10	.....	7⅝ - 5¾

(a) Reeves-Ely Laboratories merged into Dynamics Corp. Jan. 20, 1956; effective for accounting purposes Dec. 31, 1955

EITEL-McCULLOUGH, INC. (Unlisted)

Capitalization
Common: $1 par, 785,973 shares

1950	$ 7,944,472	$2,408,717	$1,170,925	$1.55	none	.....	.....
1951	7,099,430	748,021	378,680	.50	none	.....	.....
1952	10,137,692	1,531,646	613,094	.81	none	$5,597,669	.....
1953	11,576,674	1,132,166	596,871	.79	none	5,511,877	.....
1954	9,452,689	1,263,099	622,761	.75	$ .18	5,562,560	.....
1955	8 950,179	1,351,810	645,844	.86	none	6,553,905	.....
1956	13,879,779	.....	1,245,488	1.58	.25+5% stk.	.....	35 - 15½
1957	.....	.....	.....	....	none	.....	36½ - 32¼

Financial Data

ELECTRONIC ASSOCIATES, INC. (Unlisted)

Capitalization
Debt: $1,500,000, convertible subordinated debenture 5s, due 1971
$56,580, 5% note, due 1960; $51,870, 5½% note, due 1966
$28,125, mortgage, due 1964
Common: $1 par, 287,784 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 N.A.	.....	.....	.....	....	.....	.....	.....
1951	$ 989,461	N.A.	$ 75,668	$ .78	none	N.A.	N.A.
1952	1,069,849	$ 175,115	96,758	.49	none	$2,684,882	4⅝ - 2½
1953	4,273,726	260,804	130,686	.59	$.10	2,728,241	7½ - 4⅜
1954	4,059,927	498,037	244,558	1.00	.12½	3,676,912	14½ - 5⅝
1955	5,484,287	1,012,548	491,523	1.83	.25	4,480,672	37 - 27
1956	8,816,953	2,018,529	929,811	3.23	.25+5% stk.	8,447,474	66 - 31½
1957 (3 mo.)	1,538,021	408,038	201,358	.70	none	9,320,627	73½ - 54½

N.A. Not available

ELECTRONIC COMMUNICATIONS, INC. (ASE)
(Formerly Air Associates, Inc.)

Capitalization
Notes: $47,322
Preferred: 6% cumulative convertible, $10 par, 61,691 shares
Common: $1 par, 235,933 shares

1950	$ 6,113,201	$ 32,734	18,014	$ .07	$ .10	$ 3,558,563	7 - 3⅞
1951	11,494,502	86,363	83,971	.22½	.30+stk.	7,884,861	9½ - 3¼
1952	16,244,452	112,695	46,695	.03	.40	12,227,422	9⅞ - 5½
1953	19,034,877	141,659	141,659	.44	none	9,555,147	8½ - 6¼
1954	18,233,740	688,311	344,311	1.31	none	8,219,234	13¾ - 7½
1955	12,587,052	84,051	54,051	.07	none	7,898,622	12¾ - 7¾
1956	14,204,675	219,986	95,986	.25	none	9,131,950	13½ - 9
1957	.....	.....	.....	....	none	.....	11⅜ - 8

ELECTRONICS CORPORATION OF AMERICA (ASE)

Capitalization
Debt: $3,900,000 notes
Preferred: $100 par 6% non-cumulative 4,586 shares
Common: $1 par, 707,428 shares

1950	$ 1,536,217	$ 41,379	$ 36,520	$ .05	none	.....	(b)
1951	1,836,768	85,283	36,207	.05	none	.....	(b)
1952	3,627,215	191,342	76,884	.11	none	.....	(b)
1953	4,636,565	349,031	190,906	.27	none	$2,943,858	(b)
1954	5,590,209	375,956	159,899	.19	none	4,749,828	16¼ - 11
1955	11,302,456	876,840	446,840	.59	none	7,487,253	23 - 11½
1956	6,973,306	1,024,152(d)	476,467(d)	.71(d)	none	9,536,045	24¼ - 9⅝
1957	.....	.....	.....	....	none	.....	12⅞ - 9⅞

(b) Privately owned.
(d) Deficit.

EMERSON RADIO & PHONOGRAPH CORP. (NYSE)
Year ending October 31

Capitalization
Debt: $6,925,000
Common: $5 par, 1,953,373 shares

1950	$74,188,297	$11,969,778	$6,514,716	$3.70	$1.10	$27,320,398	18⅜ - 7⅜
1951	55,797,963	6,875,877	3,592,397	1.86	1.00	36,527,980	16⅛ - 12¾
1952	57,664,201	4,651,625	2,262,556	1.17	.70	26,148,595	15¾ - 11½
1953	75,926,546	6,499,485	2,988,432	1.54	.50	38,344,638	14 - 10
1954	80,559,994	3,449,209	1,884,976	.97	.60	40,971,196	15⅛ - 9½
1955	87,383,028	4,770,140	2,468,063	1.28	.60	43,559,520	16⅜ - 11¾
1956	73,882,029	331,748	84,852	.04	.30+1% stk.	44,280,455	13¼ - 5¾
1957 (3 mo.)	.....	.....	196,509	.10	none	.....	6⅞ - 5¾

ERIE RESISTOR CORP. (Unlisted)

Capitalization
Debt: $1,500,000, 4⅝% notes, due 1973.
Preferred: $1.20 convertible $20 par, 62,478 shares to be replaced by 200,000 shares $12.50 par convertible.
Common: $2.50 par, 554,498 shares

1950	$10,490,919	$1,715,272	$826,104	$1.49	(b)	$5,303,827	(b)
1951	9,317,724	660,989	363,292	.62	$ .31¼	4,989,653	6⅜ - 5½
1952	10,750,936	845,476	450,333	.81	.40	5,356,564	7 - 5⅜
1953	12,845,735	1,160,239	595,511	1.01	.40	6,531,130	7¾ - 6¾
1954	14,866,836	700,418	317,767	.44	.40	9,951,069	8½ - 6½
1955	22,358,644	1,771,490	959,433	1.60	.20	11,609,028	8⅞ - 5¼
1956	23,300,749	1,793,147	956,452	1.59	.40	13,261,328	11⅛ - 7¾
1957	.....	.....	.....	....	.20+stk.	.....	11 - 9

(b) Privately owned.

FRIDEN CALCULATING MACHINE COMPANY, INC. (Pacific)

Capitalization
Notes: $2,000,000
Common: $1 par, 1,020,882 shares.

1950	$16,467,239	N.A.	$1,582,152	$2.07	$ .44	N.A.	.....
1951	25,241,464	$5,880,695	1,846,608	2.41	.50	$14,234,704	.....
1952	21,923,873	4,294,249	1,775,916	2.32	.50	14,113,067	.....
1953	23,004,213	3,223,112	1,540,000	2.01	.50	14,744,864	.....
1954	25,616,663	3,773,208	1,850,144	2.42	.50	16,714,680	.....
1955	31,437.755	4,828,659	2,376,982	3.11	.65+2% stk.	19,387,179	35 - 23
1956	50,624,940	7,641,694	3,591,625	3.60	.95	30,481,834	50½ - 34½
1957	.....	.....	.....	....	.25+2½% stk.	.....	51 - 38

N.A. Not available.

GABRIEL CO. (NYSE)

Capitalization
Debt: $408,577, 4¼% 5-year notes, due 1958
Preferred: $5 cumulative pfd. $10, par, 50,963 shares
Common: $1 par, 520,538 shares

1950	$12,670,521	$1,591,672	$824,272	$2.20	$ .55+10% stk.	$ 6,331.749	8⅝ - 7⅜
1951	15,795,488	1,009,112	591,992	1.07	.45	10,382,992	9⅛ - 7⅜
1952	17,888,893	21,127	13,927	.04(d)	.50	11,165,324	8 - 6
1953	21,976,182	376,642	214,642	.35	none	9,974,912	7⅛ - 4½
1954	18,310,269	51,291(d)	23,891	.11(d)	.30	8,486,682	7⅜ - 4¾
1955	15,295,612	531,923	262,923	.45	.15	8,808,983	9⅝ - 5⅝
1956	19,209,638	793,203	378,203	.68	.60	10,186,071	9⅛ - 6⅜
1957 (3 mo.)	5,784,916	381,087	182,922	.34	.15	.....	7¾ - 6⅝

(d) Deficit.

GENERAL DYNAMICS CORP. (NYSE)
(Merger with Stromberg-Carlson effective in July, 1955)
Capitalization
Debt: $12,361,550
Debentures: $39,767,000, 3½s, due 1975
Mortgage: $4,945,000, due 1968
Common: $1 par, 7,781,368 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 78,947,256	$ 4,141,672	$ 2,370,672	$ .51	$ .42	$ 51,963,237	10⅝- 8
1951	116,270,550	9,284,381	4,557,980	1.51	.33	62,917,034	13⅞- 8⅞
1952	182,649,610	14,083,176	6,157,922	1.91	.75	94,715,067	22⅞- 12¼
1953	271,886,140	17,801,111	7,886,111	2.34	.75	110,690,126	23⅛- 15½
1954	712,150,670	48,027,226	22,777,226	3.07	1.08	234,446,340	41⅛- 18
1955	687,274,182	44,254,386	21,254,386	2.82	1.43	294,816,011	53⅜- 24⅞
1956	1,047,818,510	61,570,397	31,946,995	4.14	1.60	434,573,574	59⅝- 37¾
1957 (3 mo.)	334,607,000	.....	8,793,767	1.13	1.00	.....	68⅝- 54⅜

GENERAL ELECTRIC CO. (NYSE)
Capitalization
Debt: $300,000,000 3½% debentures, due 1976; other liabilities, $85,095,156
Common: No par, 87,162,264 shares.

1950	$2,233,800,000	$397,100,000	$179,700,000	....	$1.27	$1,335,415,000	16¾- 13¾
1951	2,619,600,000	434,100,000	143,700,000	....	.95	1,588,070,000	21½- 16½
1952	2,993,400,000	447,000,000	164,900,000	....	1.00	1,579,523,878	24¼- 18⅛
1953	3,510,600,000	497,500,000	173,800,000	....	1.33	1,696,588,736	30¾- 22⅛
1954	3,334,708,206	407,164,027	204,371,317	$2.36	1.47	1,691,979,938	48½- 37⅞
1955	3,463,734,419	385,203,709	208,908,054	2.41	1.60	1,727,553,319	57¾- 46¼
1956	4,090,015,685	423,756,849	213,756,849	2.46	2.00	2,221,146,920	65½- 52¾
1957 (3 mo.)	1,048,850,000	131,306,000	64,006,000	.73	1.00	.....	64⅝- 52⅜

GENERAL INSTRUMENT CORP. (NYSE)
Year ending February 28.
Capitalization
Debt: $1,992,000, 4% notes, Mar. 1, 1958-Mar. 1, 1962
Common: $1 par, 1,373,273 shares

1950	$13,634,582	$ 107,184(d)	$ 107,184(d)	$ .22(d)	$ .40	$ 8,749,655	13½- 8¼
1951	25,850,231	2,639,099	1,229,099	2.02	.25	9,093,442	11⅝- 7¼
1952	18,527,974	1,158,558(d)	993,558(d)	1.63(d)	.20	8,349,061	11⅛- 6¼
1953	30,407,530	1,986,332	1,275,864	2.10	.25	10,185,345	14½- 9¾
1954	32,502,305	1,695,559	926,903	1.13	.25	11,278,619	12¼- 8⅛
1955	22,795,029	839,140(d)	412,220(d)	.50(d)	.37½	8,749,655	13 - 7⅝
1956	28,928,604	570,127	285,474	.21	.37½	12,386,859	10⅛- 6⅜
1957 (9 mo.)	25,398,628	700,729	337,146	.24	none	.....	8⅛- 6¼

(d) Deficit.

GENERAL PRECISION EQUIPMENT CORP. (NYSE)
Capitalization
Debt: $22,705,776
Preferred: $4.75 Cum Pfd., no par, 105,904 shares.
Preferred: $1.60 convertible, 59,225 shares.
Common: $1 par, 1,125,806 shares

1950	$ 27,072,360	$ 1,591,899	$1,141,098	$1.45	$1.00	$ 26,371,314	21⅜- 12⅛
1951	29,872,429	1,056,546	1,010,042	.99	1.00	33,671,209	27⅜- 17½
1952	54,326,849	2,955,278	1,255,278	1.88	1.00	47,620,429	24½- 16⅞
1953	87,763,925	7,840,349	3,436,349	5.09	1.00	57,101,143	27⅜- 21⅛
1954	123,332,634	11,725,090	5,488,089	5.54	1.90	91,357,754	52¼- 25
1955	133,337,819	5,363,758	2,530,758	2.05	2.40	100,887,108	71½- 36½
1956	153,261,864	5,194,729	2,394,729	1.73	2.40	119,117,579	53½- 34½
1957	.....	.....	.....	....	.60	.....	43⅞- 36½

GENERAL TELEPHONE CORP. (NYSE)
Capitalization
Debentures: $53,000,000, convertible, due 1971
Funded debt: $356,730,000
Preferred: $2.20 convertible, $50 par, 8,605 shares
$2.37½ convertible, $50 par, 9,140 shares
$2.12½ convertible, $50 par, 238,862 shares
Subsidiary preferred: $96,504,000
Common: $10 par, 13,283,000

1950	$ 70,080,262	$12,961,343	$ 4,135,727	$1.17	$ .89	$306,606,171	13⅜- 10⅞
1951	84,796,003	18,478,234	5,528,812	1.17	.89	373,751,529	14¼- 12
1952	102,004,210	26,168,493	8,763,425	1.45	.89	369,288,813	15⅞- 13⅛
1953	127,946,088	38,753,190	13,952,116	1.77	.98	419,646,338	20¼- 15½
1954	188,517,000	59,964,000	24,052,000	1.84	1.07	613,075,000	24¾- 19¾
1955	209,813,000	76,178,000	31,007,000	2.62	1.31	693,453,000	45⅜- 23⅛
1956	237,370,000	68,634,000	40,416,000	3.05	1.65	869,662,000	46 - 38
1957(a)	40,975,000	.....	6,982,000	.53	.45	.....	45½- 39½

(a) 2 months to Feb. 28.

GENERAL TIRE & RUBBER COMPANY (NYSE)
Year ending November 30
Capitalization
Debt: $1,370,000 4¼% subordinated debentures due 1981.
$2,927,600 4¾% notes due 1981.
$1,310,000 5% subsidiary notes.
$48,000,000 subsidiary notes.
Preferred: 5½% cumulative; par $100, 111,408 shares
4½% cumulative, convertible, par $100, 82,000 shares
$5.00 cumulative, $100 par, 98,933 shares.
Common: $2.50 par, 1,465,500 shares.

1950	$125,375,837	$15,718,416	$ 8,557,616	$6.31	$1.36	$ 75,027,859	15⅝- 8½
1951	170,771,522	19,992,236	7,016,641	5.08	1.59	98,452,324	27¾- 15½
1952	185,914,247	12,378,477	6,147,918	4.38	1.80	113,206,476	30 - 22½
1953	205,371,098	10,010,134	6,275,158	4.46	1.80	120,241,084	31⅝- 20⅝
1954	216,986,110	7,542,980	4,502,645	2.89	1.80	150,811,696	42⅞- 26½
1955	295,731,096	19,738,731	9,704,731	6.29	2.00+10% stk.	183,243,797	64¾- 41⅝
1956	390,471,772	21,823,129	10,860,129	6 90	2.00	237,908,652	66¾- 47¼
1957 (3 mo.)	95,497,316	6,000,400	3,250,400(e)	1.95(e)	.50+4% stk.	.....	82¾- 55¼

(e) Includes RKO Teleradio Pictures Inc.

Financial Data

GIANNINI (G. M.) & CO. (Unlisted)

Capitalization
Preferred: 5½% cumulative convertible $20 par, 50,000 shares.
Common: $1 par, 300,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 952,418	.....	$ 83,990(d)	$ .89(d)	none	.....	.....
1951	2,571,379	.....	194,619	1.46	none	.....	.....
1952	4,704,034	$827,909	263,726	1.91	none	$2,191,793	.....
1953	4,334,195	328,247	103,247	.39	none	1,873,305	.....
1954	4,308,467	222,617(d)	52,617(d)	.27(d)	none	2,138,192	.....
1955	6,436,330	620,787	290,787	.94	none	2,845,110	9⅝ - 4⅝
1956	9,510,091	715,521	339,521	1.05	.25+200% stk.	4,253,037	13¾ - 9½
1957	.....	.....	.....	....	none	.....	18 - 11¾

(d) Deficit.

GLOBE-UNION INC. (ASE)

Capitalization
Debt: $4,570,000
Mortgage: $207,813
Common: $5 par, 824,055 shares

1950	$41,348,440	$5,399,747	$2,699,747	$4.22	$1.90	$22,531,771	25⅜ - 11
1951	40,686,581	2,743,136	1,508,136	2.25	1.00	20,864,200	30¼ - 20⅛
1952	45,877,113	3,254,071	1,608,071	2.40	1.25	22,921,907	27 - 19¾
1953	48,180,147	3,392,276	1,682,276	2.35	1.10+2½% stk.	23,359,305	27¾ - 22
1954	44,106,364	1,209,280	569,280	.79	1.20	20,125,253	24 - 19½
1955(a)	56,622,579	3,800,510	1,671,996	2.03	1.20	23,595,716	24⅜ - 20
1956(a)	58,667,310	2,366,383	1,166,383	1.42	1.20	27,315,879	22 - 16⅝
1957	.....	.....	.....	....	.30	.....	20¾ - 16⅝

(a) Includes WICO Electric Co. acquired June 14, 1956, for both years.

GROSS TELECASTING, INC. (Unlisted)

Capitalization
Common: $1 par, 200,000 shares; Class B, $1 par, 200,000 shares.

1950	$ 515,317	N.A.	$107,149	$ .27	none	N.A.	.....
1951	906,524	N.A.	196,508	.49	none	N.A.	.....
1952	1,452,531	$ 749,599	357,077	.89	none	N.A.	.....
1953	1,857,326	927,933	419,891	1.05	none	N.A.	.....
1954	2,241,589	1,320,464	639,464	1.60	none	$2,992,157	.....
1955	2,607,530	1,499,947	724,947	1.81	$ .90	3,268,490	.....
1956	2,815,408	1,568,926	741,926	1.85	1.30	4,015,248	20 - 15
1957	.....	.....	.....	....	.40	.....	20¾ - 17¼

N.A. Not available.

HAZELTINE CORP. (ASE)

Capitalization
Common: No par, 716,586 shares.

1950	$ 4,078,000	$2,783,741	$1,428,431	$2.04	$ .87½	.....	12½ - 8
1951	6,957,344	4,938,790	1,459,490	2.09	.87½	$25,090,342	23⅝ - 11⅞
1952	9,237,190	6,578,732	2,006,790	2.87	1.50	25,862,549	26½ - 17⅜
1953	10,057,032	7,256,906	2,085,706	2.98	1.50	26,266,608	30 - 19
1954	8,525,768	5,733,264	2,666,264	3.81	2.00	25,560,204	59⅜ - 26⅛
1955	5,947,166	3,531,824	1,604,824	2.24	2.00	22,798,931	59¾ - 36½
1956	6,918,475	4,106,162	1,873,162	2.61	1.40+2½% stk.	27,535,758	48 - 32
1957	.....	.....	.....	....	.35	.....	41⅜ - 30½

HOFFMAN ELECTRONICS CORP. (NYSE)

Capitalization
Debt: $2,670,000
Common: 50 cents par, 730,295 shares

1950	$29,580,510	$3,804,053	$1,923,053	$3.37	$ .80	$10,720,620	21¾ - 7⅛
1951	20,487,258	318,266	340,066	.60	.50	11,936,215	14 - 7½
1952	36,566,955	3,662,318	1,756,272	2.40	.25	16,543,902	15½ - 10½
1953	50,415,146	3,068,655	1,199,655	1.64	1.00	15,657,392	16⅜ - 13
1954	42,647,008	3,202,513	1,485,513	2.03	1.00	16,272,669	24 - 13⅜
1955	44,416,673	3,241,596	1,560,596	2.13	1.00	22,472,037	31⅜ - 20½
1956	46,580,279	3,330,883	1,601,974	2.19	.75	18,446,923	25¼ - 18½
1957 (3 mo.)	11,493,599	1,079,968	512,802	.70	.50	.....	20⅛ - 17⅜

HYCON MANUFACTURING CO. (Unlisted)
Year ending January 31

Capitalization
Debt: $450,000 5% debentures due 1965; $80,000 4½% notes due 1958
Preferred: 5½% Cum. conv. pfd., $10 par, 120,000 shares
Common: 10 cents par, 2,745,990 shares

1951	$ 1,880,906	$ 30,768	.....	$ .10	none	.....	.....
1952	4,154,039	203,196	.....	.02	none	.....	.....
1953	3,953,000	192,282	$ 82,282	.07	none	$2,115,124	2 - ⅞
1954	12,115,300	124,433	67,733	.03	none	4,829,717	7⅜ - 1⅝
1955	11,943,793	982,592	443,592	.21	none	6,806,110	10¾ - 6⅝
1956	8,946,386	190,217	80,217	.01	none	6,622,694	7⅛ - 3
1957	7,950,170	3,488,433(d)	2,882,337(d)	1.05(d)	none	6,782,079	3⅜ - 2½

(d) Deficit.

INDIANA STEEL PRODUCTS CO. (Midwest)

Capitalization
Debt: $70,000, 1st 5s, due 1963
$1,125,000, 4½% notes
Common: $1 par, 293,298 shares

1950	$6,071,293	$1,075,740	$500,740	$1.76	$ .40	$3,115,307	5 - 3⅜
1951	7,840,671	1,836,326	586,326	2.06	.62½	3,365,448	9¼ - 5⅛
1952	6,385,912	888,565	306,565	1.08	.55	3,666,359	8⅜ - 6
1953	8,092,637	1,463,866	335,925	1.18	.68¾	3,806,534	12¼ - 7¼
1954	7,055,158	1,307,854	587,854	2.07	.75	4,129,037	19⅝ - 9
1955	9,402,753	1,711,945	766,945	2.70	.95	4,744,532	23 - 18½
1956	11,329,592	1,714,336	764,336	2.61	1.20	6,729,812	25¼ - 19½
1957 (3 mo.)	.....	475,000	201,300	.69	.30	.....	27⅜ - 19¾

INTERNATIONAL BUSINESS MACHINES CORP. (NYSE)

Capitalization
Debentures: 2⅝%, due 1965, $20,000,000
Debt: 3½% note, due 1971, $50,000,000
3% note, due 1968, $35,000,000
3⅜% notes, due 1974, $30,000,000
3¾% notes payable, $195,000,000
Common: No par, 10,502,236 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$214,916,717	$ 61,101,309	$33,301,309	$3.25	1.60+4% stk.	$299,952,591	96 - 74
1951	266,798,483	77,292,090	27,892,090	2.72	1.60+4% stk.	394,119,472	92⅜- 79⅞
1952	333,728,245	78,474,541	29,374,541	2.92	1.60+4% stk.	428,228,982	98⅝- 74⅜
1953	409,989,104	92,319,210	34,119,210	3.41	1.60+4% stk	520,438,451	101⅞- 93⅝
1954	461,350,278	98,336,625	46,536,625	4.54	1.60+4% stk.	565,475,154	150 - 78⅜
1955	563,548,792	148,672,633	55,872,633	5.45	1.60	629,510,998	180 -139⅝
1956	734,339,780	143,784,510	68,784,510	6.55	1.80+2½% stk.	769,049,451	225 -298
1957 (3 mo.)	.....	39,065,407	18,745,607	1.79	.50	.....	302½-249

INTERNATIONAL RESISTANCE CO. (ASE)

Capitalization
Debt: $1,408,650
Common: 10 cents par, 1,353,298 shares

1950	$11,085,109	$2,209,584	$1,056,638	$1.01	$ .30	$7,550,975	6 - 2⅛
1951	12,973,170	2,134,675	754,675	.71	.40	6,465,078	6⅝- 4⅝
1952	11,778,836	1,372,017	577,877	.44	.30	6,394,361	5¾- 4
1953	12,755,041	1,083,348	508,058	.38	.20	7,438,253	5⅛- 3⅜
1954	13,207,649	1,254,817	603,320	.45	.30	7,750,524	5⅛- 3¾
1955	15,684,722	1,043,138	533,296	.40	.20	9,131,582	12⅜- 5
1956	16,787,913	1,208,599	523,416	.39	.20	8,821,231	8¼- 4½
1957(a)	.....	270,297	117,845	.09	.05	.....	6⅛- 4⅞

(a) 15 weeks to April 14.

INTERNATIONAL TELEPHONE & TELEGRAPH CO. (NYSE)

Capitalization
Debt: $19,000,000, 15-yr. 3% debentures, due May 15, 1961
Subsidiary Debt: $68,841,268
Subsidiary preferred: $10,870,054
Common: No par, 7,176,677 shares

1950	$253,100,000	.....	.....	$2.38	none	.....	16 - 9¼
1951	298,000,000	.....	.....	2.60	$ .60	.....	19⅛- 13⅛
1952	397,562,175	.....	$22,147,753	3.09	.80	$579,705,657	20¾- 15
1953	408,029,558	.....	22,377,611	3.12	1.00	602,761,430	20¼- 13⅝
1954	372,638,805	$51,863,576	20,068,525	2.80	1.00	636,969,623	26¾- 17⅞
1955	448,378,128	62,851,571	23,070,327	3.21	1.30	687,451,677	31⅛- 23¾
1956	501,405,379	73,347,000	28,109,946	3.92	1.70	760,837,677	37⅜- 29¼
1957	.....	.....	.....	....	.90	.....	34½- 29½

JEFFERSON ELECTRIC CO. (Unlisted)

Capitalization
Debt: $2,120,000, 3⅞% promissory note, due Aug. 1, 1968
Common: $5 par, 396,925 shares

1950	$12,444,850	$1,468,730	$718,730	$6.05	$2.00	$7,016,500	23¾- 16½
1951	13,947,432	1,426,516	459,516	3.87	2.50	7,198,125	27½- 20¾
1952	11,438,103	551,475	370,475	.93	1.50	8,052,106	11 - 10
1953	14,666,906	120,736	71,222	.18	.60	9,533,434	10⅜- 5¾
1954	14,298,178	155,878	93,878	.24	.40	8,487,076	8¼- 5¼
1955	15,761,194	698,750	348,750	.88	.20	9,079,994	7¼- 5
1956	18,357,841	1,604,901	774,901	1.95	.30	9,584,121	12 - 7
1957 (3 mo.)	4,292,273	.....	186,252	.47	.15	.....	12 - 10⅜

JERROLD ELECTRONICS CORP. (Unlisted)
Year ending February 28

Capitalization
Debenture: $2,750,000, convertible subordinated 6s, due 1975
Common: $1 par, 1,098,570 shares.

1951	$ 840,808	N.A.	$ 18,609	$ .02	none	N.A.	N.A.
1952	984,209	N.A.	18,696	.02	none	N.A.	N.A.
1953	1,280,851	$ 67,804	24,514	.02	none	N.A.	N.A.
1954	2,483,639	335,456	167,663	.15	none	N.A.	N.A.
1955	2,816,634	405,784	202,226	.18	$ .10	$4,645,300	4 - 2⅝
1956	3,703,065	248,474	169,422	.15	none	4,579,566	3¾- 1¾
1957 (6 mo.)	2,140,326	32,927(d)	47,372(d)	.04(d)	none	.....	3⅜- 1⅝

N. A. Not available. (d) Deficit.

LEAR, INC. (ASE)

Capitalization
Debt: $3,000,000, 4¼% subordinated debentures, due 1970
Common: 50 cents par, 2,327,844 shares

1950	$ 7,952,666	$ 22,132(d)	$ 22,132(d)	$ .01(d)	none	$ 7,617,298	4⅝- 1 13/16
1951	21,227,093	1,703,631	803,631	.40	none	10,978,105	6⅜- 3¼
1952	44,065,980	3,873,543	1,097,543	.53	none	16,455,709	4⅛- 2½
1953	49,120,910	4,450,373	1,193,373	.56	none	28,179,410	5¼- 2¾
1954	54,435,637	5,002,227	2,305,727	1.05	$ .30	24,395,795	9¾- 3⅞
1955	54,600,273	4,360,811	2,115,811	.93	.30	27,109,187	13⅜- 7¼
1956	63,900,786	3,406,018	1,977,799	.85	.30	33,526,685	10¼- 7⅜
1957	.....	.....	.....	....	.15	.....	8¾- 7¼

(d) Deficit.

LEEDS & NORTHRUP CO. (Unlisted)
Year ending May 31

Capitalization
Debt: $4,000,000, 3⅜% notes, due 1972
Preferred: 5% cumulative convertible, series A, $25 par, 129,060 shares.
5% cumulative convertible, series B, $25 par, 41,543 shares
Common: 50 cents par, 623,244 shares.

1950	$14,750,000	$ 954,000	$ 570,000	$ .65	$ .50	N.A.	N.A.
1951	21,327,000	2,706,000	1,015,000	1.41	.63	N.A.	N.A.
1952	30,974,000	4,422,000	1,092,000	1.43	.50	N.A.	N.A.
1953	31,913,450	3,287,832	929,134	1.12	.41	N.A.	N.A.
1954	30,488,550	2,654,539	875,186	1.02	.44	$17,292,748	N.A.
1955	27,688,440	1,901,535	800,439	.94	.44	17,734,747	14 - 12½
1956	30,725,239	2,267,816	1,163,816	1.52	.45	22,443,345	27½- 13½
1957 (9 mo.)	26,678,000	2,518,500	1,138,500	1.64	.30	.....	31½- 24½

N.A. Not available.

Financial Data

LITTON INDUSTRIES, INC. (ASE)
Year ending July 31

Capitalization
Long-term debt: $2,312,000.
Preferred: 5% cumulative convertible, $100 par, 903½ shares
Common: 10 cents par, 1,132,345 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953	Incorporated Nov. 2, 1953						
1954(a)	$ 2,980,051	$ 347,420	$ 154,420	$ .28	none	$ 4,200,176	.....
1955	8,774,273	679,413	436,413	.44	none	7,647,918	15 - 9½
1956	14,920,050	1,995,703	1,019,703	.97	none	10,826,182	32½ - 14¾
1957 (6 mo.)	12,462,000	1,533,000	811,000	.72	none	14,317,000	40⅝ - 29½

(a) 9 months to July 31

MAGNAVOX CO. (NYSE)
Year ending June 30

Capitalization
Debt: $6,000,000, 4¼% installment notes, due 1969
Mortgage: $227,000
Preferred: 4¾% cumulative convertible, $50 par, 119,980 shares
Common: $1 par, 845,832 shares

1950	$31,716,630	$3,207,982	$2,007,982	$2.55	$ .46	$12,625,236	24¼ - 10⅞
1951	44,177,645	5,624,883	2,233,237	2.73	1.13	17,256,171	18¼ - 12⅛
1952	36,837,503	2,638,775	1,343,760	1.62	1.36	18,854,075	22½ - 15⅝
1953	57,959,669	4,548,337	2,238,337	2.65	1.36	29,824,144	22¼ - 15⅝
1954	62,974,430	5,332,530	2,102,530	2.51	1.36	28,543,292	24¼ - 16⅛
1955	55,071,765	4,571,087	2,426,087	2.90	1.38	31,728,825	41⅞ - 23
1956	70,529,646	6,220,442	3,100,442	3.54	1.50+5% stk.	41,567,963	41 - 31½
1957 (6 mo.)	46,395,187	4,496,539	2,276,539	2.52	.37½+5% stk.	.....	39¼ - 35

P. R. MALLORY & CO. (Unlisted)

Capitalization
Debt: $13,000,000 notes
Preferred: 5% cumulative convertible, series A, par $50, 89,960 shares.
Common: $1 par, 1,201,790 shares.

1950	$39,158,150	$5,403,758	$2,553,758	$2.82	$ .63	$19,079,931	15⅞ - 8⅝
1951	45,286,925	4,758,314	1,923,314	2.13	.80	23,531,305	20⅛ - 13⅞
1952	53,443,117	4,607,773	1,897,773	2.08	.67	29,166,043	28½ - 17⅜
1953	70,874,347	7,897,813	2,547,813	2.50	1.13	33,084,094	31 - 26
1954	54,630,091	2,396,803	1,071,803	.80	1.34	33,032,115	32⅜ - 25⅛
1955	63,931,811	4,960,649	2,225,649	2.04	1.13	38,467,453	39 - 28⅝
1956	68,356,203	5,815,108	3,065,108	2.60	1.40	51,329,388	42½ - 31¼
1957 (3 mo.)	19,636,408	.....	875,764	.66	.35	.....	49¾ - 39½

MAXSON (W. L.) CORP. (Unlisted)
Year ending September 30

Capitalization
Debt: $158,371
Common: $3 par, 737,985 shares

1950	$ 3,229,917	.....	$ 211,364	$ .41	$ .20	.....	4¼ - 1¾
1951	7,453,985	$ 770,496	614,012	.96	.125+4% stk.	5,742,010	5⅞ - 3⅜
1952	15,923,380	1,351,494	526,494	.91	6% stk.	11,168,817	7 - 4
1953	34,377,128	2,160,502	1,085,502	1.78	.10 +6% stk.	13,755,827	9⅜ - 6⅜
1954	37,143,323	3,246,353	1,496,353	2.27	.40 +8% stk.	16,161,773	17½ - 9⅜
1955	24,625,281	2,068,120	930,120	2.09	.375+2% stk.	12,670,505	22¼ - 11
1956	16,648,454	1,725,109(d)	720,109(d)	.97(d)	.10 +2% stk.	13,155,109	16¼ - 5⅜
1957 (6 mo.)	.....	.....	125,973	.17	none	.....	9¼ - 6

(d) Deficit.

MEREDITH PUBLISHING CO. (Unlisted)
Year ending June 30

Capitalization
Notes Payable: $1,400,000
Common: $5 par, 1,294,138 shares

1950	$24,469,838	$5,041,376	$3,117,560	$2.42	$1.75	$16,151,715	15¾ - 12¾
1951	29,277,838	6,580,696	2,934,841	2.28	.67½	18,852,617	18 - 14
1952	33,587,255	7,416,949	2,938,616	2.28	.80	31,724,336	16¼ - 14
1953	39,009,361	8,022,751	3,349,153	2.60	1.07½	32,717,314	20¼ - 15⅛
1954	41,298,782	7,887,860	3,682,470	2.85	1.20	34,390,026	25¼ - 19¼
1955	42,753,555	7,628,356	3,623,865	2.81	1.35	35,049,149	32 - 22
1956	48,459,633	8,343,617	4,047,146	3.14	1.60	38,484,600	31 - 24
1957 (9 mo.)	.....	.....	3,771,686	2.91	.45	.....	31½ - 26½

MINNEAPOLIS HONEYWELL REGULATOR CO. (NYSE)

Capitalization
Debentures: $5,300,000, 2¾s, due 1965
$13,700,000, 3.10% due 1972
$25,000,000, 3¾s, due 1976
Common: $1.50 par, 6,616,744 shares

1950	$109,281,673	$25,866,656	$12,500,656	$2.39	$1.25	$ 82,696,070	21¼ - 15½
1951	135,150,517	26,877,210	9,277,510	1.58	1.12½	112,963,041	28⅜ - 20⅝
1952	165,710,384	20,605,003	9,081,003	1.50	1.12½	123,910,675	31¼ - 26¾
1953	214,018,825	28,687,825	10,329,825	1.65	1.12½	133,127,715	34¼ - 26¾
1954	229,401,837	32,713,703	15,345,203	2.42	1.30	145,710,134	54¾ - 33½
1955	244,482,068	40,512,648	19,278,648	2.98	1.50	164,333,867	70 - 48¼
1956	287,944,462	47,375,257	22,463,657	3.40	1.75	213,899,754	90½ - 58
1957 (3 mo.)	76,307,511	.....	5,255,199	.79	.40	.....	92½ - 73½

MOTOROLA INC. (NYSE)

Capitalization
Debt: $20,060,404
Common: $3 par, 1,935,131 shares

1950	$177,104,670	$26,669,569	$12,809,247	$7.28	$2.05	$ 55,008,726	25⅞ - 10⅝
1951	135,285,087	14,689,231	7,289,102	4.12	.98	61,818,769	57¾ - 40¼
1952	168,734,653	15,576,165	7,012,700	3.62	1.50	81,162,847	44¾ - 36
1953	217,964,074	15,512,489	7,076,335	3.66	1.50	86,871,213	43⅛ - 29¼
1954	205,226,977	16,523,889	7,572,024	3.91	1.50	94,531,084	53⅜ - 30¼
1955	226,653,593	18,740,426	8,490,539	4.39	1.50	104,431,218	60¾ - 44¼
1956	227,562,168	16,887,834	7,966,817	4.12	1.50	113,721,148	51¾ - 37½
1957	.....	.....	.....	....	.75	.....	44¾ - 35¾

THE MUTER CO. (ASE)

Capitalization
Debt: $960,000
Common: 50 cents par, 727,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$14,389,725	$2,034,200	$1,034,200	$1.59	$ .45	$5,234,673	10½ - 4¾
1951	12,387,390	1,243,423	595,423	.91	.60	5,281,531	9½ - 7⅛
1952	12,653,060	778,018	345,573	.52	.60	5,371,762	9½ - 7½
1953	15,190,004	912,255	447,463	.66	.45+3% stk.	5,254,404	8⅞ - 5½
1954	12,175,971	468,595	280,436	.39	.15+2% stk.	5,144,773	7⅜ - 4¾
1955	12,722,297	53,375(d)	84,422(d)	.12(d)	.15	5,742,279	7 - 4⅛
1956	12,126,563	.....	31,646	.04	none	.....	4⅞ - 2½
1957 (3 mo.)	.....	.....	25,586	.05	none	.....	3⅝ - 2½

(d) Deficit.

NATIONAL COMPANY, INC. (Unlisted)

Capitalization
Debt: $1,110,000 debenture 5s due 1965; $900,000 notes
Preferred: $3.60 cumulative preferred; no par, 3,180 shares
Common: $1 par, 284,014 shares

1950	$4,175,229	$ 17,476	$ 17,354	$ .02	$ .05	$2,823,320	5⅞ - 1¾
1951	4,525,219	46,859(d)	42,957(d)	.22(d)	none	4,228,097	4¾ - 3⅛
1952	9,261,000	232,578	172,578	.65	.10	4,861,352	5¼ - 3⅜
1953	7,095,593	486,718	228,218	.87	.10	4,850,767	7 - 5
1954	7,298,055	518,834	230,334	.84	.20+4% stk.	3,819,795	12⅞ - 5
1955	5,125,607	780,965(d)	380,965(d)	1.44(d)	.20+4% stk.	5,414,524	18½ - 9¾
1956	6,856,734	66,296(d)	36,296(d)	.17(d)	4% stk.	4,364,889	11½ - 8¼
1957	.....	.....	.....	.....	none	.....	10¾ - 10

(d) deficit.

NATIONAL TELEFILM ASSOCIATES, INC. (ASE)
Year ending July 31

Capitalization
Debt: $7,500,000, convertible subordinated debentures, due 1967
Common: 10 cents par, 662,600 shares

1952	Incorporated Aug. 21, 1952						
1953 N.A.							
1954	$ 355,594	$139,831(d)	$139,831	$ .22(d)	none	N.A.	N.A.
1955	1,417,515	293,008(d)	293,008(d)	.45(d)	none	$ 3,282,073	4⅞ - 2½
1956	3,818,627	653,877	441,877	.68	none	13,092,934	9½ - 3
1957 (6 mo.)	4,511,670	985,631	508,631	.77	none	22,045,512	9¾ - 7½

N.A. Not available. (d) Deficit.

NORDEN-KETAY CORP. (ASE)

Capitalization
Debt: $157,404
Debentures: $1,000,000, 5% convertible subordinate, due April 1, 1966
$1,000,000, 6% convertible subordinate, due Dec. 1, 1966
Mortgage: $180,671
Common: 10 cents par, 1,293,193 shares

1953(a)(b)	$ 8,624,383	$ 960,292	$ 960,292	$1.22	none	$5,238,140	.....
1954(b)	9,086,453	1,002,922	1,002,922	1.01	none	5,434,530	15¾ - 10
1955	13,480,752	236,203(d)	196,913(d)	.18(d)	none	12,872,064	19⅛ - 11⅜
1956	22,752,990	*505,280(d)	*505,280(d)	.39(d)	none	18,432,911	14⅞ - 7⅜
1957 (3 mo.)	6,740,000	.....	171,000(d)	.13(d)	none	.....	11⅜ - 7⅞

(a) April 18 to Dec. 31, 1953. (d) Deficit. (*) Before prior years' tax refund.

OAK MANUFACTURING CO. (Midwest)

Capitalization
Common: $1 par, 655,894 shares

1950(a)	$13,145,807	$2,713,088	$1,188,037	$1.81	$1.12	$ 7,102,958	14¾ - 8⅜
1951(c)	7,644,627	1,608,939	598,939	.91	.84	6,972,048	12⅞ - 10⅞
1952	15,925,959	3,073,109	1,103,109	1.68	1.12	7,927,814	15 - 12
1953	20,680,957	3,529,017	1,239,017	1.89	1.12	8,666,478	14½ - 12½
1954	18,788,318	2,801,155	1,321,155	2.02	1.12	9,274,030	19¼ - 13¼
1955	22,783,785	3,588,483	1,688,483	2.57	1.26+25% stk.	10,140,303	24¾ - 16⅛
1956	24,902,554	3,684,105	1,784,105	2.72	1.40	10,878,501	24¼ - 19
1957	.....	.....	.....	....	.35	.....	20¾ - 19

(a) Year ending May 31 of following calendar year. (c) 7 months to Dec. 31

OXFORD ELECTRIC CORP. (ASE)

Capitalization
Mortgage: $28,590
Common: $1 par, 258,470 shares

1950	$4,554,998	$179,044	$ 95,450	$ .40	$ .10	$1,499,230	.....
1951	3,955,141	180,312	91,201	.39	.15	1,344,610	3½ - 1⅝
1952	4,403,686	150,312	78,712	.33	.15	1,273,660	3 - 1⅞
1953	5,712,801	130,338	99,886	.42	.15	1,277,240	2⅞ - 2⅜
1954	5,418,269	114,043	93,983	.40	.11	1,196,027	3¼ - 2⅜
1955	6,714,304	188,961	130,037	.55	.14	1,485,392	4⅝ - 2⅞
1956	7,696,402	263,604	214,904	.91	.15	1,756,332	4⅞ - 2⅞
1957	.....	.....	.....	....	.10+10% stk.	.....	4⅛ - 3⅜

PACIFIC MERCURY TELEVISION MFG. CORP. (Unlisted)
Year ending June 30

Capitalization
Debt: $806,250
Common: Class A&B, 50 cents par, 700,000 shares

1950(a)	$ 4,713,620	.....	.....	....	$ .05	.....	3 4/5 - 2
1951(a)	5,947,096	115,635	72,135	$ .14	none	$2,414,365	3⅛ - 1½
1952(a)	7,057,514	31,866	5,866	.01	none	3,972,312	5 - 1⅝
1953(a)	16,983,669	1,108,297	426,297	.61	none	6,637,000	5¾ - 2½
1954(a)	15,065,490	366,515	196,015	.28	none	5,032,151	4⅞ - 2⅜
1955(a)	12,214,539	598,817	255,817	.37	none	3,550,171	8 - 4
1956(b)	17,332,982	921,752	482,752	.69	none	7,726,750	7⅞ - 4¼
1957	.....	.....	.....	....	none	.....	8⅞ - 5¾

(a) Year ending March 31. (b) 15 months to June 30.

Financial Data

PACKARD-BELL ELECTRONICS CORP. (Unlisted)
Year ending September 30
Capitalization
Debt: $1,847,882, notes
Common: 50 cents par, 688,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$13,894,713	$2,168,510	$1,308,510	$2.61	$1.50	$ 4,378,079	8¾ - 4
1951	18,772,528	2,814,750	1,014,751	1.73	1.00	5,492,521	10¾ - 7⅛
1952	22,724,273	3,089,295	968,051	1.65	1.00	9,394,702	15¼ - 10½
1953	32,152,750	3,545,503	1,139,642	1.66	1.00	14,028,133	13¼ - 11
1954	17,744,136	365,086(a)	164,296	.24	.80	9,358,050	12 - 7
1955	21,641,690	1,241,242	638,933	.92	.32½	10,525,383	13 - 8
1956	28,405,060	1,962,356	862,356	1.25	.50	12,840,259	10½ - 8½
1957 (6 mo.)	16,360,556	795,781	403,981	.59	.25	11,808,667	10¼ - 9¼

(a) Operating loss.

PARAMOUNT PICTURES CORP. (NYSE)
Capitalization
Debt: $24,441,389
Common: $1 par, 1,971,316 shares

1950	$ 81,825,286	$10,311,275	$6,565,041	$2.67	$2.00	$117,929,986	22⅛ - 17½
1951	94,628,572	11,034,665	5,459,273	2.33	2.00	114,479,795	33½ - 21
1952	104,811,289	10,837,159	5,899,871	2.52	2.00	116,464,094	30⅞ - 21¼
1953	110,254,081	13,304,563	6,779,563	3.06	2.00	118,430,121	30⅜ - 24½
1954	106,920,798	15,651,802	9,003,802	4.10	2.00	128,583,495	40⅜ - 26
1955	112,474,967	16,516,929	9,707,929	4.49	2.00	138,924,838	44⅝ - 36
1956	96,579,079	11,735,795	8,731,000	4.43	2.00	133,672,234	36½ - 27⅝
1957 (3 mo.)	.....	.....	1,988,000	1.01	.50	.....	36 - 28¼

PHILCO CORP. (NYSE)
Capitalization
Debt: $30,211,474
Preferred: Series A $3.75 cumulative, $100 par, 100,000 shares
Common: $3 par 3,828,663 shares

1950	$335,318,054	$33,703,616	$15,483,616	$4.50	$2.55	$121,294,609	23¼ - 20
1951	305,328,670	22,012,646	12,168,046	3.35	1.60	119,476,461	27⅝ - 20⅞
1952	366,963,850	25,631,457	11,491,207	3.15	1.60	144,400,293	36⅜ - 26⅝
1953	430,419,858	35,316,077	18,350,577	4.86(a)	1.60+5% stk.	168,468,430	36½ - 26⅝
1954	349,276,998	10,543,965	6,768,965	1.69	1.60	164,587,570	29⅝ - 28
1955	373,359,297	17,286,329	8,423,329	2.13	1.60	178,146,894	43⅜ - 30
1956	347,901,014	557,690	398,690	.01	.80+1% stk.	203,768,503	36½ - 16
1957 (3 mo.)	99,090,000	2,398,000	1,107,000	.26	none	.....	18⅜ - 14⅛

(a) Including $1.33 from sale of TV station.

PYRAMID ELECTRIC CO. (Unlisted)
Capitalization
Debt: $264,554
Preferred: 5% cumulative convertible, $10 par, 75,000 shares.
Common: $1 par, 745,805 shares.

1951	$3,010,531	.....	$ 80,087	$.10	....	.....	.....
1952	4,731,810	$ 370,916	136,617	.18	$.05	$1,512,880	.....
1953	5,768,876	385,869	138,922	.23	.05	1,552,576	.....
1954	7,773,882	1,109,282	529,645	.71	.05	2,768,502	10 - 3¼
1955	9,631,956	262,202	126,236	.15	.20	3,827,672	12⅝ - 6½
1956	10,040,432	76,666(d)	34,497(d)	.10(d)	none	3,533,017	6⅝ - 2⅜
1957	.....	.....	.....	....	none	.....	3 - 1⅞

(d) Deficit.

RADIO CONDENSER CO. (Unlisted)
Capitalization
Debt: $1,368,750
Common: $1 par, 435,815

1950	$ 9,535,998	$ 932,843	$534,575	$1.31	....	.....	.....
1951	9,718,912	908,611	464,406	1.15	....	$5,220,423	.....
1952	14,743,068	1,262,106	521,837	1.25	....	6,569,694	.....
1953	21,465,247	693,405	384,002	.92	$.15+4% stk.	8,400,209	15¼ - 11
1954	13,039,972	294,890(d)	138,082(d)	.33(d)	.10	7,952,391	12 - 10
1955	17,547,956	1,022,072	560,472	1.29	.20+4% stk.	8,772,481	11 - 8
1956	16,294,801	237,297	130,029	.30	.10	8,674,880	9 - 6
1957	.....	.....	.....	....	.05	.....	6¾ - 5½

(d) Deficit.

RADIO CORPORATION OF AMERICA (NYSE)
Capitalization
Debts: $100,000,000—3% notes due 1970-74; $50,000,000—3¾% notes due 1973-77; $99,985,800—3½% subordinated conv. debentures due 1980
Preferred: $3.50 cumulative, no par, 900,824 shares
Common: No par, 14,031,022 shares

1950	$ 584,425,121	$96,992,865	$46,249,865	$3.10	$1.50	$311,846,886	24¼ - 12¼
1951	598,955,077	62,032,732	31,192,732	2.02	1.00	370,202,025	25¼ - 16⅜
1952	693,940,522	67,362,399	32,325,399	2.10	1.00	432,252,051	29⅜ - 23¼
1953	853,054,003	72,436,778	35,021,778	2.27	1.00	493,624,720	29⅜ - 21
1954	940,950,220	83,501,459	40,525,459	2.66	1.20	548,325,244	39¼ - 22½
1955	1,055,265,655	100,107,465	47,525,465	3.16	1.35	676,506,187	55⅜ - 36¾
1956	1,127,773,541	80,074,245	40,031,247	2.65	1.50	690,557,138	50⅜ - 33⅞
1957	.....	.....	.....	....	1.00	.....	36¾ - 31⅝

RAYTHEON MANUFACTURING CO. (NYSE)
Capitalization
Debt: $14,435,000, 4%, 4½%, 4¾% Promissory Notes
Common: $5 par, 2,807,555 shares

1950(a)	$ 59,533,260	$ 1,610,413	$ 935,413	$ .49	none	$32,331,492	13½ - 6⅛
1951(a)	89,662,122	6,029,063	2,179,063	1.12	none	52,120,396	12⅜ - 8¼
1952(a)	111,286,879	5,947,898	2,047,898	.84	none	75,196,765	12¾ - 9⅛
1953(a)	179,179,379	13,009,672	3,859,672	1.68	none	91,238,649	14⅝ - 8
1954(a)	177,099,790	10,023,316	3,523,316	1.53	10% stk.	93,640,690	14½ - 7¾
1955(a)	182,504,693	9,166,561	4,521,561	1.72	5% stk.	82,836,163	25¾ - 18
1956(a)	175,490,226	4,343,538	1,254,633	.45	none	99,306,978	19½ - 13
1956(b)	111,844,055	1,364,743	654,743	.23	none	108,451,571	19½ - 13
1957 (3 mo.)	52,270,000	.....	1,143,000	.40	none	.....	20⅞ - 16⅜

(a) Year ending May 31. (b) 7 mos. ending Dec. 31.

SIEGLER CORP. (Unlisted)
Year ending June 30.

Capitalization
Debt: $3,000,000, 4¾% Installment Notes, due 1970
$4,000,000, 5⅛% Senior Notes, due 1970
$500,000, 5½% convertible junior notes, due 1971
Mortgage: $184,444
Common: $1 par, 743,544 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	$ 2,540,018	$ 343,932	$ 204,286	$ .39	(b)	.....	.....
1951(a)	3,532,564	754,312	379,568	.73	(b)	.....	.....
1952(c)	3,698,466	282,530	140,530	.27	(b)	.....	.....
1953(c)	5,572,382	697,643	344,643	.66	(b)	.....	.....
1954(c)	6,580,870	1,007,730	481,545	.92	(b)	.....	.....
1955(c)	10,471,144	1,631,525	774,571	1.53	$ .15	$ 5,881,884	14 - 10½
1956	15,375,034	2,075,878	1,053,059	1.50	.80	15,436,832	21¼ - 12¾
1957 (6 mo.)	13,587,849	.....	539,953	.73	.40	.....	17 - 14

(a) Year ending Dec. 31. (b) Privately owned until July 12, 1955.
(c) Year ending June 30.

SPEER CARBON CO. (Unlisted)

Capitalization
Debt: $4,124,670
Preferred: $7 cumulative pfd. $100 par, 4,565 shares
Common: $2.50 par, 440,000 shares

1950	$13,818,516	$3,685,784	$1,760,759	$6.62	$1.20	$12,938,802	27¼ - 13¼
1951	13,951,563	2,691,023	1,076,023	2.37	1.20	22,963,723	33 - 20¼
1952	13,642,634	1,409,311	718,311	1.56	1.00	22,060,894	24¼ - 19¼
1953	15,609,779	1,385,217	611,217	1.31	1.00	22,316,798	21½ - 13
1954	13,064,675	1,223,474	508,474	1.08	.60	22,254,568	15¼ - 11¾
1955	17,734,512	3,019,694	1,461,694	3.25	1.00	24,331,167	19¾ - 15½
1956	20,045,530	4,171,346	1,925,346	4.30	1.50	25,972,553	33 - 19¼
1957	.....	.....	.....	....	.25	.....	33 - 28

SPERRY RAND CORP. (NYSE)
(Merger of Sperry Corp. and Remington Rand effective July 1, 1955)
Year ending March 31

Capitalization
Debt: $115,561,955
Preferred: $4.50 cumulative; $25 par, 102,267 shares
Common: 50 cents par, 27,200,487 shares

1950(a)	$349,942,000	$49,600,000	$23,626,000	$ .92	....	.....	.....
1951(a)	468,359,000	68,000,000	26,023,000	1.02	....	.....	.....
1952(a)	631,720,000	75,500,000	28,081,000	1.10	....	.....	.....
1953(a)	689,565,000	73,900,000	28,012,000	1.09	....	.....	.....
1954(a)	696,206,000	85,500,000	44,851,000	1.75	....	$483,922,636	.....
1955(c)	353,943,880	45,519,563	23,585,563	.92	$ .36	.....	29⅝ - 21
1956	710,696,087	83,598,878	46,348,878	1.80	.80	557,492,756	29⅛ - 21¾
1957 (9 mo.)	616,861,158	57,731,843	33,631,843	1.22	.20	.....	23⅝ - 20

(a) Pro-forma. (c) 6 months to Dec. 31, 1955.

SPRAGUE ELECTRIC CO. (Unlisted)

Capitalization
Debt: $1,864,000
Common: $2.50 par, 1,242,712 shares

1950	$28,614,860	$ 6,725,904	$3,345,404	$2.69	$ .60	$15,350,554	15¼ - 6⅝
1951	38,491,215	8,500,534	2,720,334	2.19	.89	21,096,487	18¼ - 13⅝
1952	44,449,891	10,169,353	3,136,853	2.53	.93	21,866,421	37⅜ - 17⅜
1953	46,778,633	9,604,981	2,888,081	2.33	1.07	24,424,669	38⅜ - 29
1954	42,355,361	6,668,908	3,333,408	2.68	1.10	26,835,820	60½ - 36
1955	44,353,042	6,040,828	3,003,128	2.42	1.20	28,945,483	61 - 47
1956	44,659,844	4,208,997	2,176,297	1.75	1.20	29,329,798	55 - 30¼
1957	.....	.....	.....	....	.30	.....	37½ - 30¾

STANDARD COIL PRODUCTS CO. (NYSE)

Capitalization
Debenture: 4,230,801 5% convertible subordinated due Dec. 1, 1967; mortgage $70,988.
Common: $1 par, 1,470,000 shares

1950	$35,632,396	$10,464,265	$5,266,442	$3.58	$ .25	$10,133,662	11¾ - 9
1951	40,302,526	5,037,944	2,487,944	1.69	1.00	20,239,292	14¾ - 10
1952	65,990,177	7,136,290	2,861,290	1.95	1.00	28,401,496	18⅞ - 12⅝
1953	89,270,964	7,762,481	2,972,481	2.25	1.00	30,644,696	17¼ - 12½
1954	72,862,113	5,136,407	2,871,290	1.95	1.00	29,351,477	17⅞ - 12⅝
1955	60,472,454	522,313(d)	320,313(d)	.22(d)	.85	27,253,490	20¼ - 10¼
1956	59,168,450	3,070,871(d)	1,819,371(d)	1.24(d)	none	29,739,718	12¾ - 6¼
1957	.....	.....	.....	....	none	.....	9⅜ - 6½

(d) Deficit

STORER BROADCASTING CO. (NYSE)

Capitalization
Debt: $3,608,000
Common: $1 par, 973,610 shares; $1 par Class B, 1,501,140 shares

1950	$ 6,657,114	$ 1,895,085	$ 926,475	$ .39	$ .06	.....	(b)
1951	9,560,086	3,406,327	1,464,776	.63	.10	.....	(b)
1952	11,475,618	3,963,304	1,594,956	.69	.10	$11,923,761	(b)
1953	14,901,078	6,161,231	2,186,415	.94	.24	17,446,319	7⅜ - 7
1954	17,736,531	7,105,103	3,680,779	1.62	.81	27,872,630	19⅜ - 7⅜
1955	24,051,726	8,792,878	4,330,429	1.73	1.37½	28,152,046	29⅛ - 20¾
1956	28,313,383	11,452,891	5,517,207	2.23	1.75	28,534,596	29½ - 22⅛
1957 (3 mo.)	.....	.....	1,286,445	.52	.45	.....	28¾ - 25¼

(b) Privately owned.

Financial Data

SYLVANIA ELECTRIC PRODUCTS, INC. (NYSE)

Capitalization
Debentures: $17,000,000, debenture 4s, due 1978
$20,543,965, debenture 3¾s, due 1971
Debt: $20,000,000 4½% notes
Preferred: $4 cumulative no par pfd, 95,112 shares
Common: $7.50 par, 3,300,206 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$162,514,814	$19,221,185	$ 8,221,185	$5.37	$2.00	$ 92,880,543	26⅝ - 18¼
1951	202,806,387	26,153,973	8,253,973	4.17	2.00	150,968,617	39 - 23¾
1952	235,023,437	17,660,625	6,960,625	3.04	2.00	176,418,658	41⅞ - 32¼
1953	293,267,408	24,486,181	9,536,181	3.10	2.00+10 % stk.	204,433,298	40 - 29¼
1954	281,641,987	18,380,941	9,480,941	2.92	2.00	191,379,534	48⅞ - 31⅞
1955	307,371,315	27,912,970	13,812,970	4.29	2.00	203,163,659	49⅞ - 41
1956	311,021,046	25,906,189	13,206,189	4.03	2.00	224,328,756	55⅞ - 42
1957 (3 mo.)	.....	.....	3,069,944	.84	.50	.....	46¼ - 39⅝

TELEPROMPTER CORPORATION (Unlisted)

Capitalization
Debt: $250,000, convertible subordinated 4% notes due 1966
Common: $1 par, 142,652 shares.

1950	N.A.						
1951	$ 96,221	$ 16,093(d)	$ 17,243(d)	$ .17(d)	none	N.A.	N.A.
1952	233,968	42,999	35,881	.36	none	N.A.	N.A.
1953	308,361	17,281	8,129	.08	none	N.A.	N.A.
1954	533,661	49,421	38,583	.38	none	N.A.	N.A.
1955	1,215,559	140,232	96,743	.81	none	$1,006,863	N.A.
1956	1,784,607	270,141	206,841	1.45	none	1,533,747	27½ - 20
1957	.....	.....	.....	....	none	.....	25½ - 23

N.A. Not available. (d) Deficit.

TEXAS INSTRUMENTS, INC. (NYSE)

Capitalization
Notes: $3,250,000
Preferred: 4.48% Series A convertible pfd., 165,837 shares
Common: $1 par, 3,008,275 shares

1950	.....	.....	.....	....	.....	.....	.....
1951	.....	.....	.....	....	.....	.....	.....
1952	$20,431,452	$2,289,738	$ 909,975	$ .30	none	$13,396,944	.....
1953	27,007,957	3,219,162	1,270,125	.42	none	14,900,024	5¾ - 5⅛
1954	24,387,334	2,380,718	1,200,995	.40	none	15,123,336	14 - 5¼
1955	28,684,653	2,502,941	1,581,790	.49	none	19,591,604	16⅞ - 10⅛
1956	45,699,358	4,260,514	2,349,103	.72	none	27,288,083	18⅜ - 11⅝
1957 (3 mo.)	15,252,000	.....	790,000	.25	none	.....	24⅞ - 15⅞

TIME, INC. (Unlisted)

Capitalization
Debt: $13,500,000, Subordinates 1st 4½s, due 1970
Notes Payable: $26,382,764
Common: $1 par, 1,949,819 shares

1950	$134,719,833	$15,812,416	$ 8,500,693	$4.36	$2.75	$ 82,393,453	36¾ - 25
1951	149,571,479	13,990,219	7,287,400	3.73	2.37½	86,086,824	35½ - 27½
1952	156,785,799	15,796,597	7,750,475	3.97	2.37½	93,824,010	35¼ - 29⅞
1953	170,448,966	16,259,281	8,144,414	4.18	2.50	101,141,707	36 - 30⅝
1954	178,155,775	14,531,621	8,056,905	4.13	2.50	108,221,241	49 - 35½
1955	200,181,865	17,506,072	9,195,588	4.72	2.75	112,531,774	58½ - 46¼
1956	229,373,627	26,627,224	13,850,137	7.10	3.50	177,158,949	80½ - 54
1957	.....	.....	.....	....	.75	.....	69¼ - 61½

TOPP INDUSTRIES, INC. (Unlisted)
Year ending April 30

Capitalization
Debt: $900,000, 3% 10-year subordinated convertible debentures
$46,961 notes; $2,750,000 6% convertible subordinated debentures, due 1977
Common: $1 par, 569,425 shares

1951	Incorporated October 22, 1951						
1952	N.A.						
1953	$1,245,406	$ 36,630(d)	$ 36,630(d)	$ .14(d)	none	N.A.	N.A.
1954	1,667,276	122,985	71,885	.28	none	N.A.	N.A.
1955	2,115,734	218,274	130,274	.50	none	$1,326,863	N.A.
1956	3,053,054	186,562	92,062	.35	$ .09+1% stk.	4,191,387(a)	9½ - 5¾
1957 (6 mo.)	2,006,234	150,076	75,076	.29	....	.....	9¾ - 8

(a) Pro-forma, giving effect to acquisition of Haller, Raymond & Brown, Inc., Nov. 1956.
(d) Deficit.

TRAV-LER RADIO CORP. (Midwest)
Year ending April 30

Capitalization
Debentures: 6s, due May 15, 1967, $1,156,250
Common: $1 par, 761,995 shares

1950(a)	$13,892,485	$2,309,275	$1,156,851	$1.52	$.30+20% stk	$6,484,714	5⅛ - 3¾
1951(a)	8,015,622	1,256,162(d)	577,950(d)	.76(d)	.10	3,971,516	4½ - 2¾
1952(a)	11,860,387	388,565	291,565	.38	none	4,224,853	3⅛ - 2½
1953(a)	14,470,145	735,847	316,641	.42	.10	4,602,709	3⅛ - 2⅛
1954(a)	16,347,813	459,657	241,349	.32	.22½	5,339,934	3 - 2
1955(a)	17,497,351	264,275	222,982	.29	.07½	6,380,841	4¼ - 1⅞
1956 (4 mo.) (b)	4,900,868	.....	204,876(d)	.27(d)	none	7,103,739	2½ - 1
1957	.....	.....	.....	....	.....	.....	1⅜ - 1⅛

(a) Year ending Dec. 31.
(b) In 1956 changed from a calendar year to fiscal year ending April 30.
(d) Deficit.

TUNG-SOL ELECTRIC, INC. (NYSE)

Capitalization
Debt: $1,450,000
Preferred: 4.3% cumulative convertible, $50 par, 87,696 shares
Common: $1 par, 716,175

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$29,425,022	$6,280,786	$3,058,151	$6.61	$2.00	$14,881,402	20½ - 8⅝
1951	31,484,760	5,713,572	2,049,458	4.23	1.25	17,115,034	24¼ - 16¼
1952	35,489,558	5,432,713	2,007,713	3.75	1.25	20,702,033	21⅞ - 16¼
1953	40,017,549	4,030,882	1,780,882	3.07	1.25	20,314,487	24⅞ - 16½
1954	39,052,458	4,302,062	2,077,062	3.15	1.25	26,728,555	30¼ - 16¼
1955	51,114,549	6,854,393	3,239,393	4.65	1.60	30,561,228	33½ - 25
1956	53,838,822	5,819,397	2,909,397	3.83	1.25+5% stk.	33,493,366	36⅜ - 27
1957 (3 mo.)	16,134,823	2,242,035	944,755	1.25	.35	.....	34 - 27⅜

UNITRONICS CORP. (ASE)

Capitalization
Debenture: Convertible debenture 5½%, due April 1, 1966, $1,400,000
Debt: $718,268
Common: $1 par, 495,971 shares

1950	$21,937,175	$3,181,984	$1,577,481	$4.66	$ .80	$ 7,237,256	12½ - 6⅝
1951	14,467,072	369,811	425,534	1.11	.75	5,451,159	11⅜ - 7⅝
1952	12,765,709	210,758	84,747	.20	none	8,261,713	9 - 6⅝
1953	17,667,486	115,758	62,158	.14	none	8,048,154	9⅛ - 3½
1954	18,350,454	461,132	256,836	.59	none	7,463,799	6 - 3½
1955	18,363,391	958,885	474,626	1.00	5% stk.	9,145,954	8⅝ - 4⅝
1956	27,955,538	1,074,160	588,941	1.25	none	16,530,597	10 - 6⅝
1957 (3 mo.)	5,451,000	.....	146,000	.29	.05+5% stk.	.....	9 - 6½

VARIAN ASSOCIATES (Unlisted)
Year ending Sept. 30

Capitalization
Debentures: $1,593,000, 5% convertible subordinate, due Dec. 1, 1970
Debt: $1,048,839, notes
Preferred: 6% cumulative convertible, $100 par, 2,500 shares
Common: $1 par, 1,302,026 shares

1950	$ 460,035	$ 48,478	$ 35,980	$ .16	none	.....	.....
1951	1,756,879	88,935	24,734	.08	20% stk.	.....	.....
1952	3,826,702	151,540	76,336	.16	none	.....	.....
1953	5,023,272	172,299	86,255	.12	none	$4,172,546	.....
1954	5,902,640	458,837	224,669	.32	none	4,451,641	.....
1955	7,162,350	912,896	432,896	.41	none	6,101,128	.....
1956	11,000,116	1,479,578	502,578	.42	none	10,295,360	18 - 12
1957 (3 mo.)	3,473,459	472,054	226,485	.17	none	11,338.727	17½ - 15

WEBCOR, INC. (Midwest)

Capitalization
Debt: $1,050,000, 4¾% notes, due 1961.
$1,400,000, 5¼% notes, due 1968.
Common: $1 par, 650,737 shares

1950	$19,086,151	$2,324,494	$1,212,050	$2.69	$1.50+20% stk.	$ 8,713,877	20¼ - 10¾
1951	17,971,469	677,596	457,635	1.01	1.00	7,878,317	16⅝ - 11¼
1952	19,580,636	707,800(d)	408,951(d)	.91(d)	.50	10,406,339	13½ - 7½
1953	27,757,899	1,947,162	927,162	1.87	10% stk.	11,827,337	9⅞ - 7
1954	31,741,046	1,139,198	564,198	1.09	.15+ 5% stk.	12,940,996	11½ - 7⅞
1955	31,984,539	1,339,574	589,524	.95	.40	16,566,990	15⅜ - 8½
1956	34,305,837	1,894,753(d)	994,753(d)	1.53(d)	.50+5% stk	15,935,212	15 - 8½
1957 (3 mo.)	9,300,364	.....	354,914	.54	none	.....	11⅜ - 8¼

(d) Deficit.

WELLS-GARDNER & CO. (Unlisted)

Capitalization
Common: $1 par, 414,300 shares

1950	$17,825,098	$1,674,235	$ 954,235	$2.33	$ .75	$5,643,428	12⅛ - 5⅛
1951	12,758,749	588,099	451,447	1.10	.60	4,462,000	8¾ - 6¼
1952	16,301,043	969,976	459,976	1.12	.60	6,385,335	8¼ - 6⅛
1953	22,572,069	1,969,939	772,939	1.88	.75	7,224,465	8¼ - 6⅜
1954	21,200,318	2,031,340	911,340	2.22	.75	8,076,027	10 - 5¾
1955	26,646,745	2,725,857	1,221,857	2.97	.85	9,784,984	13¾ - 9⅞
1956	24,152,104	2,179,610	1,054,610	2.55	1.00	8,668,582	14⅛ - 10¼
1957	.....	.....	.....	....	.20	.....	14⅛ - 11½

WESTINGHOUSE ELECTRIC CORP. (NYSE)

Capitalization
Debentures: 2⅝s, due Sept. 1, 1971, $20,995,000
3½s, due Dec. 15, 1981, $300,000,000
Preferred: $3.80 Class B, $100 par, 495,785 shares
Common: $12.50 par, 16,748,388 shares

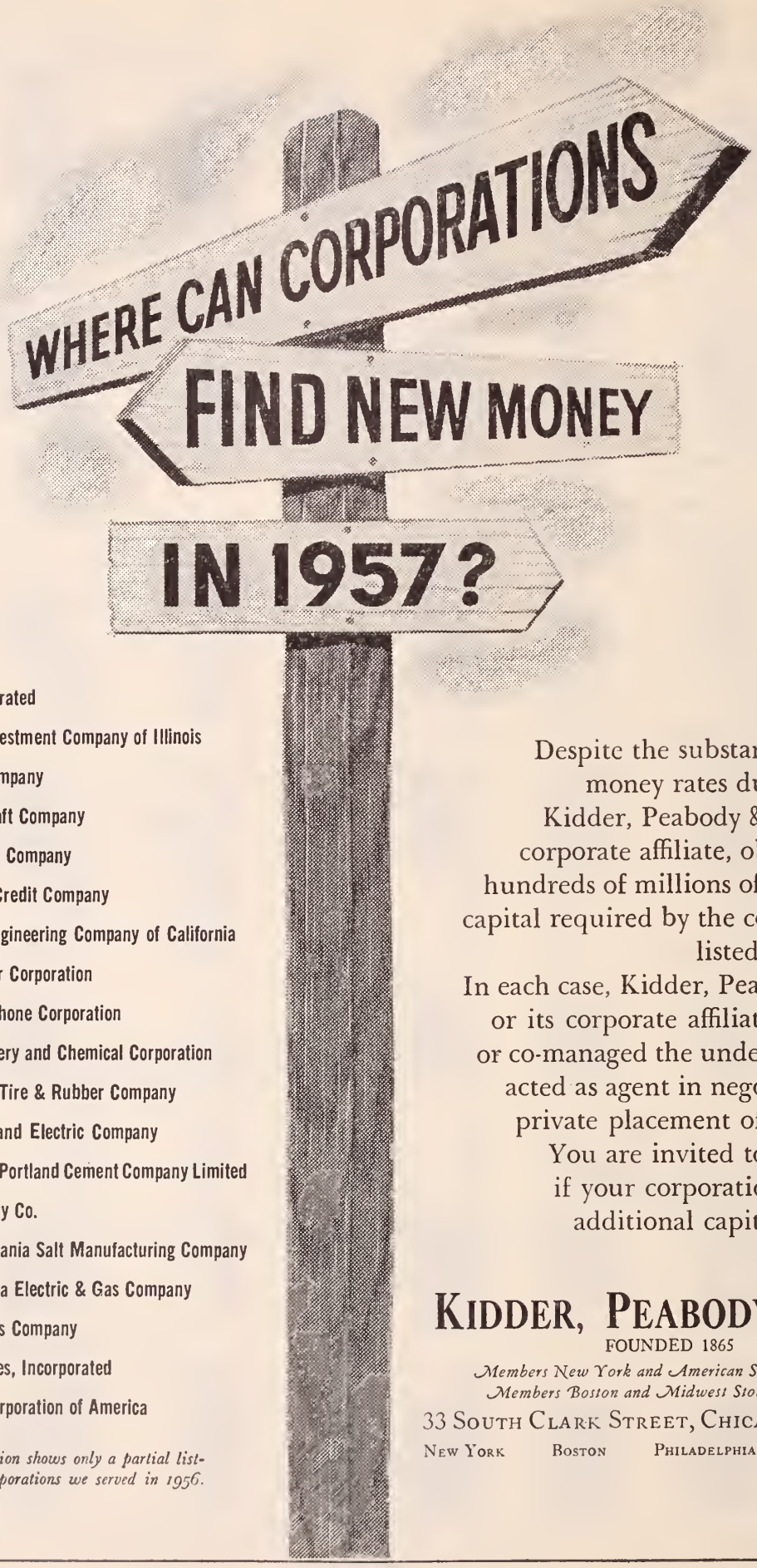
1950	$1,019,923,051	$159,664,532	$77,922,944	$5.36	$2.00	$ 800,461,178	36 - 29⅛
1951	1,240,801,296	174,578,362	64,578,202	4.03	2.00	1,004,378,037	42½ - 34⅝
1952	1,454,272,698	173,014,835	68,581,603	4.23	2.00	1,195,292,040	48¾ - 35⅛
1953	1,582,047,141	152,893,486	74,322,925	4.53	2.00	1,265,353,717	52½ - 39½
1954	1,631,045,480	168,241,939	84,594,367	5.06	2.50	1,329,120,140	79 - 50⅛
1955	1,440,976,985	84,102,747	42,802,747	2.46	2.00	1,287,685,975	83¼ - 53¼
1956	1,525,375,771	5,292,061	3,492,061	.10	2.00	1,264,469,283	65⅞ - 50⅞
1957 (3 mo.)	475,686,000	.....	14,198,000	.82	.50	.....	59 - 52⅜

ZENITH RADIO CORP. (NYSE)

Capitalization
Common: No par, 492,464 shares

1950(a)	$ 87,704,071	$11,527,903	$5,627,003	$11.43	$1.50	$51,971,284	70¼ - 31½
1951	110,022,780	11,771,940	5,370,740	10.91	3.00	50,275,866	71½ - 47½
1952	137,637,697	13,222,133	5,845,933	11.87	3.00	54,416,548	88 - 68
1953	166,733,276	13,157,701	5,631,701	11.44	3.00	52,042,451	84 - 63¼
1954	138,608,360	12,056,264	5,676,264	11.53	3.00	62,604,970	96 - 63½
1955	152,905,005	17,104,491	8,034,491	16.31	5.00	67,604,887	142½ - 86
1956	141,529,855	13,298,717	6,178,717	12.55	5.00	69,193,175	141¼-101
1957 (3 mo.)	36,658,510	3,536,069	1,650,590	3.35	.75	.....	121¼ - 91¼

(a) Year ending March 31.



AMP Incorporated

American Investment Company of Illinois

Carnation Company

Cessna Aircraft Company

Collins Radio Company

Commercial Credit Company

Electronic Engineering Company of California

Florida Power Corporation

Florida Telephone Corporation

Food Machinery and Chemical Corporation

The General Tire & Rubber Company

Kansas Gas and Electric Company

Lake Ontario Portland Cement Company Limited

J. J. Newberry Co.

The Pennsylvania Salt Manufacturing Company

South Carolina Electric & Gas Company

Texas Utilities Company

United Utilities, Incorporated

Vanadium Corporation of America

This compilation shows only a partial listing of the corporations we served in 1956.

Despite the substantial rise in money rates during 1956, Kidder, Peabody & Co., or its corporate affiliate, obtained the hundreds of millions of additional capital required by the corporations listed at the left.

In each case, Kidder, Peabody & Co. or its corporate affiliate managed or co-managed the underwriting or acted as agent in negotiating the private placement of securities.

You are invited to call on us if your corporation requires additional capital in 1957.

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NEW YORK BOSTON PHILADELPHIA SAN FRANCISCO

Financial & Trade Notes: Sylvania TV factory sales in first quarter "were strongly ahead of a year ago, while industry-wide factory sales showed a drop of more than 15%," chairman-pres. Don G. Mitchell told annual meeting in Boston, crediting much of gain to public response to 110-degree portable which "has set an entirely new trend in the industry."

TV prices are "unrealistically low," he said, and "higher prices will prevail in the new lines which will be introduced this summer."

Sylvania earned $3,069,944 (84¢ a share) on record first quarter sales of $87,549,674 compared with $4,250,243 ($1.18) on sales of $86,427,480 in 1956 first quarter. Although income dropped, Mitchell said it reflected a "definite upturn in Sylvania's TV set and component business in comparison with final quarter of 1956." He predicted 1957 sales would exceed last year's, with profits as good or better than 1956's $4.10 a share.

Mitchell said 1957 will "be a good business year," with national economy leveling off for a while, then resuming "its steady climb" in latter part of this year or early 1958. Sylvania planning is based, he said, on expectation that consumer spending will be at record level in 1957.

For whole electronics industry, he predicted, this year's volume would be $12.25 billion compared with $11.5 billion last year. He said Sylvania's unfilled military electronics orders are running slightly ahead of last year; semiconductor products are finding more applications; international business is running strongly ahead of comparable period last year.

Sales of renewal CR tubes are ahead of last year, while sales of receiving and CR tubes to other manufacturers dropped off, he said, because of decreased set production, which now is being improved. Parts volume also was affected by readjustment in TV set industry.

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Study of Ampex Corp. by broker Draper, Sears & Co., 50 Congress St., Boston, estimates company's sales for year ended April 30, 1957 at $17,500,000, net income at $950,000, compared with $10,200,000 & $310,000 for 1956 fiscal year. Comparing product mix for fiscal 1956 & 1957, study gives this estimated sales breakdown: 1956—instrumentation products $5,447,000, audio products $4,750,000; 1957—instrumentation $10,000,000, audio $6,750,000, Videotape recorder $750,000. It states that "upwards of $3,000,000" in Videotape recorder sales are anticipated in fiscal 1958. Study predicts fiscal 1958 net income of $7,800,000.

Unique financial position of Magnavox is delineated in report by Fahnestock & Co. investment house, 65 Broadway, N. Y., which says Magnavox increased its share of TV market from 1.6% in 1952 to 4% in 1956 and "virtually alone among the major factors in the TV set manufacturing field, has been able to improve earnings during the past several difficult years for the industry." It estimates earnings for year ending June 30 will be $4.50 or better per share vs. $3.59 last year.

Dividends: TV-Electronics Fund, 8¢ payable May 31 to stockholders of record May 2; Tung-Sol, 35¢ June 3 to holders May 15; Loew's Inc., 25¢ June 30 to holders June 14; IBM, 60¢ June 10 to holders May 21; International Resistance, 5¢ June 1 to holders May 15.

Meredith Publishing Co., whose interests include 4 TV & 4 AM stations, reports consolidated earnings of $3,771,686 ($2.91) in 9 months ended March 31 compared with $3,143,939 ($2.44) in same period year earlier.

Arvin Industries earned $951,432 ($1.06) in quarter ended March 31 compared with $677,698 (76¢) in same 1956 period.

Philco earned $1,107,000 (26¢ a share) on first-quarter sales of $99,090,000 compared with $1,517,000 (38¢) on sales of $92,476,000 in similar 1956 period. Pres. James M. Skinner Jr. cited "continuation of conditions which prevailed in consumer durable goods industries during the latter part of 1956," adding that consumer goods div. "did not yield a satisfactory profit [for 1957 first quarter], reflecting the effect on the industry of the premature and unwise promotion of color TV, the unrealistic cost-price structure and a decline in industry volume in many lines." He said Philco had improved share of TV-appliance market and its inventory position.

Admiral reports profits of $427,744 (18¢ a share) on first-quarter sales of $42,354,139 compared with earnings of $1,310,336 (55¢) on $48,663,959 sales in similar 1956 period. Exec. v.p.-treas. John B. Huarisa noted return to profitable operation following loss in 1956 last quarter, said that "sales for full year should equal or exceed 1956 while profits should be substantially higher." Huarisa attributed quarter's decline to price competition, Canadian sales slump, less govt. contracts.

Hoffman reports $512,802 profit (70¢ a share) on sales of $11,493,599 in first quarter compared with $467,994 (64¢) on $12,155,019 sales in similar 1956 period. Pres. H. Leslie Hoffman predicted 1957 profits about 10% above 1956, adding that first quarter TV shipments were up 4.1% while rest of industry "declined 15.6%" from same period last year. He was enthusiastic about growth of semiconductor div., noting that sales volume of silicon semiconductor industry is expanding at rate of 50% annually.

Loew's Inc. earned $983,923 (18¢ per share) on gross revenues of $48,630,000 in 16 weeks ended March 14 vs. $1,641,682 (31¢) on $52,837,000 year earlier, pres. Joseph R. Vogel attributing decline to disappointing theatre returns on MGM pictures. For 28 weeks to March 14, however, net profit was $2,729,248 (51¢) on gross sales of $87,248,000 compared with $1,889,843 (36¢) on $87,439,000 in same 1955-56 period.

Republic Pictures earned $219,483 (6¢ per share on 2,004,190 shares outstanding) in fiscal quarter ended Jan. 26 vs. $773,641 (34¢) in same period year earlier, $383,207 (14¢) 2 years earlier.

Tung-Sol earned $944,755 ($1.25 a share) in first quarter vs. $715,035 ($1) in similar 1956 period.

Western Union had first quarter net income of $2,964,976 (48¢) vs. $3,225,119 (52¢) first 1956 quarter.

ELECTRONICS PERSONALS: Frank Pace Jr., former Army Secy. & Budget Bureau director, elected pres. of General Dynamics, succeeding founder **John Jay Hopkins**, who died of cancer May 3 in Washington; **Earl Dallam Johnson**, onetime Army Undersecy., succeeds Pace as exec. v.p. . . . **E. Douglas Graham**, ex-Gemmer Mfg. and Ford of Canada, joins Raytheon as v.p.-manufacturing services . . . **Dr. Seymour B. Cohn** appointed mgr. of Stanford Research Institute antenna systems lab, Menlo Park, Cal. . . . **Hugh R. Lowry** promoted to mgr., application engineering, GE semiconductor products dept., Syracuse . . . **James R. Merrill** promoted to mgr. of Raytheon Santa Barbara lab, succeeding Harold E. Beveridge, resigned . . . **Frederick A. Mitchell** named asst. chief engineer, Stromberg-Carlson electronics div. . . . **Joseph A. Frabutt**, pres. of new IT&T industrial products div. and continuing as gen. mgr. of San Fernando, Cal. aircraft products plant, announces these executives of the division which will headquarter at Clifton, N. J.: **Rudolf Feldt**, v.p. & mgr. of instruments; **L. J. Heilman**, mgr., railroad & mobile equipment; **Ralph Lehman**, mgr., commercial aviation products; **David Monro**, mgr., airborne integrated power supply operations (E. Newark, N. J.).

REVOLUTION wrought by TV in family living is told graphically in new govt. analysis of 1940-55 per capita spending for recreation, showing how movies have been dethroned as No. 1 entertainment.

Recreational spending for TV zoomed from "small beginning" in 1946, carried its consumer group (including radio sets, phono records, hi-fi, musical instruments) to 142% increase in 15-year period while movie admissions dropped 36%, according to special study by Agriculture Dept.'s Household Economics Research Branch. Study doesn't have breakdown for TV alone.

By 1950, per capita expenditure for TV group was $20 compared with movies' popularity peak of about $17 in 1946—and although TV spending rate has been "somewhat lower" in years since ($18 in 1955), it has surpassed any level ever reached by movies.

"Thus, spending for the radio-TV group has not only usurped the top-of-the-list position formerly held by movies, but has done so at a higher level," says survey published by Agriculture Dept. in March *Rural Family Living*, whose distribution was delayed.

Analysis of regular Commerce Dept. estimates of city-&-farm consumer spending shows that movies took 20% of recreation dollar 15 years ago, only 10% in 1955. The TV-dominated group took 14% in 1940 and 23% in 1955, when all items on list averaged $79.33 per person—46% more than in 1940.

Other findings on proportionate spending during period: reading (magazines, newspapers, sheet music, books, maps) dropped from 22% to 17%; spectator amusements (movies lumped with theater, opera, sports, etc.) dropped 19%; participating recreation (boats, aircraft, bicycles, etc.) increased 137%; betting on horse & dog races increased 200% (from $1 to $3 per capita).

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Subscription-TV situation: Probability is that FCC will wind up holding evidentiary hearing or Congress will take whole basic decision out of Commission's hands. Rep. Harris (D-Ark.), chairman of House Commerce Committee, tells us: FCC hasn't yet answered his letter, which clearly frowned on pay concept (Vol. 13:17). Regarding getting together with FCC Chairman McConnaughey to discuss his questions: "No time or anything has been worked out yet. He knows where I am if he wants to see me." He said that no hearings on subscription TV have been scheduled "now or in the foreseeable future. The Committee has other business. We have had no requests for any hearings involving either TV or radio." Rep. Celler (D-N. Y.), chairman of Judiciary Committee and also downbeat on toll TV, says he hasn't heard from Commission, either, and that he has asked Commerce Committee to conduct hearings on his bill to prohibit subscription TV. Whether Congress wrests ball away from FCC or not, Commission is now inclined to approach subject more cautiously—is believed quite unlikely to allow "experiments" without further inquiry.

Listing arguments against pay TV, NARTB public relations chief Donald N. Martin spoke before Vermont Federation of Women's Clubs in Bellows Falls May 1, noted that in portions of U. S. served by only one station—such as parts of Vermont—viewers would be deprived of all TV during periods station telecast scrambled signals. Group approved resolution asking Congress to ban pay TV, wired Vermont Congressmen.

Senate Commerce Committee vacancy was filled May 2 by Sen. Yarborough (D-Tex.), replacing Price Daniel, who resigned to become Tex. governor.

Boiling Miami TV situation—with third vhf due to go on air next month—was reflected this week in these actions by area's sole remaining uhf station, WITV, Ft. Lauderdale-Miami (Ch. 17): (1) Founder & principal owner Cmdr. Mortimer W. Loewi, former DuMont executive, took over as pres. & gen. mgr., dismissing station mgr. C. Edward Little because he was not "in sympathy with what we think is the correct approach to providing TV service in this area." (2) Station was preparing to file petition with FCC May 6 demanding that Cox-Knight-Trammell's WCKT (Ch. 7) be taken off air as result of Appeals Court's reversal of its grant, based on fact that ex-NBC pres. Niles Trammell held $25,000-a-year consultant contract with NBC at time of grant (Vol. 13:11). WITV is arguing that keeping station on air would "perpetuate the mistake" and continue to deprive area stations of right to compete freely for NBC affiliation. (3) Threatened with loss of ABC-TV affiliation to upcoming WPST-TV (Ch. 10), the uhf outlet announced new programming policy emphasizing local live shows, many of them outdoors. (4) Loewi blasted networks as forcing affiliates to take "dull, uninteresting shows . . . under the block system." He took over presidency from part owner L. Coleman Judd, who remains on board. In face of vhf competition, station is proud of its bootstrap operation—based almost entirely on local business. Operating in the black, its officials called March 1957 business "sensational" and best since station started in Nov. 1953, though 80% of its revenue came from local advertisers.

Westinghouse's purchase of WAAM, Baltimore (Ch. 13) for $4-$4,500,000, including substantial net quick assets, is seriously in the works—with signing of contract possible next week. Purchase would give Westinghouse full bag of 5 vhf stations. Others: WBZ-TV, Boston; KYW-TV, Cleveland; KPIX, San Francisco; KDKA-TV, Pittsburgh—no uhfs. Westinghouse wants Baltimore station because city is a "great, thriving industrial market," according to principals. WAAM is ABC-TV affiliate, and Westinghouse has no plans to seek change to CBS-TV or NBC-TV—nor is there any change in affiliation contemplated for other 4 stations. WAAM is pre-freeze station which started Nov. 2, 1948, is controlled by Ben & Herman Cohen families. Exec. v.p. and 7% owner is Norman C. Kal, partner in Kal, Ehrlich & Merrick Adv., Washington.

Five applications for new TV stations, one for a translator, were filed with FCC this week, bringing total to 123 for stations (30 uhf) and 55 for translators. Station applications: Davenport, Ia., Ch. 68, Kansas City, Mo., Ch. 65 and Oklahoma City, Okla., Ch. 19 by Malco Theatres, ex-owners of WEHT (Ch. 50), Henderson, Ky.-Evansville, Ind., who last week filed for Ch. 40, Columbus, O. and are prospective applicants for Memphis and Utica, N. Y.; for Lafayette, La., Ch. 3, by consultants Dawkins Espy and Thomas B. Friedman; for Weston, W. Va., Ch. 5, by owners of off-air WJPB-TV (Ch. 35), Fairmont. Translator application was for Santa Rosa, N. M., for Ch. 83 by local Chamber of Commerce. [For details, see *TV Addenda 24-Q* herewith.]

TV sets-in-use are placed at 42,500,000 by research analysts Sindlinger & Co., Ridley Park, Pa. Estimated as result of questioning first week in April as part of Sindlinger's regular 1000-persons-a-day interviewing, these other TV statistics are reported: Some 38,600,000 households, or 78% of U. S. now have TV. Total TV audience is estimated at 122,400,000, of which 99,900,000 are 12 and older, 22,500,000 are 5-to-12 years old.

Educational TV & Radio Center, Ann Arbor, Mich., has moved into new $150,000 headquarters on Washtenaw Ave., giving 23-station National Educational TV (NET) network its first established home.

THE AUTHORITATIVE
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Television Digest with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — May 11, 1957

EDWARD MILLS rejects FCC membership after chairmanship offer is withdrawn. Others being pushed include Robert King, George Moore, Robert Minor (p. 1).

PAY-TV LOBBYING steps up as FCC group prepares to meet Rep. Harris May 14. Evidentiary hearing still good bet with Commission to ask for specifics (p. 1).

CELLER TV REPORT, strongly critical of networks, FCC & BMI, fails to get majority endorsement by anti-trust subcommittee at first meeting (pp. 2 & 3).

FCC BACKLOG of big decisions nearly gone as Chairman McConnaughey prepares to leave. Among those remaining: Seattle's Ch. 7, Edward Lamb case (p. 6).

SET SALES PROSPECTS evaluated at stockholders' meetings of RCA, Motorola, Hoffman. RCA stresses color profit potential; others say price cuts needed (p. 8).

VACATION SHUTDOWN DATES for TV-radio-electronics plants listed by RETMA; traditional hiatus meets union contracts, provides inventory opportunity (p. 9).

RCA REPORTS RECORD first quarter sales & earnings of $295,773,000 & $12,810,000; Gen. Sarnoff predicts $4 billion annual business volume by 1967 (p. 11).

SPREAD OF COMMERCIAL TV continues as Swiss TV plans switchover to independent operation, Norway proposes ad-supported TV. ITA's record billings (p. 12).

MILLS DECLINES FCC JOB; FIELD WIDE OPEN: It's a free-for-all again, as far as new member of FCC is concerned, now that GSA deputy director Edward K. Mills Jr. is out of the picture. Once offered chairmanship, later offered only membership, he announced this week that he didn't want to be considered for the job.

You can go back to speculating over the multitude of names previously mentioned, and you can also expect more dark horses to loom. Lots of people lobbying for themselves or friends -- but President Eisenhower hasn't publicized whom he prefers, if anyone. We're told, for example, that Robert L. King, adm. asst. to Vice President Nixon, is a hot prospect; same for George M. Moore, former member of Civil Service Commission now on staff of House Post Office & Civil Service Committee; same for Robert Minor, now an ICC commissioner.

Among other names rumored heretofore: ex-Sen. George Bender; ex-ABC v.p. Ernest Lee Jahncke; Samuel L. Golan, member of International Boundary Commission; W.Va. broadcaster George Clinton; Los Angeles attorney Lyle Newcomer; James E. McCarthy, ex-dean of Notre Dame commerce college; FCC gen. counsel Warren Baker.

Present FCC Comr. John Doerfer still looks like good bet for chairmanship, unless someone with as much political weight as King is the man. There's talk that if Doerfer gets it, he'll be designated chairman for one year. This leaves President free to "rotate" position gracefully if he chooses -- or to keep Doerfer in top position longer, as he did with McConnaughey. Most commissioners would much prefer Doerfer or any other GOP Commission incumbent as chairman to someone who knows little or nothing about communications. Much of industry feels same way.

PAY-AS-YOU-SEE TV—A STATUS REPORT: Background wire-pulling and lobbying on subscription TV is really something to behold in Washington these days while pro & con forces struggle. FCC actually was on the verge of authorizing "experimental" operation, too close for comfort of the "anti" forces -- networks, theatres, NARTB, etc. -- until NARTB convention interrupted Commission deliberations. Opposition has put in its licks since, and House Commerce Committee's questions have brought a pause.

Things are marking time until FCC contingent meets with Committee Chairman Oren Harris (D-Ark.), slated May 14. Commission group expected to attend: Chairman McConnaughey, Comrs. Doerfer & Bartley, staff members Warren Baker, Robert L'Heureux, Louis Stephens. Other commissioners may choose to join them.

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McConnaughey has never been overly excited about pay TV and he appears in no hurry to rush something through before he leaves the Commission June 30. Doerfer, who now stands good chance of becoming chairman (see p. 1), once thought experimental authorization was good idea -- though he seriously doubted public would buy toll TV. Now, he's said to believe Commission should learn more about proposed tests. That seems to be growing feeling of FCC majority -- hence current expectation that next move will be to call for evidentiary hearing to get more precise proposals.

* * * *

Zenith remains most vigorous pay-TV proponent. Once again its dealers and distributors are beginning to push for govt. action, and its publicist Millard Faught has resumed writing magazine articles -- latest in June Pageant. Paramount Pictures (International Telemeter) is currently playing up cable systems, though it's still interested in scrambled telecasts. Skiatron is simply standing by, telling stockholders it hopes for favorable FCC decision momentarily.

What is not understood by people outside TV industry (and some inside) is that these 3 proponents will scarcely have field to themselves if and when FCC ever gives any sort of green light. Fact is that Commission go-ahead would spawn flock of new "systems" and patent claims -- many by substantial and competent organizations. RCA-NBC, CBS & ABC aren't likely to stand mute if they see public showing signs of really going for the pay-TV concept.

Also indicative of what might come was this week's vote by council of the Writers Guild of America, which resolved to demand separate payment for all story material presented on subscription TV. Other guilds won't be far behind.

* * * *

Free from dependence on govt. approval, Video Independent Theatres continues work toward own experiment in Bartlesville, Okla. Shipment of Jerrold Electronic Corp. equipment has begun, and wiring is due to be completed this summer.

Though scores of additional exhibitors have shown keen interest in emulating VIT if latter's tests are successful, few have had any luck getting commitments for current features from the movie makers. Producers are inclined to say, in effect: "Let's see what happens in Bartlesville, first."

LAWMAKERS DON'T LIKE CELLER PROBE DRAFT: Rep. Celler's personally endorsed draft of the proposed report of his anti-trust subcommittee's probe of TV network practices got stormy reception from his subcommittee colleagues this week.

First closed meeting of subcommittee to consider lengthy staff-prepared draft -- strongly critical of network business practices, the FCC and BMI -- made it clear that the chairman cannot muster majority of his own 7-man subcommittee for report as it now stands. There was no solidarity even among members of Celler's own party, and it's now apparent that report in present form won't get majority endorsement.

* * * *

Subcommittee will meet again Mon. May 13 to resume discussion which began at this week's long and often heated meeting. While members will try to get together on a single compromise report, there are such marked differences of opinion that it is probable that 2 separate reports will emerge -- the current draft, with modifications, could become minority report. One of principal points in this week's controversy revolved around section of draft which virtually accuses BMI of "flagrant violation of anti-trust laws." Some members of the subcommittee already are rallying behind alternative section -- which Celler considers pro-BMI.

Celler-approved staff draft, though some of its language is carefully hedged, implies anti-trust violations by networks, stresses FCC's "failures" and recommends changes in Communications Act -- with a distinct "or else" flavor. Its suggestion that FCC police networks' "gross minimum time charges" looks like opening wedge for govt. control of network rates. Significant portions of Rep. Celler's staff-drafted document are quoted on page 3. Final majority report may be quite different.

Democrats on subcommittee are Celler (N.Y.), Rodino (N.J.), Rogers (Colo.), Holtzman (N.Y.). Republicans are Keating (N.Y.), McCulloch (O.), Miller (N.Y.).

SIGNIFICANT QUOTATIONS from unreleased staff draft of proposed report by House Judiciary anti-trust subcommittee on TV network practices, endorsed by Chairman Celler (D-N. Y.), but disputed by other subcommittee members (see story on p. 2):

Network ownership of stations: "The established position of NBC & CBS in the industry is a reason against, rather than for, permitting them to consolidate that position by restrictive covenants or by ownership or operation of stations. Their financial resources, diversified activities, trade contracts and established listener goodwill impose handicaps difficult enough to overcome upon any rival in the field of network operation . . . Any relaxation of the [multiple ownership] rule . . . would be wholly inconsistent with anti-trust objectives."

Option Time: "Option time provisions in affiliation contracts have a detrimental effect on the competitive process, [and] the FCC regulatory sanction does not conform with the Congressional policy expressed in the anti-trust laws . . . There appears to be a marked similarity between time optioning and block-booking in the motion picture industry, which the Supreme Court struck down [in the Paramount case]." Report asks "study by the FCC with a view toward abolishing of time options. This can be accomplished more readily by amendment of the Chain Broadcasting Regulations, but in the absence of expeditious Commission action, the Committee will be constrained to consider and recommend appropriate amendment of the anti-trust laws to accomplish the same purpose."

Must-buy: "The Committee expresses no opinion on the legality of must-buy under the anti-trust laws, but one of its effects is to deprive the national advertiser of untrammelled freedom of choice in selecting those stations and markets where he desires to have his advertising . . . carried." Report urges FCC to consider regulation banning must-buy lists but permitting networks to prescribe "gross minimum time charge" to advertisers. FCC would determine whether network's minimum charge is too high or too low.

BMI: "If such a combination uses its power to exclude competing music from the air, this constitutes a flagrant violation of the anti-trust laws. Indications before this committee are that this may indeed be the case."

"First call" on network programs: "An amendment [to FCC's Chain Broadcasting Regulations] should be adopted to limit the conditions under which the first call privilege may be used to delay the broadcast of network TV programs."

Affiliation contracts: "The Committee considers unjustified the FCC's failure either to make public the network affiliation contracts . . . or to scrutinize these contracts for any purpose other than whether they violate the Chain Broadcasting Regulations."

Program & time sales: "Not completely resolved by the record [is the question of] whether the TV networks tie sale of network and network-owned station time to the sale of network-owned programs." Justice Dept. is asked to look "vigorously" into this question.

Five-year licenses: "The Committee feels that long licenses tend to interfere with the freedom of TV stations to change their affiliation with a network."

Network profits: "Networks also argue that even if such a standard is accepted, net profits as a percentage of return on investment in tangible property are neither abnormal nor immodest when compared to the profits in creative industries, such as magazine publishing enterprises, or when compared to profits in certain manufacturing industries. [This argument] overlooks the fact that the networks, unlike publishers or manufacturers, are using a public property—the airwaves—which belongs to all the people of the United States and not to any one group . . ."

NBC-Westinghouse case: "The Commission's failure to designate this case for hearing constituted a summary rejection of its staff recommendations . . . It reveals inadequate consideration by the Commission of the competitive principles underlying the Communications Act [and] inadequate liaison with the Dept. of Justice . . . In the future [the FCC] should scrupulously examine the anti-trust history [of all applicants]."

Allocations: Pending outcome of studies to determine feasibility of "a major shift to uhf," Committee recommends "the Commission vigorously press forward in a program of selective deintermixture . . . The Commission should broaden this program to include many more markets and should continue to order removal or conversion of existing stations where the public interest requires."

FCC-industry relations: "The evidence demonstrates that for at least 10 years an air of informality has surrounded cases pending before the Commission. This has permitted the Commission's administrative process [to deteriorate] to the point where various members of the Commission without reluctance have, during the past decade, discussed with one or more interested parties [matters involved in pending cases], even going so far as to indicate how an individual commissioner will vote . . . This practice is repugnant to the fundamental principles of quasi-judicial procedure." Report recommends FCC "code of ethics" to govern conduct of commissioners, employes, attorneys and industry.

Network regulation: "The Committee, however, does not favor direct govt. regulation and would rather avoid it."

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Rep. Emanuel Celler (D-N. Y.), chairman of House Judiciary Committee, to be speaker at luncheon of Federal Communications Bar Assn. at Washington Hotel, Washington, June 20.

Chain of 6 film-only uhf stations is planned by Malco Theatres, Memphis, former owners of successful WEHT, Henderson, Ky. (Ch. 50). Theatre circuit filed fifth & sixth applications this week, for Utica, N. Y. (Ch. 54) & Memphis (Ch. 48). It also has applications on file for Columbus, O. (Ch. 40), Davenport, Ia. (Ch. 68), Kansas City (Ch. 65) & Oklahoma City (Ch. 19). Company plans 4 hours daily programming, 7-11 p.m., using feature film, theatrical shorts and syndicated TV film. Asked if they were interested in stations as possible subscription-TV outlets, Malco officials denied any such aspirations, stating they merely wanted to establish chain of modestly budgeted commercial outlets "not competitive with network stations."

Licensed TV sets in Great Britain totaled 6,863,234 at end of Feb., increase of 106,049 during month.

Radio's role in American life—"a public servant in times of catastrophe and natural disaster"—was cited by President Eisenhower in National Radio Week message. Radio is, he said, "doing much more than improving the general welfare of the people of our country. Radio is serving the cause of world peace by helping Americans keep up with events in the world and the problems which face all of us who are working actively for peace."

Several states want a chunk of TV sponsorship coin from boxing & wrestling bouts. At least 3 state legislatures are considering bills to levy tax on revenues from matches. California bill would take 7½% of promoters' TV revenue, and legislation in Illinois & Minnesota would snatch 5% of gross receipts of bouts whose rights are sold to TV-radio stations or networks.

Personal Notes: **Oliver Treyz**, ABC v.p. in charge of TV network, elected a director of N. Y. Better Business Bureau . . . **Armand Grant**, ex-WAAM, Baltimore, and radio WKIT, Mineola, N. Y., appointed to new post of exec. producer of ABC-TV daytime programs . . . **Philip Feldman** promoted to CBS-TV v.p. & business mgr. of talent & contract properties, Hollywood . . . **Robert V. Evans** named asst. gen. attorney for CBS-TV in charge of talent, program & facilities contracts and rights . . . **C. Herbert Clark** promoted to head new NBC-TV unit set up in sales service dept. to help advertisers & agencies evaluate program lineup . . . **Bernet G. Hammel**, ex-Schwerin Research, joins ABC-TV as asst. research mgr. . . . **Tom W. Judge**, ex-Closedcircuit Telecasting Inc. & CBS-TV, named to new post of national TV sales mgr., Westinghouse Bcstg. Co. . . . **Roger W. Clipp**, Triangle Publications v.p. for TV-radio and gen. mgr. of WFIL-TV & WFIL, Philadelphia, elected U of Pa. trustee . . . **Raymond W. Welpott**, mgr. of WRGB, Schenectady, since 1955, named mgr. of WKY-TV & WKY, Oklahoma City, replacing late **Hoyt Andres** . . . **Serge Valle** promoted to research mgr. of NBC's California National Productions . . . **Allen Ludden**, ex-NBC, named program director of radio WCBS, N. Y. . . . **Parker Wheatley** resigns for personal reasons as gen. mgr. of educational WGBH-TV & WGBH, Boston, and director of Lowell Institute Bcstg. Council; **Hartford N. Gunn Jr.**, asst. gen. mgr., succeeds him . . . **Charles Jennings** promoted to CBC bcstg. controller, **Marcel Ouimet** to asst. controller; **J. P. Gilmore** appointed controller of operations, **A. K. Morrow** asst. controller . . . **Armand G. Erpf**, a director of DuMont Labs and partner in Carl M. Loeb, Rhoades & Co., elected a director of Crowell-Collier . . . **David Mathews** promoted to gen. mgr. of Gross-Krasne Productions, Hollywood . . . **Lester S. Tobias** joins Associated Artists Productions as western div. sales mgr., Los Angeles . . . **Charles Keys**, ex-KWTV, Oklahoma City, named sales mgr. of KGEO-TV, Enid, Okla. . . . **John B. Hughes**, ex-WRCV-TV, Philadelphia, named head of news staff at WEWS, Cleveland . . . **Bob Herzog** promoted to news director of WXIX, Milwaukee, succeeding **Jerry Dunphy**, now with WBBM-TV, Chicago . . . **George H. Green**, program director, named sales promotion & publicity director of WATV, Newark-New York, succeeding **Lou Frankel**, resigned; **Robert Macdougall**, educational director, promoted to public relations director . . . **J. Howard Schumacher Jr.**, NBC lab technician, joins SMPTE as staff engineer June 10, replacing **Henry Kogel**, resigned . . . **Len Higgins**, director of industry relations of KTNT-TV, Tacoma, elected pres. of Washington State Assn. of Broadcasters . . . **Wm. A. Banks**, pres. & gen. mgr. of radio WHAT, Philadelphia, elected pres. of Pa. Associated Press Broadcasters Assn. . . . **Maurice Corbett**, ex-National Food Distributors Assn., named merchandising director of WTVJ, Miami . . . **Ed Cardinal** promoted to program director & operational supervisor of KOLO-TV, Reno; **Lee David Hirshland** named local sales mgr. . . . **Walter I. (Wally) Gould**, ex-Guild Films, joins TPA as producer in charge of commercial div.

Obituary

Abram K. Redmond, 53, v.p. & gen. mgr. of WHP-TV & WHP, Harrisburg, Pa., with stations since 1926, died at home May 1 following heart attack. Surviving are his widow, Mrs. Beatrice Potteiger Redmond, sales service director of stations, and brother, program mgr. Dick Redmond.

David Sarnoff Fellowships, worth about $3500 each, have been awarded to 10 RCA employes who will be on leave of absence for the college year. The grants include tuition, $2100 living expenses, $750 gift to school; recipients may be reappointed. Winners are: Robert J. Pressley, John A. Inslee, Herbert W. Lorber, RCA Labs; Edward Kornstein, defense electronics products, Camden; Walter F. Denham, defense electronics products, Waltham; Herbert R. Meisel, semiconductor div., Somerville; John W. Caffry, electron tube div., Lancaster; Charles A. Passavant, international div., Clark, N. J.; James M. McCook, broadcast section, Montreal; Morgan A. Barber Jr., NBC, N. Y. Fellows were chosen on basis of academic aptitude, professional promise, character. Their fields include physics, electrical engineering, applied mathematics, business administration, dramatic arts.

FCC Chairman George C. McConnaughey, when he leaves Commission June 30, opens Washington law partnership, McConnaughey & L'Heureux, with his congressional liaison Robert D. L'Heureux; also forms McConnaughey & McConnaughey in Columbus, O. with his son. Legal asst. Charles Gowdy is to join legal staff of Crosley in Cincinnati, his home town. Plans of engineering asst. Christian E. Rogers haven't been disclosed.

New officers of Assn. of Federal Communications Consulting Engineers: Robert E. L. Kennedy, pres.; John Creutz, v.p.; George P. Adair, secy.; George E. Gautney, treas. New exec. committee members are Howard T. Head & Jules Cohen, 2-year terms; Wm. E. Benns Jr., one-year term.

Daniel R. Ohlbaum leaves litigation div. of FCC's Office of General Counsel to join Dept. of Justice's Office of Legal Counsel May 13—after 8 years with Commission.

O'Connell-Palmer Co. opens new TV-radio rep office at 110 Sutter St., San Francisco, headed by John E. Palmer, ex-Wm. Ayres Co.

ADVERTISING AGENCIES: **Robert E. Staunton**, ex-J. Walter Thompson, joins Ketchum, MacLeod & Grove, N. Y., as Westinghouse Bcstg. Co. account executive . . . **Stanley D. Canter**, ex-McCann-Erickson, joins Ogilvy, Benson & Mather as research director . . . **Guy Davis & Perry Thomas**, Beaumont & Hohman v.p.'s, Chicago, move to Cunningham & Walsh there following merger . . . **Walter Lowen** turns over to daughter Ruth assets & title of Walter Lowen Placement Agency, 420 Lexington Ave., N. Y., will continue as consultant.

NBC Public Service Awards for local community achievements (Vol. 13:4) have been presented by network-owned WRCA-TV & WRCA, N. Y., to *N. Y. Journal-American* for "mad bomber" coverage, and Greater N. Y. Boy Scout Council; WRCV-TV & WRCV, Philadelphia, to pres. Stuart F. Loucheim of Academy of Music, policemen Preston G. Moman & Lawrence P. Thomas for murder investigation, and exec. director Mrs. Evelyn M. Trommer of Youth Services Board; WBUF, Buffalo, to chancellor Clifford C. Furnas of U of Buffalo; WRC-TV & WRC, Washington, to pres. Philip Talbott of Board of Trade & U. S. Chamber of Commerce; KRCA, Los Angeles, to Avalon Air Transport Inc. for Catalina Island Channel rescues, and District Attorney Wm. B. McKesson for teenage service; radio KNBC, San Francisco, to Mayor George Christopher and Karl B. Justus of National Conference of Christians & Jews.

AB-PT pres. Leonard H. Goldenson addresses luncheon meeting of Radio & TV Executives Society May 15 in Roosevelt Hotel, N. Y. He speaks next day at luncheon of Broadcast Advertising Club in Chicago in connection with dedication of new ABC & WBKB facilities there.

Bill authorizing local school committees to budget up to $1 per pupil for TV programs was approved this week by education committee of Mass. state legislature.

Radio Station Sales Reports: KUTI, Yakima, by Independent Bcstrs. (Walter N. Nelskog, pres.) for $250,000 to Harrison Roddick, ex-partner in management consultant firm McKinsey & Co. . . . **WBMS, Boston,** by Friendly Group (Jack N. Berkman, pres.)—also owners of WSTV-TV, Steubenville, O. and KODE-TV, Joplin, Mo.—for $200,000 to Gerald A. Bartell & family, operators of WMTV, Madison, and 4 radio stations . . . **KTIX, Seattle,** by W. Gordon Allen (also owner of 4 other AMs) for $163,000 to H. Scott Killgore interests, also operators of AMs in N. Y., Hartford, Knoxville, Kansas City & Pasadena . . . **KLFY, Lafayette, La.** by owners of KLFY-TV (Paul H. DeClouet, pres.) for $140,000 to new Pelican Bcstg. Co. Inc., formed by Houston businessmen. Principals, also with minority in KTRK-TV, Houston (Ch. 13) are construction man Howard Telespen, chairman & 50% owner; adman John Paul Goodwin, pres. & 7.46% (with agency partner Henry J. Dannenbaum holding additional 7.46%); attorney Wright Morrow, v.p. & 22.5% . . . **WGGG, Gainesville, Fla.** by Alachua County Bcstg. Co. (R. M. Chamberlin, pres.) for $100,000 to T. K. Cassel, who also has interest in off-air WTVE, Elmira, N. Y. (Ch. 24) and in 4 eastern AMs . . . **KENO, Las Vegas,** by Edward Oncken, Merl Sage & Ralph O. Dow for $71,000 to Seattle businessmen Howard Anderson (transit adv.), Frederick Van Hofen (radio KING mgr.), Gordon B. Sherwood Jr. (ex-sales mgr. of radio KAYO)—purchase price including $65,000 indebtedness still due previous owners Maxwell Kelch & Laura Belle Kelch . . . **WKTM, Mayfield,** Ky. by Fred L. Thomas for $55,000 to co-equal owners Charles W. Stratton (also ⅓ of WKOA, Hopkinsville, Ky.) and brothers H. D. & Mose Bohn, of Hopkinsville dry goods store. Brokers: KUTI, Allen Kander & Co.; WBMS, Jack L. Stoll Assoc.; WGGG, Blackburn & Co.

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Radio station sales approved this week: **WAFB, Baton Rouge,** by WAFB-TV (Ch. 28), controlled by WDSU-TV, New Orleans, to local business group, headed by Louis Prejean, ex-WAFB-TV, for $175,000 (Vol. 13:10). **WEIM, Fitchburg,** Mass. by Henry G. Molina to Arthur A. Newcomb, owner of WOTW, Nashua, N. H. for $160,000 (Vol. 13:16). **WLCR, Torrington, Conn.** by Litchfield County Radio Corp. (Charles O. Scott, pres.) to brothers Hillis W. Holt (64.5%), Rogers B. & Clayford E. Holt for $73,000 (Vol. 13:16). **KVNI, Coeur d'Alene, Ida.** by Alan N. Pollock (6.5% of KBET-TV, Sacramento) to Herbert C. Rice, ex-MBS programming v.p., for $65,000 (Vol. 13:16). **WFBF, Fernandina Beach, Fla.** by Marshall W. Roland to Edward W. Murray, Storer TV programming consultant, for $64,700 (Vol. 13:13). **WALD, Walterboro, S. C.** by group headed by R. M. Jefferies to co-owners Robert S. Raylor (⅓ of WONN, Lakeland, Fla.) and Paul Gilmore for $45,000 (Vol. 13:13). **KONG, Visalia, Cal.** by radio KYNO, Fresno (L. E. Chenault, pres.) to Harry C. Layman, ex-owner of WJOC, Jamestown, N. Y. for $35,000 (Vol. 13:13).

Application to sell 50% of KNAC-TV, Ft. Smith, Ark. (Ch. 5) for $61,500 was filed with FCC this week by estate of Hiram S. Nakdimen (Salome Nakdimen, administratrix). Buyers are Ft. Smith merchant Harry Pollock, paying $41,000 for 33.33%, and Harry Newton Co. real estate firm (controlled by Pollock's children Newton Pollock & Patricia P. Goldberg), paying $20,500 for 16.66%. Sale includes agreement whereby Harry Pollock is to lend KNAC-TV $125,000 over 5-year period, also is to reimburse other owner George T. Hernreich (50%) $25,000 for out-of-pocket expenses incurred in connection with KNAC-TV. However, FCC has postponed effective date of its approval of sale of 50% of KNAC-TV to Hernreich (Vol. 13:9), pending outcome of hearing on protest filed by Donald W. Reynolds' KFSA-TV, Ft. Smith (Ch. 22). Feb. 28 KNAC-TV balance sheet lists $25,188 loss this year to date. It shows $18,605 current assets, $220,455 fixed assets; $14,484 current liabilities, $85,000 notes payable, $161,538 contracts payable.

The $6,350,000 sale of WBRC-TV, Birmingham (Ch. 6) with AM-FM adjuncts to Radio Cincinnati Inc. (Hulbert Taft) by Storer (Vol. 13:14) was approved this week by FCC—clearing way for Storer to take over WPFH, Wilmington, Del. (Ch. 12), along with Philadelphia radios WIBG & WIBG-FM, this transfer having received approval March 27 (Vol. 13:13). However, suit in Philadelphia Federal Court by 8 minority WPFH stockholders, charging Storer's price is too low, may delay consummation of transfer. WBRC-TV sale includes $350,000 under agreement whereby Storer agrees not to compete in any media in area for 5 years or to "raid" staff. WBRC-TV broker was R. C. Crisler & Co.

Wm. Cherry's purchase of WDBO-TV, Orlando, Fla. (Ch. 6) with AM-FM adjuncts for some $3,000,000 (Vol. 13:14) was approved this week by FCC. Actual buyer is Cherry Bcstg. Co., 85% owned by Wm. Cherry (pres. of WPRO-TV, Providence), 10% by Wm. H. Goodman (asst. treas. of WPRO-TV), 5% by Arnold F. Schoen Jr. (mgr. of WPRO-TV). Sellers, headed by Harold P. Danforth (remaining as mgr.), get $2,461,000 cash, $539,000 in notes.

Purchase of WAAM, Baltimore (Ch. 13) by Westinghouse Bcstg. Co. (Vol. 13:18) has been reduced to contract—price coming to $4,400,000 in Westinghouse stock, deal including more than $500,000 in net quick assets. Purchase of the ABC-TV affiliate gives Westinghouse full limit of 5 vhfs permitted by FCC.

WDAK-TV, Columbus, Ga. (Ch. 28) will be wholly owned by Martin Theatres of Ga. Inc., following FCC approval this week of its purchase of 25% from radio WDAK for $25,000 (Vol. 13:17). Call letters are to be changed to WTVM.

Control of CHCT-TV, Calgary, Alta. (Ch. 2) is retained by Frederick Shaw, even though he has sold radio CKXL, Calgary, to new Tel-Ray Ltd. He holds ⅔, other ⅓ being held by radio CFAC.

Suit for $100,000 against IBEW Local 1212 was filed by CBS May 8 in U. S. District Court, N. Y., alleging damages from jurisdictional dispute with IATSE which prevented telecasting by WCBS-TV of April 21 "Tony" awards by American Theatre Wing (Vol. 13:17-18). Meanwhile Pepsi-Cola Metropolitan Bottling Co., which was automatically released from $5,000 sponsor contract when inter-union squabble over special lighting work kept show off air, donated same amount to American Theatre Wing.

Bankruptcy auction of equipment of Autocue Sales & Distributing Corp., which sold TV prompting devices, will be held May 23 at Underwriters Salvage Co., 121 Sixth Ave., N. Y. Firm was declared bankrupt last Dec.

Talk to nation by President Eisenhower on his $71.8 billion budget will be carried live by NBC-TV May 14 9-9:30 p.m., repeated by CBS-TV & ABC-TV 11:15-11:45 p.m. All radio networks, including Mutual, will carry speech to people about "the cost of their government" direct from White House. Similar network arrangements for President are expected for second talk May 21 on "Why Mutual Aid Is So Essential to Winning the Peace," but schedules for it had not been set at week's end.

Extremely sensitive TV camera which can be operated under water has been developed for Navy by Admiral. High light sensitivity permits new image orthicon unit to be used under extremely poor lighting conditions.

Telecasting Notes: "TV time needs reclassifying" says provocative editorial in May 6 *Advertising Age*. Written from standpoint of advertiser and agency, editorial points out market in TV time—particularly in marginal periods—is becoming buyers' market. Magazine urges revamping of TV time-rate classifications, which were adapted from radio pattern, to better reflect approximate viewership ratios during the specific time segments . . . "Scientific breakdown" of rates as suggested by *Advertising Age* would go something like this: Peak viewing time (9-10 p.m., which has yearly average of 55-60% of sets-in-use) would be Class AA time; prime time (8-9 & 10-11 p.m., 50-55% of sets), Class A time, at 90% of Class AA rate; marginal prime (7-8 p.m., 40-45%), Class B, 75%; kid time (5-7 p.m., 30-40%), Class C, 50%; afternoon "dametime" (noon-5 p.m., 16-20%), Class D, 33%; morning "dametime" (10-noon, 10-15%), Class E, 25% . . . **Quality of summer programs** is given a justified swat in May 18-24 *TV Guide* editorial—pointing out that average viewer doesn't go to Bar Harbor or the Riviera for the summer, and, in fact, many now take portable TVs with them on their 2-week vacations. "So we will be watching TV this summer, and it would be nice to see something besides repeat showings of all the programs we saw during the fall-winter-summer-spring season. Repeats and a few of those old bromides that come back every summer as inevitably as the Japanese beetles. There was a time when network executives used the summer months for trying out exciting new ideas. [Now] apparently, those same network heads are convinced that no one watches TV during the summer, so why bother" . . . **Intelligent cooperation** of Baltimore's 3 stations brought viewers important spot news coverage this week with minimum of preemption of commercial time. When House Un-American Activities Committee held hearings there, each station agreed to air 2 different sessions, each announcing at end of hearing which channel would carry next session . . . **Plain talk on ratings** is subject of NBC president's second informal "Bob Sarnoff" newsletter to TV-radio editors. He concedes past NBC mistake of discontinuing issuance of overnight rating information. Though defending value of ratings as general guide, Sarnoff says if he had his way he'd abolish the top 10 lists, "even if NBC got 10 out of 10 . . . because of a long-standing distaste for fractions"—stating that differences between shows in first & second 10 often are mere fraction of a point. Ratings, sums up Sarnoff, are "useful tool in charting programming and sales courses, [but] not the end-all of TV" . . . **Foreign market for U. S. TV films**—exclusive of U. S. possessions & Canada—will contribute $5-6,000,000 to grosses this year, says Ziv International pres. Ed. Stern, breaking down top markets thus: Britain & Australia, 30-35% of total; Spanish-speaking markets (mostly Latin America), 30%; French-speaking, 8% . . . **Columbia Pictures** considering spin-off of its TV subsidiary into independent corporation, reports May 6 *Billboard*. Main reason given: Better borrowing position as separate entity, easing production financing situation . . . **Standard TV Corp.** (Lawrence Berger), owner of 24 top feature pictures, acquired by M. & A. Alexander Productions, Hollywood.

ONE CLAIM FCC Chairman McConnaughey can make as he leaves Commission June 30 is that backlog of big, tough comparative vhf decisions has been almost completely eliminated during his tenure. Among the few remaining is final decision on Seattle's Ch. 7, apparently still due to go to KIRO—in which Senate Commerce Committee Chairman Magnuson (D-Wash.) holds about 4% interest. That decision isn't imminent, may not get out by June 30.

Another substantial decision, also possibly not due before June 30, is on license renewal of Edward Lamb's WICU, Erie; that's the long-fought case wherein Commission explored charges Lamb falsely stated he'd never had communistic associations. He's due to win renewal by strong FCC majority vote.

Commission made a couple minor grants this week: Ch. 32, Lock Haven, Pa. to WBPZ; Ch. 9, Sheridan, Wyo., to Harriscope Inc. It also gave out these translator CPs: Ch. 70 & 78, Orangeville, Utah, to Emery County govt.; Ch. 73, Rawlins, Wyo., to KFBC-TV, Cheyenne.

Move of WPFH, Wilmington (Ch. 12) to spot nearer Philadelphia has been blocked by protest, temporarily at least, when Commission ordered evidentiary hearing on questions raised by WIP, Philadelphia.

Fight between KHVH-TV, Honolulu (Ch. 13) and KULA-TV (Ch. 4) is over—the two having signed stipulation whereby latter drops appeal.

Four uhfs sought vhf channels this week, and another filed for a lower uhf channel: KTAG, Lake Charles, La. (Ch. 25) for Ch. 3; WJMR-TV, New Orleans (Ch. 20) for Ch. 12; KOOS-TV, Coos Bay, Ore. (Ch. 16) for Ch. 11; KBMT, Beaumont (Ch. 31) for Ch. 12; WNDU-TV, South Bend, Ind. (Ch. 46) for Ch. 16—Ch. 16 to come from Aurora, Ill., to be replaced by Ch. 75.

We erred last week in reported allocation sought by Tribune Pub. Co.'s KTNT-TV, Tacoma (Ch. 11). It's asking addition of Ch. 2 to Portland, Ore.

Alturas, Cal. translator K72AD began April 17 repeating KVIP, Redding, reports O. L. Spath, chairman of Alturas TV Club Inc.

FCC leaks will be hunted by Senate investigations subcommittee in probe of unauthorized disclosure of secret information by officials & employes of quasi-judicial agencies—but as of now Commission is free of suspicion. "At this stage we do not have before us any allegations or reports of any leaks from the FCC," Chairman Jackson (D-Wash.) told us this week. "That is not to say that there haven't been any. We will go through all the agencies before we finish." Subcommittee's current investigation centers on tip on CAB decision which permitted quick profits on Northeast Airlines stock. Jackson plans to introduce bill stiffening penalties for divulging such nonclassified information. Present maximum is dismissal from govt. service.

CBC Board of Governors April 30 recommended grant of Elliot Lake, Ont. Ch. 3 satellite to CKSO-TV, Sudbury, Ont. (Ch. 5); Kapuskasing, Ont. Ch. 3 satellite to CFCL-TV, Timmins, Ont. (Ch. 6), but turned down its application for Kirkland Lake, Ont. Ch. 9 satellite, because town is within Grade B contour of CFCL-TV; deferred for further study Ch. 5 application by radio CJDC, Dawson Creek, B. C.; recommended boost to 150-kw by CHCH-TV, Hamilton, Ont. (Ch. 11).

Paid religious programs are being dropped by radio WGY, Schenectady, because of fundamentalist "imbalance" in broadcasts, mgr. Merl L. Galusha announced May 7. He said station would continue to provide free time for "adequate, representative schedule of religious broadcasts," but contracts for Billy Graham, *Word of Life*, *Bible Study Hour*, *Lutheran Hour*, *Voice of Prophecy* will not be renewed.

First piece of music composed and named specifically for a radio station, according to v.p.-gen. mgr. George Whitney of San Diego's KFMB-TV & KFMB, is "The KFMB March," written by M/Sgt. Abraham Balfoort and premiered on 100th *Marine Bandstand* show on the station, which will publish and present the march to high school, college & military bands.

Network Accounts: Automotive industry is making good news for TV after 2 years of advertising retrenchment & uncertainty about medium. Returning to networks after absences are **Pontiac & Buick; Ford & Chevrolet** are expanding TV sales pitches, **Chrysler** seeks own show. It all adds up to 25% more TV spending by Detroit for "basic buy" in 1957-58, according to May 4 *Sponsor*, which estimates 16 already-scheduled shows will cost carmakers $72,500,000 in time & talent. Big reason for switch to TV, *Sponsor* says, is change in "advertising emphasis from old-time nuts & bolts copy to the thrill of the ride;" TV "can virtually give the viewer at home a demonstration ride" . . . **Ford** reported wrapping up $2,500,000 deal for 5 Lucille Ball-Desi Arnaz 60-min. shows on CBS-TV in mid-fall, thru J. Walter Thompson . . . **Oldsmobile** dickering for one-fourth sponsorship (with **Kellogg & Pillsbury**) of *The Big Record* starring Patti Page on CBS-TV starting Sept. 25, Wed. 8-9 p.m. . . . **Delco** may sponsor new Lowell Thomas news feature program on CBS-TV, pilot film featuring Herbert Hoover interview . . . **Pabst** buys 13 weeks of new *George Sanders Mystery Writers Theatre* on NBC-TV starting June 29, Sat. 9-9:30 p.m., thru Leo Burnett . . . **Joe Lowe Corp.** (frozen confections) sponsors *Popsicle Five Star Comedy Party* on ABC-TV starting May 18, Sat. 5:30-6 p.m., premiere to feature Paul Winchell & Jerry Mahoney . . . **Bristol-Myers** sponsors *Arthur Murray Party* on NBC-TV July 1-Sept. 16, Mon. 9:30-10 p.m., and plans new fall show, probably *Californians*, on ABC-TV Wed. 8:30-9 p.m., taking time period now occupied by *Navy Log*, which is expected to shift to hour later under full **U. S. Rubber** sponsorship . . . **Schick** to be alt. sponsor (with **Scott Paper**) of *Gisele MacKenzie Show* on NBC-TV starting Oct. 5, Sat. 9:30-10 p.m., thru Warwick & Legler . . . **Union Carbide** ready to sponsor *Omnibus* on NBC-TV beginning in fall for 13 or 26 weeks, probably Sun. 4-5:30 p.m., thru J. M. Mathes . . . **Chemstrand** (nylon) to be alt. sponsor of *Sally*, new situation comedy starring Joan Caulfield on NBC-TV starting Sept. 22, Sun. 7:30-8 p.m., thru Doyle, Dane & Bernbach . . . **Old Gold** to sponsor *Court of Last Resort* on NBC-TV starting Sept. 20, Fri. 8-8:30 p.m., and reruns of Jimmy Durante show (filmed by NBC-TV during 1955-56 season) on CBS-TV June 29-Sept. 21, Sat. 8-8:30 p.m., both thru Lennen & Newell . . . **Westinghouse** signs again for full sponsorship of *Studio One* on CBS-TV next season, Mon. 10-11 p.m., thru McCann-Erickson . . . **Kaiser** negotiating for alt. sponsorship of feature film series on ABC-TV next season, probably Sun. 7:30-9 p.m. . . . **Hazel Bishop** negotiating for alt. (instead of full) sponsorship of *Beat the Clock* on CBS-TV Fri. 7:30-8 p.m. . . . **Gulf Oil** may sponsor *Tin Pan Sally* situation comedy on ABC-TV Sat. 7-7:30 p.m. or Sun. 8:30-9 p.m. . . . **Revlon** dickering for *Walter Winchell File* on ABC-TV in fall . . . **Johns-Manville** dropping *Meet the Press* at end of June on NBC-TV Sun. 6-6:30 p.m.; **Aluminium Ltd.** may sponsor next season . . . **Pall Mall** reported dropping *Big Story* on NBC-TV Fri. 9-9:30 p.m. . . . **General Foods & Borden** renew 52 weeks of *Fury* on NBC-TV Sat. 11-11:30 a.m., both thru Benton & Bowles . . . **R. J. Reynolds & Toni** sign for *People Are Funny* on NBC-TV Sat. 7:30-8 p.m., former thru Wm. Esty, latter through North . . . **Toni** to be alt. sponsor (with **American Tobacco**) of *Your Hit Parade* on NBC-TV starting Sept. 7, Sat. 10:30-11 p.m., thru North . . . **General Mills, Standard Brands, Nestle, Wesson Oil, Toni** lining up to sponsor new *Hotel Cosmopolitan* serial on daytime CBS-TV starting July 7, replacing *Valiant Lady* . . . **Best Foods** reported dropping partic. sponsorships of *Our Miss Brooks* and *Bob Crosby & Garry Moore* shows on daytime CBS-TV . . . **Oregon State Highway Commission** buys partic. sponsorship of *Panorama Pacific* on CBS-TV Pacific Network, thru Cole & Webber, Portland.

Rate increases: **WMUR-TV**, Manchester, N. H. May 15 raises base hour from $600 to $700, min. $120 to $165. **WHTN-TV**, Huntington, W. Va. May 1 raised hour from $450 to $600, min. $100 to $130. **KJEO**, Fresno, May 15 raises hour from $500 to $600, min. $125 to $150. **WGEM-TV**, Quincy, Ill.-Hannibal, Mo. May 1 raised hour from $250 to $350, min. $50 to $60. **KYTV**, Springfield, Mo. April 1 raised hour from $275 to $325, min. $62.50 to $81.25. **KHAS-TV**, Hastings, Neb. May 1 raised hour from $200 to $250, min. $35 to $43.75. **CKVR-TV**, Barrie, Ont. June 1 adds Class AA hour (7-11 p.m. daily) at $300, min. at $70, Class A hour going from $240 to $250. Spot increase: **WNBC**, New Britain-Hartford, has added Class AA 20 sec. only rate (7:29-10:30 p.m. daily) at $140, Class A remaining $120.

Stereoscopic TV camera unit has been constructed by British Marconi for use at British Atomic Energy Authority research station at Harwell for supervising remote manipulation of dangerous radioactive materials. Unit consists of 2 industrial vidicon cameras, 2 control units and 2 display monitors. Cameras are mounted side-by-side, and the monitors are positioned in display cabinet so that the 2 pictures are superimposed by means of semi-silvered mirror. Screens are covered by polarized filters and stereoscopic effect is obtained by use of polarized eyeglasses.

Golden Reel Award of Film Council of America, its highest citation for 16mm, has been given to GE receiving tube dept. and Transfilm Inc. for 10-min. color sales promotion film, "Through the Looking Glass." Film is aimed at electronics distributor salesmen.

New reps: KGEO-TV, Enid-Oklahoma City, to Blair TV Assoc. May 1 (from Pearson); WSEE, Erie, to Young (from Avery-Knodel).

Associated Artists Productions enters recording field with *Official Popeye TV Record Album*, capitalizing on popularity of its *Popeye* cartoon series.

KRIS-TV, Corpus Christi, Tex. (Ch. 6) May 9 increased power to maximum 100-kw ERP.

KOPO-TV, Tucson (Ch. 13) has changed to KOLD-TV.

Color TV is a "complete failure" in America, says May *Wireless World* of London in editorial urging against adoption of color TV standards for Britain. Long an opponent of compatible NTSC system, the influential 46-year-old technical journal asks "further basic development" of color and states that adoption of system for Britain "would be disastrous . . . a deplorable error." In another article in same publication—interview with Pye Ltd. chairman C. O. Stanley on his return from trip to U. S.—*Wireless World* says: "One could not help feeling that some American engineers were now beginning to doubt the wisdom of their having adopted compatibility in the first place . . . [It] was being said that an MIT engineer was needed with every set installed." Interview article concedes: "The actual programmes—about 3 hours per day—were, however, very good indeed."

Color TV was prime attraction for Emperor Hirohito & Empress Nagako during visit this week to Japan's 1957 International Trade Fair. They watched RCA color display at American commercial pavilion—one of fair's most popular exhibits.

Small dealer's experience in color TV is described in interesting article in May *Electrical Merchandising*. Story says RCA distributor expects 50% of TV dollars in 1957 to come from color sales to similar small dealers.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
May 11, 1957

SET SALES OUTLOOK DETAILED FOR STOCKHOLDERS: Assessment of TV industry by 3 of the most aggressive manufacturers in the business was presented in stockholders' meetings this week -- and factors standing out are these: (1) Frank admission that profits from TV are slim. (2) Good earnings are currently coming from non-TV electronics. (3) Color remains a great hope -- but opinions differ on "when."

Pacesetting RCA reported record sales & profits for first quarter "despite leveling off of profits in the radio-TV business" (see p. 11). Chairman Brig. Gen. David Sarnoff told 1100 stockholders that all major divisions operated in black, but noted that while TV unit sales "continue to be high, profit margins on sales of black-&-white sets now are low, and in some instances non-existent. However, there is nothing wrong with the TV industry today that cannot be cured by color."

"Nothing can stop the continued progress of color TV," he stated. "In our view, it offers the best prospects for improving earnings."

Current rate of color sales wasn't disclosed, though spokesman said after meeting that "we're pleased with the way color is going" and new pres. John L. Burns reiterated that job of putting color across remained major RCA aim. Last year, RCA announced it had sold 102,000 color sets, had goal of 250,000 in 1957.

RCA disclosed later in week that new color line would come out in fall; that prices would be "slightly higher."

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Motorola first-quarter sales didn't follow general industry pattern. Pres. Robert W. Galvin told stockholders' meeting that profits were up while volume was down, and he attributed volume drop to "unsatisfactory black-&-white TV sales." He added that reorganization of TV division's marketing & engineering presents a more promising outlook (see p. 11).

Turning to color, Galvin said key is a set to sell for less than $300. This, he said, couldn't happen unless there's major technical innovation -- such as new picture tube or components. He predicted fall color market would improve but would still be small factor in overall picture.

Hoffman Electronics pres. H. Leslie Hoffman and his lieutenants, addressing stockholders' meeting, termed reports of soft spots in TV "grossly exaggerated"; v.p. Paul E. Bryant said Hoffman's first quarter unit sales about equaled those of same 1956 period, reported inventories down 10% -- mostly at dealer level.

Hoffman said his new line of color sets would go into production in Aug. and he predicted prices would be up about $50. Administrative asst. M.G. Whitney said best possibility of price cuts lay in simplification of picture tube.

On company's overall prospects, Hoffman said he expects volume of $100,000,000 in 1960, more than double 1956 total (Vol. 13:18). He said increase should come by upping the sales of present divisions $20,000,000 and by acquiring new divisions which will account for $30,000,000. He said he hopes to acquire one major division annually, but added he's not negotiating for any currently.

RETMA Adapts: Theme of RETMA's 33rd annual convention at Chicago's Sheraton Hotel May 15-17 is adaptation of the association to expansion and diversification of TV-electronics industry. There's little likelihood of name change next week to Electronics Mfrs. Assn. (EMA) or Electronics Industry Mfrs. Assn. (EIMA), though both had been considered possibilities (Vol. 13:11). It's expected matter will be deferred -- because opposition to change has developed, notably from members of such organizations as existing Electronics Mfrs. Assn. (55 W. 42nd St., N.Y.) and West Coast Electronic Mfrs. Assn. (342 N. LaBrea, Los Angeles).

Changes in RETMA division names are probable, however, to reflect expanding and changing functions: Tube Div. to recognize growth of semiconductors; Set Div.

to cover all home entertainment instruments; Parts Div. to reflect such developments as printed circuits; Technical Products Div. to cover computers, etc.

Highlights of convention will include: Pres. W.R.G. Baker's annual report May 16; presentation of Medal of Honor to ex-RETMA pres. and ex-Sylvania chairman Max F. Balcom at May 16 dinner; panel discussion on products used by FCC licensees or in data-processing systems -- participants including FCC's Curtis B. Plummer and Edward F. Kenehan and Bureau of Standards computer expert Dr. S.N. Alexander; election of officers, div. directors, executive committee.

BDSA Economy: New approach for restoring House cut of funds for 25 industry divisions of Business & Defense Services Administration was advanced this week by RETMA exec. v.p. James D. Secrest (Vol. 13:15-16). He told Senate Appropriations subcommittee that abolishing BDSA groups -- which include Electronics Division -- "would, in my opinion, merely create a mirage." His experience has shown, he said, "that many governmental functions which are abolished in one department or bureau have a habit of reappearing in another...probably at a greater expense to the taxpayer." He paid tribute to the services performed by the division for the electronics industry -- "one of the nation's most important producers of equipment and components for our military services." Full committee may take up bill next week.

Production: TV output was 81,864 week ended May 3, compared with 81,408 preceding week and 111,767 in corresponding week one year ago. It was year's 18th week and brought TV production for year to date to about 1,913,000, compared with 2,511,-243 in same period of 1956. Radio production totaled 280,490 (103,015 auto) week ended May 3, compared with 275,067 (96,517) the preceding week and 250,378 (65,736) in corresponding week year ago. Radio output for 18 weeks totaled about 5,353,000 (2,125,000) vs. 4,790,267 (1,805,437) in same 1956 period.

Topics & Trends of TV Trade: RETMA annual poll of members provides following schedule of plant shutdowns for vacations, traditional in industry to fulfill union contracts and to give management a chance to check inventories in preparation for fall lines:

Set manufacturers: Bendix, June 24-July 7; DuMont, July 1-14; Emerson, July 1-8; GE, July 1-14; Hallicrafters, July 1-14; Hoffman, July 1-14; Magnavox, July 1-14; Motorola, June 24-July 7; Olympic, July 1-14; Philco, June 28-July 14; Pilot, July 1-15; RCA, July 22-Aug. 4; Stromberg-Carlson, July 1-14; Sylvania, July 22-Aug. 4; Wells-Gardner, July 1-14; Zenith, July 1-14. Dates not available: Warwick, Westinghouse. Packard-Bell is not closing for vacation this year.

Tubes: CBS-Hytron, July 1-14; DuMont, July 1-14; Eitel-McCullough, Aug. 5-18; Federal, July 1-16; GE, July 1-14; Raytheon, July 1-15; RCA, July 15-28; Sylvania, July 22-Aug. 4; Tung-Sol, July 15-28. Westinghouse dates not available.

Components and others: Alliance Mfg., July 1-14; Amphenol, July 1-14; Chicago Condenser, July 1-14; Erie Resistor, July 1-14; International Resistance, July 1-14; Oak Mfg., July 1-14; Quam-Nichols, July 1-14; Radio Condenser, July 15-28; Litton, July 1-21. Those not closing include: P. R. Mallory, Muter, Sprague.

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Excise tax exemptions on tape & wire recorders, players & recorder-players used for TV-radio, commercial, industrial, scientific or military data are contained in bill (HR-7125) being readied by House Ways & Means Committee. Staff is writing lengthy report, including proposal to impose 10% tax on home tape & wire devices (Vol. 13:18) which may get committee approval next week.

Canadian hi-fi may soon hit major U. S. markets, says Dominion Electrohome sales promotion mgr. Kenneth D. Kerr, adding only holdup is question of customs which he said is "near solution."

Further changes in receiver radiation rules (Vol. 11:52 et seq.), recommended by RETMA, were proposed this week by FCC (Doc. No. 12018, Mimeo 57-475). Commission asked comments by June 5 on these proposals: (1) To increase proposed radiation limits for uhf receivers manufactured after Dec. 31, 1957 to 1000 microvolts per meter until Dec. 31, 1958, after which limit would revert to the originally established 500 uv/m. (2) To liberalize power line interference limit, so that it is increased linearly from 100 uv at 4 mc to 1000 uv at 10 mc., limit remaining at 1000 uv up to 25 mc.

Canadian TV production in first quarter was 94,831, reports RETMA of Canada, compared with 171,761 in similar 1956 period. March total was 29,449 vs. 49,602 in March of 1956. Distributor sales to dealers totaled 108,478 for first quarter, 29,716 for March. Sales to dealers by provinces were: Ontario, 9834 March & 38,721 for quarter; Quebec, 8821 & 28,721; B. C., 2808 & 9111; Alberta, 2533 & 8680; Manitoba, 1872 & 7661; Nova Scotia, 1463 & 5873; Sask., 781 & 4651; N. B. & P. E. I., 1036 & 3800; Nfld., 568 & 1260.

British TV-radio & combination retail sales showed marked improvement in first quarter compared with similar period in 1956. British Radio Equipment Mfrs. Assn. lists TV sales at 292,000, up 23%; radio, 247,000, up 21%; combinations, 71,000, up 54%. March figures were TV, 79,000, up 11%; radio, 83,000, up 15%; combinations, 20,000, up 54%. Exports of radio equipment for the quarter, according to British Radio Council, were $30,240,000, a gain of 17% over similar 1956 period. Of these, $8,960,-000 worth were exported to the U. S.

"Most powerful table model radio" is the way RCA describes new 12-tube, 3-speaker set with brass legs for conversion to consolette. Called Cordon Bleu (Model 8RF13), it's priced at $200 in mahogany, $210 in light oak or maple.

Emerson releases two 1958 models—21-in. TV combination at $298 & portable hi-fi phono-radio at $88.

Trade Personals: Paul E. Bryant, Hoffman Radio div. gen. sales mgr., promoted to v.p. in charge of sales, replacing James E. Herbert, resigned; **James D. McLean**, pres. of Hoffman Labs, elected to board of parent Hoffman Electronics . . . **Stanley J. Koch** elected DuMont v.p.-tube operations; **Maj. Gen. Raymond C. Maude** (USAF, ret.), v.p.-govt. operations . . . **Alfred H. Chatten** promoted to gen. mgr. of Philco distribution center, Elizabeth, N. J.; **Harold R. Sheer** succeeds him as N. Atlantic div. mgr. . . . **John A. Miguel Jr.** promoted to Zenith export v.p. . . . **Albert Leon**, ex-Emerson, appointed adv. & sales promotion mgr., Symphonic Radio & Electronic Corp., replacing N. K. Blake, resigned . . . **A. E. Abel** named gen. mgr., Bendix radio div. . . . **Earl F. Larson** promoted to Pacific coast sales mgr., Westinghouse tube div., Los Angeles, replacing **Gilbert Sherman**, resigned . . . **Robert L. Trent** named head of Texas Instruments' circuit development branch . . . **Frederick A. Schaner**, ex-Air Associates Inc., named chief engineer of Daven Co., Livingston, N. J. . . . **Wm. J. Voss** named director of purchasing, DuMont Industrial & TV tube divs., also continuing as purchasing mgr. for industrial relations, general superintendent & general quality control . . . **Anthony R. Dambrauskas** promoted to Hallicrafters national service mgr., replacing **Norman Cooper**, resigned . . . **L. Harriss Robinson**, Motorola mgr. of govt. sales, elected pres. of Washington chapter, Armed Forces Communications & Electronics Assn. . . . **M. R. Johnson**, engineering mgr. of GE light military electronic equipment dept., named mgr. of new armament & control section.

Obituary

Clarence A. Sprague, 76, patent attorney who served as chief of Bell Labs' TV & telephotography patent sections until his retirement in 1946, died May 9 at his home in Summit, N. J., after long illness. He is survived by his widow, son and 2 grandchildren.

"Unconstitutional" tag was hung this week on non-signer section of W. Va. fair trade act by Federal Judge Ben Moore in dismissing GE suit against Samuel Wender, Oak Hill appliance dealer. Judge ruled that the non-signer provision was not within scope of fair trade act's title, thus making provision unconstitutional—since state legislature had previously held that title of act it passed must have only one object and that object must be expressed in the title.

New contract between Philco and IUE was signed in Washington this week. Covering some 2500 TV-electronics workers of Local 101 in Philadelphia, it provides 3% pay increase with minimum raise of 5¢ an hour, 1¢ boost in severance pay to 10¢ per hour. The contract runs through April 30, 1958. Union spokesmen said Local 102 in Philadelphia and locals at Bedford & Connellsville, Ind. are expected to sign with Philco shortly on same basis.

Sylvania TV factory sales increased 450% in April compared with same month last year, says gen. sales mgr. Robert L. Shaw. He adds that factory sales through April 30 exceeded total sales through July last year, crediting record to "overwhelming consumer acceptance of 110-degree TV sets" plus factory promotions.

Sylvania suit for $577,228 refund of manufacturers' excise tax was filed against Govt. this week in Washington's U. S. Court of Claims to cover dealer reimbursement for advertising. Suit asks refunds covering period March 1951 through Dec. 1954.

Hoffman switches to 110-degree tube in 17-in. table model called "Moveabout Furniture/17," having 4 tiny legs & 2 carrying grips. Set is 14½ in. deep—4 in. less than previous model—lists at $170 & $180. Shipments are scheduled by end of May.

Admiral offers 3 new 17-in. table models (T18A11, T18A12, T18A13) aimed at hotels, motels and families buying first sets—no suggested list.

Officers-&-directors stock transactions reported to SEC for March: **Avco**—Chester G. Gifford bought 1000, holds 1000. **Consolidated Electrodynamics**—Edwin Harbach bought 150, holds 800. **Daystrom**—Thomas Allinson bought 100, holds 100. **DuMont Labs**—Allen B. DuMont sold 1500, holds 31,901; Armand G. Erpf bought 400, holds 3400. **Emerson Radio**—Benjamin Abrams bought 200 personally, 800 more in trusts for children & 300 for grandchildren, holds 231,445 personally, 25,564 in trusts for children & 3075 for grandchildren, 63,081 in foundations; Max Abrams bought 3200 personally, 200 in trusts, holds 87,109 personally, 6855 in trusts. **General Dynamics**—Lambert J. Gross bought 10,500, holds 22,657 personally, 630 in trust. **GE**—Charles D. Dickey bought 500, holds 9000; Wm. Rogers Herod sold 292, holds 8506. **Indiana Steel Products**—Robert F. Smith joint account sold 185, holds 1079, none personally. **International Resistance**—Harry A. Ehle sold 500, holds 15,200. **IT&T**—Robert McKinney bought 3000, holds 24,000. **Litton**—Roy L. Ash sold 401 in partnership, holds 19,575 in partnership, 47,415 personally; Myles L. Mace exercised option to buy 3333, hold 16,156; Carl A. Spaatz bought 1600, sold 500, holds 2800. **Norden-Ketay**—Robert M. Adams Jr. sold 1000, holds 1000. **Oak Mfg.**—Peter B. Atwood bought 100, holds 800. **RCA**—George R. Marek bought 100, holds 568. **Raytheon**—D. R. Hull exercised option to buy 500, sold 1500, holds 500; Robert W. Stoddard bought 200, holds 200. **Sylvania**—W. Benton Harrison sold 200, holds 745; Frank J. Healy bought 122, holds 3797. **Texas Instruments**—P. E. Haggerty sold 9000, holds 133,159; H. J. Wissemann sold 600, holds 7000. **Unitronics**—Morris Sobin exercised option to buy 8820, holds 8820. **Webcor**—Harry R. Ferris bought 100, holds 100.

CBS Inc. report for first quarter confirms earlier estimates (Vol. 13:16) of gains over comparable 1956 period. Consolidated earnings increased 32.4% to $5,907,323 (77¢ per share on 7,651,446 shares outstanding) on 8.5% higher revenues & sales of $95,946,932 vs. $4,462,783 (60¢ per share on 7,485,837) on $88,406,663. Profit-strengthening was credited in part by chairman Wm. S. Paley to liquidation last summer of CBS-Columbia set manufacturing div.

McIntosh Laboratory offers 900 common shares ($10 par) at $50 a share, with proceeds to reduce liability to contractor for Binghamton plant. Of 24,000 common shares authorized, 12,726 are outstanding—increasing to 13,626 with new offer. Of 24,000 ($10 par) preferred shares, 576 are outstanding. Pres. Frank H. McIntosh owns 9020 common shares (71.1%); v.p. Gordon J. Gow, 800; secy.-treas. Maurice L. Painchaud, 300.

Amphenol Electronics reports first quarter profits up 29%, sales up 62%, compared with similar 1956 period. First quarter earnings were $425,194 on sales of $7,665,622 vs. $262,985 on $5,957,968 in comparable 1956 quarter. Pres. Arthur J. Schmitt said operations "continue to look favorable . . . and should be one of the most successful in the company's history."

E. J. Korvette Inc. reports earnings of $870,621 (70¢ a share) on sales of $33,571,672 for 26 weeks ended March 30 compared with $606,975 (49¢) on $25,384,590 in first half of previous fiscal year. Spokesman said discount chain plans to spend $28,000,000 on 11 new branches in next 18 months.

P. R. Mallory earned $875,764 (66¢ per share) in quarter ended March 31 vs. $354,506 (23¢) first 1956 quarter.

Financial & Trade Notes: RCA reported record first-quarter sales & profits this week—net earnings of $12,-810,000 (87¢ a share) on sales of $295,773,000, compared with first quarter of 1956's previous record $11,939,000 (85¢) on $274,848,000. Profits before taxes were $25,541,-000 vs. $25,395,000 for same 1956 period. Chairman Brig. Gen. David Sarnoff told crowd of 1100 stockholders in N. Y. meeting that black-&-white TV unit sales continued high, but profits are "low, and in some cases non-existent," and again pointed to color as TV's panacea (see p. 8).

Noting that RCA more than quadrupled its annual business volume in last decade, he asserted: "I believe there is good reason to hope that during the next 10 years RCA will equal or surpass" this record. He said all major RCA divisions are operating in black, and made these comments on them:

NBC: "Assuming no govt. action adverse to network operations, I am confident that NBC is equipped to meet all competitive challenges and to continue its present progress . . . International TV—live and color—is one of our goals ahead and I am confident that NBC will reach that goal in a position of leadership."

Radios-phonos-records: "During the past months when TV sales have been lower, our radio & Victrola business has been up and hi-fi has gained such widespread popularity that it contributes to the upward trend of the over-all sales curve. The RCA Victor Record div. has enjoyed one of its best years. Sales of our records during the first 3 months of the present year have been 50% ahead of the same period last year."

Govt. & industrial: Billings of RCA electronic products to Armed Forces in 1956 were $240,000,000. First $4,000,-000 sale of RCA's Bizmac business computer system, to Army, was followed by orders for installations for 2 insurance companies, "amounting to more than $10,000,-000."

Gen. Sarnoff revealed that RCA spent $58,000,000 for expansion and improvement of plants and equipment and that $40,000,000 is earmarked for expansion this year.

Long stockholders meeting was punctuated by needling questions from shareholders—such as: Why isn't NBC pres. Robert Sarnoff a member of RCA board? Is Perry Como responsible for NBC's success? To the first query, Father Sarnoff responded: "He's young yet. He might make it, but don't put any ideas in his head." To the Como question, the younger Sarnoff replied: Como is one facet of NBC success; others are good sales & management. Meeting took on aspect of unrehearsed spectacular which rivaled commercial variety. Gen. Sarnoff said next year's meeting probably would be on closed-circuit TV for wider viewing (Vol. 13:11,16).

Stockholders overwhelmingly approved stock option plan for key employes (Vol. 13:10).

* * * *

Magnavox reports $3,201,000 ($3.53 a share) income on sales of $68,437,000 in 9-month period ended March 31 compared with $2,639,000 ($3.04) on $52,063,000 in similar period last fiscal year. Pres. Frank Freimann said TV-radio-hi-fi sales increased 48%, while sales of specialized electronics products held even. In the quarter ended March 31, earnings were $923,000 ($1.01) on sales of $22,042,000 vs. $864,000 (95¢) on sales of $18,038,000.

Dividends: CBS Inc., 25¢ payable June 7 to stockholders of record May 24; Capitol Records, 25¢ June 30 to holders June 15; Erie Resistor, 10¢ plus 1% stock dividend June 15 to holders May 31; Canadian Westinghouse, 25¢ July 2 to holders June 14; Walt Disney, 10¢ July 1 to holders June 14.

Decca Records earned $974,958 (61¢ per share) in first quarter compared with $890,444 (55¢) in same 1956 period.

Motorola earned $2,137,587 ($1.10 a share) on first quarter sales of $52,281,795 vs. $2,012,876 ($1.04) on $53,-197,541 sales in similar 1956 period. Chairman Paul V. Galvin attributed drop in volume to "unsatisfactory black-&-white TV sales" but overall picture for year "continues to look satisfactory both for sales volume and profit" (see page 8). He said automotive & transistor sales increased and transistor div., which accounted for 8% of industry volume in 1956, showed profit for first quarter compared with loss last year. Following May 6 stockholders meeting in Chicago, pres. Robert W. Galvin said $3,500,000 program over next 2-3 years will put all Motorola TV operations at suburban Franklin Park location. Move is also forced by growth of communications and industrial electronics divs. which share Augusta Blvd. plant with TV groups. Timing of move, he said, will be set by growth of electronics divs.—which has been averaging 10% a year—and eventually will push TV out of present quarters. Move will be in two phases: (1) Building of 100,000-sq.-ft. headquarters offices for consumer products, sales, purchasing & engineering adjacent to Franklin Park plant. (2) Building new plant at Franklin Park—probably larger than 100,000 sq. ft. to produce TV chassis now made at Augusta Blvd. Spokesman also said Motorola is looking for acquisitions or mergers to broaden base in electronics.

DuMont looks for profit in 1957, said pres. David T. Schultz, telling annual stockholders meeting this week that most of first quarter $353,000 loss could be blamed on CR tube div. He said conditions in TV industry had been "most difficult." DuMont, which spun off broadcast business in 1955, lost $3,887,000 last year (Vol. 13:12). Schultz reiterated that DuMont is staying in TV set business—with emphasis on higher end merchandise. New line—to be shown in June—was displayed for stockholders. Schultz said current color sets are not commercial, and described as "encouraging" DuMont engineering work on Lawrence color tube. He gave no hint as to when it might be perfected.

Dynamics Corp. earnings last year declined to $1,848,-054 (54¢ per share) despite record sales of $44,177,220. In 1955, income was $2,012,071 (61¢) on $41,894,958. Report for 1956 does not include $10,440,051 sales by non-consolidated subsidiary Anemostat Corp. and Radio Engineering Labs, which was acquired Dec. 31. Latter, together with new subsidiary Eldico Corp., will "significantly expand our communications operations," pres. David T. Bonner said.

New Philco Western Development Labs, Redwood City, Cal. has been established by its Govt. & Industrial Div. to "handle its rapidly growing West Coast business," according to div. v.p.-gen. mgr. Henry F. Argento. Oscar T. Simpson is gen. mgr.; Dr. Walter LaBerge, mgr. of systems engineering; Donald H. Clague, business mgr.; R. S. Davies, F. N. Barry, R. A. Isaacs, J. P. Westcott & D. B. McKey, section mgrs.

Standard Coil reports first quarter net income of $39,-334 on net sales of $13,766,805, compared with loss of $615,285 on $13,663,531 same 1956 period. Pres. James O. Burke attributed profit to production of new line of tuners, reduction of expenses and subsidiary Kollsman Instrument's production of aerial navigating systems.

Lal'ointe Industries reports net loss of $37,751 on $1,148,822 sales for 9 months of fiscal year ended March 31 but Voluntary Creditors Committee noted March profit of $3211, said this "would tend to indicate that the company is making progress towards profitable operations."

Globe Union earned $328,188 (40¢ per share on 824,-055 shares outstanding) on sales of $14,752,709 in first quarter vs. $247,213 (30¢) on $11,799,889 in comparable 1956 period.

TREND to commercial TV in foreign countries continues to be apparent in dispatches from overseas. Latest developments:

(1) Govt.-owned Swiss TV system, with 4 stations and less than 25,000 sets, is expected to go commercial Jan. 1, 1958, following referendum in which vote was heavily higher TV-radio tax. Stations are to be run by private enterprise, although state-owned—like British commercial TV.

(2) Norway's long-delayed regular TV service may also be financed by advertising, if cabinet-sponsored proposal is approved by Parliament. First station could be started by July 1 if measure is passed in current session.

(3) March was record month for Britain's commercial ITA, with advertisers spending $7,319,200, a 31% increase over Feb. and 30% over record Nov. 1956 business. Meanwhile, ITA called for applications for program service contract for seventh commercial station, to begin in summer 1958 on Isle of Wight. New non-commercial BBC station began operation last week at Blaen Plwy, serving West Wales.

(4) France's non-commercial Radiodiffusion-Television Francaise, meanwhile, had its budget cut by Govt., and 6 live TV shows were eliminated with telecasting week reduced from 50 to 44 hours.

(5) Hong Kong has commercial TV, too—the closed-circuit kind—big British-controlled firm Rediffusion Inc. connecting homes and stores via cable (Vol. 12:22). System has purchased package of 10 Ziv film series.

(6) Indian Minister for Information & Broadcasting announced that preliminary arrangements have been completed for first TV station (non-commercial), to begin operation next year.

(7) Island of Cyprus is getting TV, too—Cyprus Broadcasting Service having signed order with British Marconi for 500-watt transmitter, studio equipment and associated items for station to be located near Nicosia.

In radio, Israel's state-owned broadcasting service, Kol Israel, began commercial broadcasting May 1 as result of big cut in appropriations. Advertising will be limited to announcements from noon to 2 p.m.

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Along comes a professor who says TV is good for kids! He's Edward Stasheff, assoc. professor of speech at U of Michigan, and he declares that nearly all children's creative activities—with exception of music—"have had a tremendous impetus from TV." He adds: "And this goes not only for painting and writing, but runs the gamut of hobbies such as puppetry, ballet, modern dance and crafts . . . More kids are doodling with crayons—and doing it more purposefully—than ever before. TV [has] given the kids so much more contact with the world that they now have something to draw about and paint about and sculp about." He predicts that color TV will stimulate children's sensitivity to good color design.

Closed-circuit TV use for big corporation stockholder meetings is sure to catch on, says Chicago financial analyst Edgar N. Greenebaum Jr. in comment to us about recent American Machine & Foundry Co. meeting (Vol. 13:16). He writes: "All in all, it was a real thrill to be in attendance and there was certainly more excitement than I have ever seen at any other stockholders' meeting. . . . The quality of both video and audio was first rate and the word of mouth comments after the meeting were outstanding."

Non-TV audience of 6,000,000 has watched National Educational Television (NET) programs, Educational TV & Radio Center estimates, reporting wide school & adult group use of its audio-visual service at Indiana U where TV film is rented or bought for 16mm projection. Center said use of NET films has more than doubled in past 6 months.

TV-radio court coverage is increasing despite American Bar Assn.'s Canon 35 against it, both sides agreed in debate on issue at annual Law Day at George Washington Law School, Washington. NARTB representative Vincent T. Wasilewski, who showed TV film of Denver airliner bomb murder trial, and *Hartford Courant* editor Herbert Brucker argued that public is entitled to full coverage. ABA spokesman Richard P. Tinkham and Federal Judge Alexander Holtzoff upheld Canon 35 as protection for trial principals against distractions. Holtzoff admitted later, however, that one of his arguments had been weakened. He was unaware that *Washington Post & Times Herald* took pictures during panel session.

Six U. S. TV-electronics firms will participate in international fair opening June 9 in Poznan, Poland, marking first postwar display of American goods in eastern European country under Commerce Dept. auspices. Exhibiting TV, radio & hi-fi equipment for 2,000,000 visitors expected from behind Iron Curtain will be Admiral International Corp., Ampex, Emerson, RCA International Div., Westinghouse, Zenith. Exhibits contributed or loaned by 300 American companies, valued at $250,000, will show "enormous range" of commodities reflecting standard of living here, according to director Harrison T. McClung of Office of International Trade Fairs.

TV-radio bait ad charges were filed by FTC this week against 5 affiliated firms selling aluminum storm doors & screens. Named in second batch of complaints issued since FTC started monitoring campaign (Vol. 13:13) were Mid-Tex Corp. & Apex Window, Brooklyn; Famous Window, Pittsburgh & Detroit; Ace Window, Kansas City. Broadcasters involved were not made parties to complaints and were not listed publicly by FTC, but under liaison arrangement (Vol. 13:15) FCC notified them of specifics of charges against advertisers, which also used newspapers.

Four applications for new TV stations, none for translators, were filed with FCC this week, bringing total to 124 for stations (31 uhf) and 51 for translators. Aplications were for Houma, La., Ch. 11, by St. Anthony TV Corp., headed by TV-radio consultant Frank Conwell; for Beaumont, Tex., Ch. 12, by Brown Telecasters, controlled by oil man E. W. Brown Jr. (60%); for Utica, N. Y., Ch. 54 and Memphis, Ch. 48, by Malco Theatres, ex-owners of WEHT, Henderson, Ky.-Evansville, Ind. (See p. 3). [For details, see *TV Addenda 24-R* herewith.]

Magazines are pricing themselves out of competitive ad market, pres. Norman H. Strouse of J. Walter Thompson Co. warned Magazine Publishers Assn. at May 6 meeting in White Sulphur Springs, W. Va. He urged publishers to assess themselves 1% of their revenues for research & training program for salesmen, who he said spend more time fighting each other than selling magazine medium.

CBS-TV is world's biggest producer of non-govt. educational films, pres. Merle S. Jones claimed May 7, estimating 5-6,000,000 see them annually through 16mm showings in schools, libraries, etc. Distributed by Young America Films and McGraw-Hill's Text-Film Div., CBS-TV programs available now in 16mm form include *You Are There* (71 episodes), *The Search* (27), *See It Now* (18), *Air Power* (26).

Telecasting rights to sports events will feature in hearings on organized sports by Rep. Celler's House antitrust subcommittee June 3, 5 & 6 in Washington. Broadcasting rights were among factors which Celler said "must be considered" before Congress can decide whether sports enterprises should be exempt from anti-trust laws.

New radio study by rep Adam Young "documents the continuing audience swing to independently operated radio stations."

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SUMMARY-INDEX OF THE WEEK'S NEWS — May 18, 1957

"MAN IN WHITE COAT" commercials hit by FTC monitors in stepped-up drive for fair TV advertising; first video test case challenges "false" medical claims (p. 1).

TASO'S ANTI-TRUST WORRIES eased after session with FCC, following Justice Dept. warning that panels must include Govt. "monitors" (p. 2).

NATIONWIDE TV TEACHING TEST in public schools announced by Ford Foundation unit, with initial grants to education authorities of 8 big cities, 2 states (p. 2).

UHF RESUMES in Bloomington, Ill., one quits in Winston-Salem, while a third plans to go dark in Sacramento after deal with vhf (p. 5).

SAN FRANCISCO'S Ch. 2 tentatively won by Ingrim-Pabst group in 4-3 GOP-Democratic FCC split. Scramble on for Tampa-St. Petersburg's new Ch. 10 (p. 8).

HIGHER PRICES, emphasis on 110-degree tube, seen at RETMA Chicago convention. Leaders stress "put TV back into the living room" (p. 9).

"FICTITIOUS" LIST PRICES on TV-appliances attacked by National Better Business Bureau; manufacturers sympathetic but dubious (p. 10).

ELECTRONICS BUSINESS now at near $12 billion rate, pres. Baker tells RETMA in annual report; quiet TV market "awaits color boom" (p. 11).

SEMICONDUCTOR MAKERS ranked by Fortune magazine, with Texas Instruments & Transitron in No. 1 & 2 spots; $2.3 billion components field surveyed (p. 8).

RETMA REELECTS pres. Dr. W. R. G. Baker; exec. v.p.-secy. James D. Secrest; treas. Leslie F. Muter; Wm. L. Reynolds named gen. counsel (p. 11).

FTC HIKES PRESSURE ON TV COMMERCIALS: After cautious start, new TV-radio monitoring campaign by Federal Trade Commission against deceptive advertising gathered impetus this week. First test case tied directly to visual pitch on TV screen (in addition to audio) was started -- and we're told that this is just the beginning.

Named in complaint May 16 was American Chicle Co., accused by FTC of making false medical claims for its "Rolaids" alkalizer. FTC challenged spot commercials featuring man in white coat (addressed as "doctor") and "beaker test" in which "stomach acid" burned holes in cloth. Company was given 30 days to answer charges.

"Deception comes from the 'Rolaids' video presentation itself," legal adviser T. Harold Scott of FTC's Radio & TV Advertising Unit told us. He said earlier monitored cases, involving arthritis medicines (Vol. 13:13) and aluminum storm windows (Vol. 13:19), differed little from "hundreds" of radio advertising complaints processed by FTC from scripts before special unit was set up last Oct. 16.

"I think we've been very conservative so far" in appraising TV ads, Scott said. But he indicated his unit is preparing increasing flow of complaints based on what is seen as well as said on TV -- and that cosmetics are one likely field.

His desk was piled high with red Dictaphone belts of recorded TV commercials sent in from 9 FTC branches where 125 field attorneys are assigned in spare time to monitoring -- usually at home, where they write reports on what they see, recommending screening of film in projection room at Washington headquarters. Scott also receives TV ad protests "by the hundreds" from consumers. "We look upon the public as our No. 1 monitor," he said.

Visual test case mentions no stations, merely stating that "Rolaids" spots were carried by "number" of outlets across country. FTC has authority to make broadcasters parties to its complaints, but possibility of that is remote now.

FTC counts on reform by cited advertisers themselves -- either by voluntary correction of offending commercials or compliance with FTC orders -- to accomplish objectives of fair advertising practices.

In event stations should be accused jointly with advertisers by FTC, it will be because of close tie-ins, Scott said. "They'd necessarily be interested directly in a particular product -- taking orders for it at stations, receiving a proportion

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of money from sales of the product." One such advertiser-TV station tie-in has been studied by monitoring unit, but Scott said it is being stopped voluntarily.

FCC continues secondary liaison role with FTC in monitoring campaign, notifying networks & stations when they are listed in complaints as media for cited advertising, as they were in arthritis case. Notices are advisory only (Vol. 13:8).

* * * *

In unusual "misleading" commercial charge, Schick Inc. this week filed $5,000,000 damage suit in N.Y. Supreme Court against Sperry Rand Corp., alleging commercials for woman's electric shaver made by Remington Rand div. implied that Lady Schick shavers "would tear a lady's stocking" and "be equally damaging to a lady's leg." Suit said this was "false, disparaging, misleading & damaging." -- (WHB).

TASO BREATHES EASIER ABOUT ANTI-TRUST: TV Allocations Study Organization, the all-industry group dedicated to carrying out FCC's mandate for "crash research" on uhf, had bit of a scare this week. Justice Dept. warned that unless certain procedures were followed in TASO deliberations, there was danger of running afoul anti-trust laws. Warning was in form of letter to FCC, responding to latter's request for information. Commission, in turn, had been queried on subject by TASO.

After learning of Justice's letter, TASO officials feared whole operation might be in jeopardy -- with manufacturers, in particular, pulling out. RCA, with hands full of Justice Dept. attorneys on other fronts, was especially concerned. However, session with FCC May 17 eased worries -- and it now looks as if some revision of TASO panel operations will meet Justice Dept.'s requirements.

What Justice said, basically, was that such an organization as TASO must have govt. observers participating in such fashion as to eliminate all possibility of collusive or restrictive action. TASO exec. director George Town, after meeting with FCC, said he's quite sure group's procedures can be tailored satisfactorily and that work can continue as fruitfully as before. He said he was surprised by Justice Dept. letter, because each TASO panel already has 2 FCC observers -- and he thought their presence should have satisfied Govt.

Attending FCC-TASO meeting: Commission -- Chairman McConnaughey, Comr. Craven, gen. counsel Warren Baker. TASO -- George Town. JCET -- Ralph Steetle & Seymour Krieger. AMST -- Lester Lindow & Ernest Jennes. NARTB -- Harold Fellows & Walter Powell. All RETMA officials were in Chicago at annual meeting (see p. 9), while Committee for Competitive TV (no Washington office) couldn't make meeting.

AMST held a board meeting in Washington this week, began consideration of bylaw changes that would permit membership of stations which give "maximum service" but are excluded on basis of FCC's maximum-power formulas. Group also decided to participate in FCC's rule-making reexamining 25-890 mc.

AMST membership now totals 124, latest to join being: WISH-TV, Indianapolis; WJBK-TV, Detroit; KPIX, San Francisco; WJW-TV & KYW-TV, Cleveland; KTHV, Little Rock, Ark.; WNBF-TV, Binghamton, N.Y.; KOLN-TV, Lincoln, Neb.; WKZO-TV, Kalamazoo, Mich.; KTVX, Muskogee-Tulsa, Okla. -- (AW).

BETTER TEACHING BY TV—A NATIONWIDE TEST: The entire country is potential laboratory in latest -- and biggest -- classroom TV education experiment, launched this week end by Ford Foundation's Fund for Advancement of Education, which in past 2 years has made grants totaling nearly $4,000,000 for tests of teaching-by-TV. New project establishes "National Program in the Use of Television in the Public Schools," a coordinated fund-matching program which initially will make available $986,000 in one-year grants to first 10 participating municipal and state public school authorities.

Beginning next September, TV teaching under project will be administered by education depts. of 8 cities & 2 states -- Atlanta, Cincinnati, Detroit, Philadelphia, Miami, Norfolk, Oklahoma City, Wichita and Nebraska & Oklahoma -- FAE matching state and municipal grants on dollar-for-dollar basis. Other grants are due to be made.

National program will be coordinated by Dr. Alexander J. Stoddard, former supt. of schools in Providence, Denver, Philadelphia & Los Angeles, whose recent report, "Schools for Tomorrow," recommended TV facilities in all future schools as means of

improving instruction in face of increasing teacher & building shortage (Vol. 13:5).

Project is follow-up to FAE-backed classroom TV experiments in Hagerstown (Md.), St. Louis, Pittsburgh & Chicago. Although these are still in progress, FAE v.p.-director Dr. Alvin C. Eurich says they "have already shown that a top-notch teacher can extend his services through the use of TV, that pupils learn at least as much in TV classes as with conventional instruction, that TV saves a great deal of time and thus permits teachers to give pupils more individual attention."

Innstruction will be largely by broadcast programs -- unlike Hagerstown and other teaching tests where closed-circuit is predominant -- with instruction originating from both educational and commercial stations, presumably in addition to some closed-circuit instruction in some locations. National program, according to Dr. Eurich, "will try to find out whether the experience of a few communities can be applied to most of our American schools." Of particular interest to TV equipment manufacturers are the 4 points on what information is sought in project:

(1) Feasibility of teaching large classes by TV, and other services required in connection with TV teaching; (2) scheduling and school building problems in teaching a large number of classes by TV; (3) budgetary implications of the savings in teacher time, in building space and in equipment and other teaching aids as a result of TV instruction of large classes; (4) how best to develop teacher talent.

"This new instrument," said Dr. Eurich, "makes it necessary to reconsider the content of education. It is not enough merely to teach over TV as in a classroom. TV makes possible a far richer educational experience for each child. The TV teacher can use illustrations that are beyond the reach of the regular classroom teacher. This national demonstration in major cities and on a state-wide basis should help to modernize the schools."

* * * *

Direct govt. assistance to educators was proposed this week by Senate Commerce Committee Chairman Magnuson (D-Wash.) in bill (S-2119) which would give each state & territory $1,000,000 for TV equipment, including closed-circuit. The states would supply buildings & land, would underwrite operating & maintenance costs. He estimated funds would enable each state to build 5-6 facilities.

"Some experts have indicated," Magnuson stated in memorandum accompanying bill, "that educational TV can be likened to the development of the printed textbooks in terms of the dramatic impact it can have upon advancing public education. While it is still in the experimental stage, and considerable work will have to be done in order to determine the best uses for TV in public schools, it is almost universally accepted that it will be a real benefit in terms of the problems confronting education today..." -- (DL).

Microwave grants to community antenna operators should be stopped, KXLF-TV, Butte, told FCC in letter this week, stating that practice tends "to destroy the FCC allocation plan for free TV in those areas." Also filing comments on Commission proposal to tighten up translator grants (Vol. 13:17), station urged immediate adoption. Others commenting on translator rules change: KLEW-TV, Lewiston, Ida. recommended adoption, said change would encourage applications for regular stations in small markets; translator K71AB, Blythe, Cal. also went along with proposal, said it would discontinue when regular uhf started there, but asked that no other organizations be permitted to build translators in Blythe.

Production and sales tie-up between RKO Television and Rountree Productions Inc. was announced this week, with RKO TV acting as sales representative for Rountree's *Leave It to the Girls* and planned *This House Is Haunted* and *Mike the Magic Cat*. Under new set-up, Adolf N. (Ade) Hult serves as coordinator of activities for RKO, pres. Oliver Presbrey & exec. v.p. Bob Novak representing Rountree. *Martha Rountree's Press Conference* (ABC-TV) is not included in arrangement.

"Horse racing case" of WWBZ, Vineland, N. J. finally ended this week with decision renewing license, but Comr. Craven took occasion to issue concurring opinion criticizing colleagues for ever taking station to task in first place, stating: "While the Commission may not intend to impose sanctions against this applicant for its past alleged derelictions, it has nonetheless done so in the processing of this case. While WWBZ has retained its license it has managed to do so at the expense of its most cherished possession—freedom of expression." Station had voluntarily discontinued broadcasts of horseracing information after Commission held up its license renewal.

President Eisenhower's second report to nation within week—talk on "The Need for Mutual Security & the Way to Peace"—will be carried live by CBS-TV & radio and MBS May 21 8:30-9 p.m. Other networks: NBC-TV & radio, 11:15 p.m.; ABC-TV 10 p.m., radio 9 p.m. Meanwhile, public's response to President's May 14 TV-radio plea for restoration of his battered budget (Vol. 13:19) was counted on by GOP National Chairman Meade Alcorn to push Congress into "reasoned compromise." But White House refused comment May 16 on mail reaction to speech.

Personal Notes: Brice Howard named exec. producer of NBC-TV educational project, succeeding **David Lowe**, now on leave making "March of Medicine" color film . . . **Charles C. Woodward Jr.**, ex-CBS-TV, named administrative asst. to Westinghouse Bcstg. Co. pres. **Donald McGannon** . . . **Wm. F. MacCrystall** resigns as gen. sales mgr. of KOA-TV, Denver, to join McKinnon stations KVOA-TV & KVOA, Tucson, and KOAT-TV, Albuquerque; **Richard Harris** replaces him at KOA-TV . . . **Paul H. Sciandra** named program director of WGR-TV, Buffalo; **Albert L. Cooper**, program coordinator . . . **Georg Olden**, CBS-TV graphic arts director, elected secy. of Art Directors Club of N. Y. . . . **Joe Bluth** promoted to technical operation supervisor of KTTV, Los Angeles, succeeding **Jim Tennyson**, who joined Houston-Fearless Corp. . . . **Don R. Gillies** promoted to national sales mgr. of WCCO-TV, Minneapolis, succeeding **Richard Jensen**, who joined St. Paul Credit Bureau; **Robert R. Hansen** succeeds Gillies as merchandising director . . . **Robert G. Artman**, ex-DuMont & WJZ-TV (now WABC-TV), N. Y., named chief engineer of KTVR, Denver . . . **Dick McMullen** named acting program director of WALA-TV, Mobile . . . **Alfred Lewis** named business mgr. of WNBQ & WMAQ, Chicago . . . **David Hoss** of radio KSLM, Salem, elected pres. of Oregon Broadcasters Assn.; **C. Howard Lane**, KOIN-TV, Portland, TV director . . . **Joel Chaseman**, from radio WITH, Baltimore, rejoins WAAM there as asst. to gen. mgr. **Ken Carter** . . . **Larry Nolan**, ex-KOTV, Tulsa, named local commercial mgr., KNAC-TV, Ft. Smith, Ark. . . . **George H. Cummings** named sales promotion mgr. of WGAN-TV & WGAN, Portland, Me. . . . **R. A. (Dick) Redmond**, program mgr., also will be gen. mgr. of WHP-TV, Harrisburg, succeeding brother, late **A. K. Redmond**; **John Price** named news director, succeeding **Joe Harper** . . . **John J. (Jim) Black Jr.** promoted to local & regional sales mgr. of KTVX, Muskogee-Tulsa . . . **Adrian R. (Specs) Munzell** promoted to exec. producer & film buyer for WIS-TV, Columbia, S. C.; **Dixon Lovvorn** to program director . . . **E. Paul Albert**, ex-operations mgr. of WPRO-TV, Providence, named asst. production mgr. of upcoming WTIC-TV, Hartford (Ch. 3), due in Aug. . . . **John Babcock**, asst. gen. program mgr. of Crosley Bcstg., named asst. gen. mgr. of upcoming WLWI, Indianapolis (Ch. 13), due in Sept. . . . **Leon M. Nowell** promoted to exec. v.p. of KTVK, Phoenix, **Roger Van Duzer** succeeding him as gen. mgr. . . . **Fred L. Bernstein**, ex-v.p. of Forjoe-TV Atlanta office, named exec. v.p.-managing director of radio WSAI, Cincinnati . . . **Irving N. Prell**, ex-KXLY-TV, Spokane, named sales mgr. of KELP-TV, El Paso . . . **Robert B. Wehrman** promoted to chief engineer of WLWD, Dayton, succeeding Lester Sturgill, resigned . . . **Dr. Herman B. Wells**, Indiana U pres., elected a director of Educational TV & Radio Center, Ann Arbor . . . **Edward G. Sherburne** resigns as program director, **Lawrence Creshkoff** as asst. director, of educational WGBH-TV & WGBH, Boston . . . **Robert H. Klaeger** resigns as Transfilm v.p. in charge of TV & industrial film div. . . . **John Bissell**, ex-*Reporter Magazine*, joins Blair-TV as sales analysis dept. head . . . **Dean Earl English** of U of Missouri School of Journalism becomes consultant to brokers Allen Kander & Co. . . . **Alfred W. Schwalberg**, onetime Paramount Film Distributing Corp. pres., joins National Telefilm Assoc. in charge of theatrical film distribution . . . **Fred R. Frink**, who has headed own Fla. film production firm, named Detroit office mgr. for Van Praag Productions . . . **Randy Wood**, Dot Records pres., elected a v.p. of parent Paramount Pictures . . . **Henry A. Gillespie**, ex-Screen Gems, named mgr. of CBS-TV Film Sales Chicago office . . . **Robert I. Holt**, ex-Fanchon & Marco, named adv. & promotion director of Gross-Krasne, Hollywood.

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"Fantastically busy life" of John Hay (Jock) Whitney, new Ambassador to Great Britain (Vol. 12:52) whose complex interests include 4 TV & 3 radio stations, is told in 3-part series starting in May 18 *Saturday Evening Post*. Premise of Whitney's career, according to writer Richard Thruelsen, "is that a rich man's son can be just as good as anyone else."

Cleo F. Craig resigned May 15 as AT&T chairman effective May 31, continues as a director and member of exec. committee of company he has served 44 years. AT&T said it has no plans to replace Craig, whose mandatory retirement at 65 would come next April 6. He was succeeded as pres. by Frederick R. Kappel last Sept. 19.

Obituary

Herluf A. Provensen, 48, who handled 1929-33 broadcasts by President Hoover as chief NBC radio announcer in Washington, and was on NBC news staff in N. Y. in 1937-41, died May 14 at Washington home following heart attack. He left NBC in 1933 to manage Erie, Pa. radio station and in 1934-37 was radio director of Lewis Edwin Ryan adv. agency in Washington. Recently he had been program director of radio WGMS, Washington, and producer of radio programs for Veterans Administration. Surviving are his widow, a son, his mother, a sister, a brother.

Al Naroff, 46, west coast mgr. of Trans-Lux TV Corp., died suddenly May 10 in Santa Barbara, Cal. Associated with Brant Theatres before joining Trans-Lux, he had been in movie & TV business 25 years. Surviving are his widow, a son, a daughter.

Kenneth E. Greene, 59, circulation supervisor of NBC research & planning, died May 10 following heart attack. He joined network in 1934 as statistical dept. clerk. Surviving are his widow, mother, sister.

Sale of WMBV-TV, Marinette, Wis. (Ch. 11) with radio WMAM to Guild Films for $287,000 plus assumption of about $350,000 in obligations (Vol. 13:17) was approved by FCC this week as it rejected protest of WFRV-TV, Green Bay (Ch. 5). Protestant had claimed that WMBV-TV was in poor financial condition; that it really was trying to be a Green Bay station while neglecting Marinette; that some Guild Films principals don't meet Commission's citizenship requirements; that WMBV-TV had failed to fulfill programming promises, etc. Commission held that WFRV-TV simply failed to prove its allegations in Oct. 8, 1956 oral argument.

Half interest in CP for KHUM-TV, Eureka, Cal. (Ch. 11) is being purchased by KVIP, Redding (Ch. 7), price undisclosed, and objective is to get KHUM-TV on air by Sept. 1. KVIP pres. George C. Fleharty reports plans to triple power of his station by Aug. 1.

National TV Week is set for Sept. 8-14 instead of Sept. 22-28, RETMA announced this week, change in dates permitting TV set manufacturers & dealers to run post-Labor Day sales promotion campaigns concurrently with observance of week by broadcasters, who first proposed later period. New model receivers usually reach showroom floors immediately after holiday. Co-sponsors of week are RETMA, NARTB, NARDA, TvB. Four other groups—NRDGA, National Assn. of Music Merchants, National Retail Furniture Assn., International Assn. of Electric Leagues—have been invited to join steering committee.

Debate on British TV between Labor M.P. Jack Jones and Communist union official Hugh Scanlon ended May 10 in collapse & death of Mrs. Jones just after she switched off set at home where she watched the two nearly come to blows in dispute over last winter's strikes.

Notes on Upcoming Stations: WBLN,Bloomington, Ill. (Ch. 15) resumed operation May 10 and WTOB-TV, Winston-Salem (Ch. 26) left air May 11, keeping on-air box score at 499 (92 uhf). Due to leave air by May 31 is KCCC-TV, Sacramento (Ch. 40), according to terms of agreement with KOVR, Stockton.

Off air since Feb. 5, 1957, WBLN resumed on interim 5-10 p.m. daily basis, carrying some ABC-TV programs, but isn't sure when it can resume full schedule, reports owner Worth S. Rough, ex-mgr. of radio WCBC, Anderson, Ind., who acquired outlet from Cecil W. Roberts in 1955 (Vol. 11:26). Area gets service from Peoria's 2 uhf stations, 35 mi. away, and Champaign's single vhf, about 50 mi. In financial difficulties, WBLN has offered stock to public at $25 a share, has $54,000 pledged, hopes to get $70,000 total—$50,000 to be used to settle equipment and other indebtedness, $20,000 working capital. Rough expects eventually to reduce holdings to 12% as a result of stock sale. Base hour is $120. Rep is McGillvra, changing June 1 to new Jack Mazla firm.

WTOB-TV, Winston-Salem (Ch. 26), which began Sept. 1953, states it wants FCC to continue processing application for 7.41-kw ERP (actual operating power), which would open way for station to apply for a license at later date. Station recently got FCC approval to buy 80% of WAPA-TV, San Juan, P. R. (Vol. 13:18), this week applied for Ch. 13, Aguadilla, P. R.

KCCC-TV, requesting that protest against move of KOVR, Stockton (Ch. 13) to Sacramento area be dropped, also filed agreement under which owner Lincoln Dellar takes KCCC-TV off air, turns over plant and stock to KOVR, in return for 110,601 shares of KOVR stock (83¢ per share) and $110,601 in debentures. He also gets option to buy additional 25,000 shares (at $2) with $25,000 in debentures (by Sept. 1, 1958), which would bring his KOVR holdings to over 17%. Dellar is to be v.p. and board member of KOVR.

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In our continuing survey of upcoming stations, these are latest reports from principals:

WTIC-TV, Hartford (Ch. 3), with Aug. 1 target for test patterns, has bedrock excavations ready for tower leg footings on Talcott Mt., Avon, Conn. Ideco tower, due first week in June, should be up in a month, with 100-ft. antenna bringing height to 542-ft. above ground, 1249-ft. above sea level. It has ordered 25-kw RCA transmitter to be installed in building already housing AM-FM. Rep will be Harrington, Righter & Parsons.

KOAC-TV, Corvallis, Ore. (Ch. 7, educational) granted May 1 to State Board of Higher Education, has ordered RCA transmitter, expects to be on air by Oct. 1, reports Glenn Starlin, chairman of Dept. of Speech, U of Oregon. Transmitter on Vinyard Hill, 5-mi. N of Corvallis, will connect via microwave with studios on campus of U of Oregon, Eugene, and Oregon State College, Corvallis. It will have 200-ft. Fisher tower. Starlin will be in charge of inter-institutional project; James M. Morris, from State College's KOAC, program mgr.; Grant Feikert, also KOAC and prof. of electrical engineering at Oregon State, chief engineer.

Sheridan, Wyo. Ch. 9, granted to Harriscope Inc. May 8, probably will be on air by Sept. 1, reports pres. Burt I. Harris, who also heads KTWO-TV, Casper, Wyo. (Ch. 2). Transmitter hasn't been ordered and construction plans are incomplete. Only 30-50-ft. tower will be used on mountaintop site. Rep will be Meeker.

WSUR-TV, Ponce, P. R. (Ch. 9) plans mid-June start using Adler transmitter, RCA antenna, reports gen. mgr. Mariano Anglet Escudero. Owner Ralph Perez Perry, also owner of radio WKVM, San Juan, will be pres. & chief engineer; Leo Medina Prieto, technical supervisor; Jorge Luis Cebollero, station mgr. Perry's American Colonial Bcstg. Corp. also holds CP for WKBM-TV, Caguas (Ch. 11), which hasn't set target yet; it will use Gates transmitter, RCA antenna. WKBM-TV will be headed by Perry, Escudero and Prieto. Base rates not reported. Rep will be Pan American Bcstg.

Canadian satellite at Elliot Lake, Ont. (Ch. 3), licensed to CKSO-TV, Sudbury, Ont. (Ch. 5), won't be on air until Jan. 1, 1958, reports W. J. Woodill, CKSO-TV gen. mgr. RCA 11-kw transmitter is due Aug. 15 and CKSO-TV plans to begin with higher power (48-kw) Oct. 1, using new 3-bay antenna on 250-ft. tower. This permits move of 2-kw RCA transmitter from Sudbury to Elliot Lake, where it will be rebuilt for Ch. 3. Ground clearing at Elliot Lake is scheduled for June 15. Station will use 2-bay antenna on 100-ft. Stainless tower to get 4-kw ERP. Present CKSO-TV base hour is $220. Reps are Weed and All-Canada TV.

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Greenville, Cal. translator K70AP began May 9, repeating KCRA-TV, Sacramento, reports Raymond F. Linn, secy. of Indian Valley TV Co.; Robert H. Hunter is engineer in charge. Idaho Power Co.'s Oxbow Power Plant Camp, Ore. translators K70AN & K74AE began equipment tests May 9, repeating KBOI-TV & KIDO-TV, Boise, Ida., utility has informed FCC; plant engineer Carl Lewis is in charge of Oxbow translators, also firm's other 2 at Brownlee Power Plant Camp, Ore. Blythe, Cal. translator K71AB began April 30, repeating KTVK, Phoenix, reports Paul Micalizio, secy.-treas. of Palo Verde Valley TV Club. Manson, Wash. translator K70AM is due on air by July 1, repeating KREM-TV, Spokane, with K75AA due shortly thereafter, repeating KHQ-TV, Spokane, reports mgr. Marion McFadden for Manson Community TV Co.

Equipment shipments: By GE—helical single-bay antenna, May 7 to upcoming WIIC, Pittsburgh (Ch. 11); 50-kw transmitter May 15 to KPLC-TV, Lake Charles, La. (Ch. 7). By RCA—25-kw transmitter May 14 to upcoming WTIC-TV, Hartford (Ch. 3); 12-section superturnstile antenna May 13 to WTTV, Bloomington-Indianapolis (Ch. 4); 5-section superturnstile antenna May 7 to KHQ-TV, Spokane (Ch. 6).

RCA shipped studio color camera May 17 to CBS-TV, N. Y. studios.

RKO Teleradio Pictures' sale of WEAT-TV, W. Palm Beach (Ch. 12) with WEAT for $600,000 to new Palm Beach TV Co. Inc. (Vol. 13:12) was approved this week by FCC. Gen. mgr. Bertram Lebhar, ex-N. Y. adman and once sales mgr. of WATV, Newark, owns 20% of purchasing company, has option to acquire additional 5% from 80% owner WINZ, Miami (Rex Rand).

Harrisburg, Pa. channel swap and sale, with WTPA (Ch. 71) paying $150,000 for transmitter and tower of off-air WCMB-TV (Ch. 27), also turning its Ch. 71 plant over to WCMB-TV (Vol. 13:15), was approved this week by FCC. WTPA is operated by *Harrisburg Patriot* and *News*.

Milton J. Hinlein, owner of KDRO-TV, Sedalia, Mo. (Ch. 6) & KDRO is turning over radio to new Sedalia Bcstg. Corp., in which each of following has ⅓ interest: son Bruce M. Hinlein, KDRO gen. mgr. Herbert W. Brandes, sales mgr. James F. Glenn. Buyers get station without down payment, $12,000 to be paid in notes. Application to transfer KDRO reveals that J. Albert Dear's option on 50% of KDRO-TV & KDRO has never been exercised (Vol. 11:21); instead, he is increasing from 50% to 100% his holdings in firm owning land, building and tower used by both radio & TV, with Hinlein retaining 100% of TV operating company.

Radio Station Sales Reports: WIL, St. Louis, Mo. & **WWIL, Ft. Lauderdale, Fla.** by Missouri Bcstg. Corp. (Lester A. Benson, pres.) for $650,000 to Harry & Elmer Balaban, whose H. & E. Balaban Corp. owns 50% of WTVO, Rockford (Ch. 39) and WICS, Springfield (Ch. 20), both in Ill. **KJAY, Topeka,** by KJAY Inc. (Robert Rohrs, pres.) for $150,000 to following from Kansas City: Ed Schulz (ex-KMBC, to be gen. mgr.), Dale S. Helmers (ex-KMBC), J. W. McCoskrie (contractor), D. Wm. Overton (attorney). **WKXV, Knoxville,** by H. Scott Killgore's Tele-Bcstrs. Inc. for $100,000 to local co-equal owners attorney Henry T. Ogle and accountant Bill L. Boring. **WOOO, DeLand, Fla.** by DeLand Bcstrs. Inc. (Wm. Martin & B. F. J. Timm, principals) for $71,000 to Trio Bcstg. Co. Inc., owned by Wally King (program director of WATR, Waterbury) and Herbert A. Saxe & Oscar Silverman, also from Conn. Timm owns stations in Chattanooga, Tallahassee & Douglas, Ga. **WNTM, Vero Beach, Fla.** by Mrs. Naomi Murrell (also owns WKIS, Orlando) for $55,000 to Frank Spires, Atlanta. **Brokers:** KJAY, Allen Kander & Co.; WKXV & WOOO, Blackburn & Co.; WNTM, Hamilton, Stubblefield, Twining & Assoc. **Note:** Application to sell WKTL, Kendallville, Ind. to Ted Nelson, ex-gen. mgr. of WFIE, Evansville (Vol. 13:13) has been withdrawn at request of attorney.

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Radio station sales and transfers approved by FCC: **KOWH, Omaha,** by Todd Storz group to Wm. F. Buckley Jr.'s *National Review*, for $822,500 (Vol. 13:13). **WLAY, Muscle Shoals, Ala.** by Michael R. Freeland to Fred L. Thomas, owner of WKTM, Mayfield, Ky. (50%) and WKTM employees Robert G. Watson & John M. Latham (25% each), for $69,000 (Vol. 13:13). **WDBF, Delray Beach, Fla.** by Delray Bcstg. Corp. to non-profit Boca Raton Bible Conference Grounds Inc. (Ira L. Eshleman, pres.) for $56,000 (Vol. 13:16). **KSTB, Breckenridge, Tex.** by Coy Perry and C. M. Hatch (owners of KCLW, Hamilton, Tex.) to Hugh M. McBeath, chief engineer of KXOL, Ft. Worth, for $50,000 (Vol. 13:17). **KTRC, Santa Fe, N. M.** by J. Gibbs Spring to Garfield C. Packard, ex-mgr. of KICA-TV, Clovis, N. M. for $50,000 (Vol. 13:14). **KCLN, Clinton, Ia.** by W. H. Murray, K. W. Evans & H. R. Pettersen to Valley TV & Radio Inc. (John R. Livingston, pres.), for $35,000. **KSUB, Cedar City, Utah,** 93% by KSL-TV, Salt Lake City (Ch. 5) to former minority owners Arthur Jones, Durham Morris, Lanell N. Lunt & Lorin C. Miles, for $33,778 (Vol. 13:13).

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Warm endorsement of Armed Forces TV stations was expressed by Brig. Gen. Carson A. Roberts, director of Armed Forces Information & Education Office, in testimony before House Appropriations subcommittee last month, according to report released this week. He listed these benefits: (1) Cut AWOL rates. (2) Increase enlistments. (3) Keep children amused. (4) Please service wives at isolated bases. (5) Give commandants frequent personal contact with men.

Armed Forces TV Service's first 3 uhf transmitters—one at Ramey Air Force Base, Puerto Rico and 2 at air bases in Germany (Vol. 13:18)—were manufactured by Continental Electronics Mfg. Co., Dallas, and sold to Signal Corps through Dage TV div., Thompson Products, which made cameras and studio equipment.

Public affairs scoop for CBS-TV—announced not by network but by Secy. of State Dulles and Sen. Bridges (R-N. H.)—will be interview of Russian Communist boss Nikita Krushchev on *Face the Nation*, date undisclosed. Dulles made the disclosure this week during closed luncheon meeting of Senate Republican Policy Committee as example of Russia's expanded peace offensive.

Network Accounts: **Ronson** to sponsor *NBC News* with Chet Huntley & David Brinkley on NBC-TV starting Sept. 23, Mon. & Thu. 6:45-7:15 p.m., and buys additional 32 newscasts in 52-week contract, thru Norman, Craig & Kummel . . . **American Tobacco & Ralston-Purina** to be alt. sponsors of new filmed *Manhunt* series on NBC-TV in fall, Fri. 9-10 p.m., former thru Sullivan, Stauffer, Colwell & Bayles, latter thru Gardner . . . **Mogen David Wine** sponsors new *Key Club Playhouse* on ABC-TV starting May 31, Fri. 9-9:30 p.m., thru Edward H. Weiss, Chicago, and buys alt. sponsorship of unannounced show (possibly *Masquerade Party*) on NBC-TV in fall, Mon. 7:30-8 p.m. . . . **Armour** expected to be alt. sponsor (with Kellogg, Pillsbury, Oldsmobile) of *The Big Record* on CBS-TV in fall, Wed. 8-9 p.m. . . . **Purex & Speidel** to be alt. sponsors of reruns of *Loretta Young Show* on NBC-TV starting July 2, Tue. 8-8:30 p.m., former thru Edward H. Weiss, latter thru Norman, Craig & Kummel . . . **Goodyear & Alcoa** to sponsor Four Star Films series, yet untitled, on NBC-TV in fall, Mon. 9:30-10:30 p.m. . . . **Standard Brands, Brown & Williamson, Miles Labs & Dixie Cup** expected to sponsor *Bride & Groom* on NBC-TV starting July 1, Mon. 2:30-3 p.m., replacing *Tennessee Ernie Ford Show* . . . **Bristol-Myers** to sponsor *The Arthur Murray Party* on NBC-TV starting July 1, Mon. 9:30-10 p.m., thru Young & Rubicam . . . **Zenith** to sponsor one-fourth of NCAA football games on NBC-TV in fall . . . **General Foods** to sponsor *Danny Thomas Show* on CBS-TV next season, Mon. 9-9:30 p.m., taking time period being vacated by *I Love Lucy* at end of June . . . **American Home Products** buys alt. sponsorship of *The People's Choice* on NBC-TV Thu. 9-9:30 p.m., thru Young & Rubicam . . . **Pontiac** to be partic. sponsor of *Annie Get Your Gun* spectacular on NBC-TV in fall . . . **Associated Products** (5-Day Deodorant Pads) to be alt. sponsor of *Broken Arrow* on ABC-TV starting June 4, Tue. 9-9:30 p.m., thru Grey Adv. . . . **Revlon** buys *The Walter Winchell File* on ABC-TV starting Oct. 2, Wed. 9:30-10 p.m., thru BBDO . . . **Procter & Gamble** to sponsor *The Web*, filmed mystery series on NBC-TV for 13-week summer run starting July 7, thru Benton & Bowles . . . **Royal McBee** (typewriters) buys alt. sponsorship of *Sally* on NBC-TV starting Sept. 29, Sun. 7:30-8 p.m., thru Young & Rubicam.

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ADVERTISING AGENCIES: **Sherwood Dodge**, ex-Foote, Cone & Belding, joins Fletcher D. Richards Inc. as exec. v.p., director . . . **Christopher A. Sante** named senior v.p. of Lennen & Newell, N. Y. . . . **Stanley D. Canter**, ex-McCann-Erickson, joins Ogilvy, Benson & Mather as research director . . . **George W. Davidson**, ex-J. Walter Thompson, joins Compton as v.p. & account supervisor.

Rate increases: KOIN-TV, Portland, Ore., has added Class AA hour (7:29-10:01 p.m. Mon.-Sat., 6:29-10:01 p.m. Sun.) at $900. KOAM-TV, Pittsburg, Kan.-Joplin, Mo. has increased base hour from $300 to $360, min. $60 to $80.

Complete TV station for Poland, most powerful in that country, has been ordered from British Marconi at cost of about $560,000. Transmitting equipment will include two 7½-kw transmitters, to be fed in parallel into 16-stack high-gain quadrant antenna, producing about 200-kw ERP. Station will be located in Katowice, in densely populated southern Poland mining area. Marconi also announced it has supplied equipment for 3-camera studio in Warsaw.

NBC fall color plans, says RCA pres. John Burns, are "to convert practically all of its national night-time attractions to color with heavy concentration on the weekends." He told Chicago news conference this concentration "will stimulate even greater interest in color."

Kansas City color set sales were 68 in March, bringing total to date to 1945, according to city's Electric Assn.

Telecasting Notes: Feature films won't last forever, warns May 13 *Billboard*—in fact, it estimates on basis of 10-market survey that they'll be played out by 1963, for all practical purposes. This estimate includes the batch of films now available, the 1750 pre-1948 films not yet on market, the approximately 1400 post-1948 films which would become available now if residual problems were settled, plus another 1000 features which will have been added to post-1948 groups by 1962 . . . **Other conclusions** in *Billboard* feature survey: Current packages now on market will last for approximately another 18 months; pre-1948 backlogs not yet on market could stretch period of relatively plentiful feature supply to 3 years; TV feature usage is outstripping production more than 4-to-1. Article wonders aloud whether someone shouldn't explore possibility of producing feature-length films for TV . . . **Feature sales still hot:** NTA announces 120 stations have bought its Rocket 86 package; Signet Films, with package of 35 Pine-Thomas oldies bought from Paramount last Dec. (none with big names) has sold them in 43 markets . . . **Coast-to-coast TV network** was assembled in one day by 9 ABC-TV affiliates to carry Dave Beck Senate hearings, with Seattle's KING-TV the prime mover in getting affiliates to join up and share costs . . . **Total of 55 shows** out of 121 nighttime network shows will have been cancelled in 1956-57 program season by next fall, May 22 *Variety* reports in account of TV's "most cancellation-happy season" . . . **Sid Caesar's parting with NBC** after 9-year association brings era of the big comedian on TV to an end—at least temporarily. Reports in the trade continue to speculate that Caesar will tie his future to Pat Weaver . . . **Hollywood TV writers'** income for fiscal year ended March 31 totaled $6,814,662, according to Writer's Guild of America, West—more than $2,000,000 over preceding year—but radio writers' income was down almost $300,000 to $467,227. Movie writers still headed list at $11,151,234, increase of $762,803 in year . . . **MGM has signed deal** with NBC Film div. to produce at least one, and possibly 4 film series for syndication, with movie maker supplying half of financing . . . **Another movie firm enters TV:** Hecht-Hill-Lancaster plans to produce 30-min. series based on Elmer Rice play, "Counsellor at Law" starring Melvyn Douglas . . . **NBC's California National Productions** won't make any more pilot films, we're informed by press release. From now on it will make "prototypes" instead (CNP thinks it better describes its own type of operations) . . . **Dose of their own medicine dept.:** Britishers are going to see old British movies on TV. Commercial program contractor ABC-TV has paid $140,000 for TV rights to 25 Sir Alexander Korda oldies.

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Censorship of TV programs and films is specifically banned in new Agriculture Dept. rules for assistance of producers who seek aid on programs dealing with farming. Rules were redrafted after House information subcommittee headed by Rep. Moss (D-Cal.) accused Dept. of threatening censorship of programs not following govt. policy lines. Moss this week praised Agriculture Secy. Benson for the change and his newly announced "open door" policy on departmental information. Rules change also deleted a former prohibition forbidding any sponsorship by manufacturers of alcoholic beverages of TV films which Dept. helped produce.

Global expansion program for A.A.P. Inc., distributing agent for Associated Artists Productions Corp. (pre-1950 Warner Bros. features & shorts, Popeye cartoons, TV film, etc.), was announced last week end, featuring these facets: (1) New eastern hemisphere operation will be set up under foreign dept. director Norman Katz, with headquarters in London, completely duplicating all A.A.P. activities in U. S.—sales of film to TV stations and theatres, "possible acquisition of TV stations," production of films abroad, etc. (2) A.A.P. is negotiating with Douglas Fairbanks Jr. to become one of leading executives in its foreign operations. (3) Huge Latin American sale involving more than $6,000,000 was made by A.A.P. to new syndicate headed by Robert Kronenberg, former A.A.P. western div. mgr., which will handle all A.A.P. products. The U. S. company retains undisclosed interest in syndicate. (4) A.A.P. has already sold theatrical pictures behind Iron Curtain and this week completed sale of Popeye to British TV contractors Granada TV and Associated-Rediffusion.

Senate axed USIA budget May 15, cutting it down to $90,200,000 from $144,000,000 sought by Administration and $106,000,000 voted by House (Vol. 13:16). TV-radio projects of agency survived economy blows on floor day after President Eisenhower went on air with plea to save his budget, but final 61-15 vote for cuts hit hard at USIA staffs in western Europe and at press service now operating in 70 countries. Republican leadership joined Majority Leader Johnson (D-Tex.) in slashes recommended unanimously by Appropriations Committee after hearings in which USIA Director Arthur Larson was bipartisan target. Budget now goes to Senate-House conference.

RCA Exhibition Hall has become No. 1 tourist attraction in N. Y. metropolitan area, executive committee chairman Frank M. Folsom said this week on tenth anniversary of hall's opening. More than 17,000,000 persons have passed through main entrance of showroom at 40 W. 49th St., origination point of NBC-TV's *Today* and *Tonight* shows and showcase for RCA's TV & electronic wonders.

Radio sports "network"—Sterling Radio Network Inc.—has been organized by Sterling Television Co., TV film syndicator, to provide U. S. & Canadian radio stations with year-round live sports and special events service. First feature will be schedule of 60 colleges and professional football games this fall. Games will be offered, without commercials, on flat fee basis in each market. Stations may buy each package separately—purchase including option to buy next package. Service is being launched "in association with" Sports Broadcasts Inc., organizer of regional TV & radio networks for games of N. Y. Yankees baseball and N. Y. Giants football teams. Sports Broadcasts is headed by Ed Pancoast, ex-Bolling Co., and includes commentator Marty Glickman and Ned Asch, ex-WMGM, N. Y. Officers of Sterling Radio Network Inc. are Saul J. Turell (pres. of Sterling TV Co.), pres.; Pancoast, sales v.p.; Charles Dolan, exec. v.p.; Glickman, sports director; Asch, production mgr.; Robert Kirsten, sales promotion mgr.

Formula for release of post-1948 features won't be reached "in the immediate future," Motion Picture Assn. pres. Eric Johnston said this week. He indicated that negotiations with the various craft unions involved still look like long-drawn-out affair. Negotiations with AFM pres. James C. Petrillo on post-1948 feature royalties should start "within the next few weeks," he stated.

International TV pickups will be "commonplace" by 1994, NARTB pres. Harold E. Fellows predicted May 14 at seminar on contemporary broadcasting at Emerson College, Boston. He foresaw "great single-purpose TV studios," utilizing tape for semi-automatic operation.

Celler anti-trust subcommittee met briefly this week to consider proposed TV network probe report (Vol. 13:19), but it probably still will be several weeks before any kind of agreement will be reached.

Duty-free importation by colleges of film and recordings to be used on educational TV-radio stations is sought by Rep. Eberharter (D-Pa.) in HR-7454.

WINNER OF San Francisco-Oakland's Ch. 2 looks as if it will be San Francisco-Oakland TV Inc., headed by former General Teleradio v.p.'s Ward D. Ingrim & Wm. D. Pabst. FCC this week announced it had voted instructions to staff to draft decision that way—but final decision is yet to come.

Reversal is always possible, particularly since vote (not announced) was said to be 4-3 on a strict GOP-Democratic split—very rare in recent years. The 3 Democrats are understood to have favored Democratic bigwig Edwin W. Pauley's TV East Bay—nobody going for Channel Two Inc. which had obtained examiner Thomas H. Donahue's nod June 20, 1956. Channel Two Inc. is headed by Stoddard P. Johnston, includes as 5% stockholder Sen. Knowland's father J. R. Knowland.

FCC was also understood to have instructed staff to draft decision affirming grant of Ch. 6, Paducah, Ky. to WPSD-TV, denying petition for reconsideration.

Another honey of a go-around is in prospect for Tampa-St. Petersburg, now that Commission announced plans to add Ch. 10 there (to nearby New Port Richey). At least 7 potential applicants, including those who lost out in Ch. 8 & 13 hearings there, have demonstrated interest.

For Peoria, WIRL was finally awarded Ch. 25 in lieu of the Ch. 8 which it had won in hearing with WMBD but later lost in deintermixture proceeding which moved channel to Rock Island. It's understood Commission also plans to give WMBD, which lost Ch. 8 fight to WIRL, a grant on Ch. 31.

Initial decision proposing grant of Ch. 7, Ponce, P. R. to Ponce TV Partnership was recommended by Examiner Donahue. He concluded that partner George A. Mayoral's 1-plus percent interest in WORA-TV, Mayaguez (Ch. 5) is insignificant and that population overlap between the 2 stations is negligible.

Another hoary old battle finally wore itself out when FCC again affirmed grant of WPRO-TV, Providence (Ch. 12) after grantee WNET (Ch. 16) dropped its various pending objections.

Still another fight faded out when Scripps-Howard's WNOX, Knoxville, asked dismissal of its appeal of grant to WBIR-TV (Ch. 10); appeal by Tennessee TV is still pending.

Commission's plans to shift WRGB's Ch. 6 from Schenectady is running up against some staunch Senatorial opposition. Sen. Javits (R-N. Y.) this week added his voice to that of Sen. Aiken (R-Vt.)—inserting in May 16 *Congressional Record* admonition that shift would deprive many people of service.

FCC wound up flock of other allocations rule-making proceedings: (1) Added Ch. 12 to Lamar, Colo. (2) Substituted Ch. 29 for Ch. 59 in Buffalo-Niagara Falls, giving grantee WNYT-TV the lower channel. (3) Denied proposals to add Ch. 11 to St. Joseph, Tenn., to delete Ch. 7 from Spartanburg, S. C., to delete Ch. 5 from Raleigh, N. C., to add Ch. 3 to Clearfield, Pa. KBAS-TV, Ephrata, Wash. filed petition seeking addition of Ch. 16 to town.

Eight translators were granted: Ch. 80, Lone Pine, Cal.; Ch. 70 & 73, Salmon, Ida.; Ch. 70, Ely, Nev.; Ch. 79, Claremont, N. H.; Ch. 70, Cave Junction, Ore.; Ch. 83, Redmond, Ore.; Ch. 78, Rock Springs, Wyo.

HOW DO SEMICONDUCTOR manufacturers rank in output? *Fortune* magazine, in second of its series on electronics business, undertakes study of components industry, and—on basis of own survey of 1956 market—comes up with this semiconductor ranking, which contains a surprise or two:

"Texas Instruments, a little-known company in Dallas, placed first by a comfortable margin. Transitron Electronic Corp. of Wakefield, Mass., founded in 1952 and even less known than TI, ran neck-&-neck with GE for second place. Sylvania, the second-ranking tube maker, was fourth (Sylvania was hurt in semiconductor work by the loss of 10 scientists and engineers to CBS-Hytron in 1955). Hughes Aircraft, which entered electronics as a military equipment manufacturer, was fifth.

"Some of the biggest names in electronics are far down on the semiconductor sales list. Raytheon, one of the oldest tube manufacturers, for a time ranked first in the semiconductor field, and it still has 80% of the small hearing-aid transistor market. But Raytheon has fallen behind in other types of transistors. Philco, after a slow start, is now coming up fast with [the] 'surface barrier' transistor. RCA, the biggest tube maker of all, is still far behind in semiconductors. RCA got into semiconductors early, had production and management troubles, and had to shut down production briefly in 1954. But those days are behind it, and RCA can be depended on to fight for a major position."

Regarding Transitron—"now slugging it out with GE for second place in the semiconductor field"—*Fortune* says it is No. 1 in production of germanium diodes and "so far ahead of the field in making silicon rectifiers that it will be hard to catch." It is now also making transistors, has 1700 employes—all in semiconductor work—and uses some 200,000 sq. ft. of plant.

Receiving tubes are on the way out, *Fortune* predicts, stating that sales will stop growing by 1960, and by 1965 principal market will be replacement sales.

Article states components account for $2.3 billion sales annually, more than one third of total sales of electronic end products. It breaks them down thus: Tubes, $855,000,000; semiconductors, $77,000,000; capacitors, $220,000,000; resistors, $175,000,000; transformers & coils, $125,000,000; filters, tuners, speakers, etc., $325,000,000; hardware (sockets, wire, terminal boards, etc.), $550,000,000. Some 3000-4000 companies are engaged in components business, it says, listing Sprague & Cornell-Dubilier as No. 1 & 2 in capacitor field, IRC, Ohmite & Allen-Bradley as tops in resistors.

As to picture tubes, it estimates Sylvania & RCA account for about 50% of the business, with GE strong third despite fact it sells only to GE and the replacement trade. It notes that nearly 40% of picture tube sales are now replacements and estimates that half of replacement tubes are supplied by local rebuilders.

ELECTRONICS PERSONALS: **Bert Fein** named chief industrial engineer, IT&T defense products div.; he was formerly asst. to div. pres. **Adm. John E. Gingrich** (ret.) . . . **Howard A. Baldwin** promoted to RCA Service Co. administrator of atomic energy services, Camden . . . **Timothy E. Shea** elected engineering v.p. of Western Electric; **Arthur P. Clow** succeeds him as v.p. in charge of personnel & public relations . . . **Maj. Gen. W. Preston Corderman**, Deputy Chief Signal Officer, next month becomes Commanding General, Ft. Monmouth, replacing **Maj. Gen. Victor A. Conrad**, who has been appointed Chief Signal Officer, Supreme Headquarters Allied Powers in Europe (SHAPE); **Maj. Gen. Emil Lenzner**, Commanding General of Army Electronics Proving Ground, Ft. Huachuca, Ariz., is due to succeed Gen. Corderman, with **Brig. Gen. Ralph T. Nelson** taking over Ft. Huachuca post.

Tung-Sol is acquiring Chatham electronics div. of Gera Corp. for undisclosed price. Chatham makes power tubes, hydrogen thyratron tubes, radiation detection equipment, had 1956 sales of about $6,000,000.

Television Digest with Electronics Reports
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
May 18, 1957

NEW SETS—NEW PRICES (UP), NEW LOOK (110°): On eve of introduction of new TV sets, these were the trends apparent to us as we talked with receiver manufacturers during RETMA's annual Chicago convention this week: (1) The inevitability of a price hike, and (2) the feeling -- not shared by all set makers -- that the 110-degree tube offers industry its best chance in several years to feature a "major improvement."

Adding to general optimism was information from RETMA that total TV receiver inventories at end of April were about 2,250,000 compared with 2,375,000 at similar date year ago -- marking first time this year that total inventories have been less than for last year's comparable period. April sales to consumers were about 350,000 (including export), only slightly less than last April's 360,000 -- and for the first 4 months of the year, sales to consumers amounted to 2,050,000 compared with 2,100,000 in similar period last year, while production through April this year was 1,831,572 vs. 2,394,264 in 1956 Jan.-April -- a drop of 23%.

Everyone we talked to said TV prices had to go up. RCA pres. John Burns told news conference that prices on new line of black-&-white sets probably would average 5-10% higher. RETMA pres. and GE v.p. Dr. W.R.G. Baker agreed with this estimate while Admiral pres. Ross Siragusa estimated increase should be about $20 per set. Motorola consumer products marketing v.p. S.R. Herkes also saw need for price boost of about $20, saying $10 wouldn't even offset increasing costs.

Among factors cited as necessitating price boost were increased wages, 7½-10% hike in picture tube bulbs, more expensive 110-degree tube and its added circuitry.

We found coincidence of expression in talks with GE's Baker and Admiral's Siragusa when both keyed this year's sales campaign to efforts to "return TV to the living room." Siragusa based his reasoning on what he said would be "a complete turn-around from old price appeal to higher prices on new features." Dr. Baker's feeling was that the 110-degree tube -- which he called an encouraging development, but not a cure for the TV industry's problems -- would provide opportunity for new styling concepts to better adapt TV to living room decor.

Not all manufacturers are enthusiastic about 110-degree tube -- Magnavox pres. Frank Freimann, for example, in his "go-slow" note to dealers, cited disadvantages of more complex circuitry, new components, possible tendency of consoles to tip because of shallow cabinet. Freimann's views stirred up some comment -- RCA's Burns and GE's Baker saying that "tip-ability" problem could be handled by engineering modifications; Motorola spokesman cited similar tipping experience encountered in front-heavy large-screen sets on casters. While Motorola said it would use 110-degree tubes in new line, extent was not detailed -- and impression was that it would be small. Burns said RCA will use 110-degree tubes, but wouldn't state whether it would be used in all models across the board.

Baker compared development of TV with that of radio, pointing to advent of small sets which moved to all parts of the house despite everything industry did to maintain living-room supremacy of higher-priced consoles. Noting that TV was clincher in deposing the radio console, he said portable TVs are doing same thing to the TV console -- with fewer now using the living-room TV. This void could be filled by some new development, he said -- "I don't know what, could be half a dozen things."

RCA's Burns, on first trip to Chicago since assuming company presidency, reiterated chairman Brig. Gen. David Sarnoff's theme that color is the cure for TV industry's woes. Burns put it this way: "Color TV will prove to be the greatest shot in the arm for electronics since the introduction of black-&-white TV." He said color was going well, "but not nearly as well as we would like it to."

On price question, he said he saw no chance of any cut in color set tags, indicating it's "even possible they may have to go up slightly." He said RCA now takes a loss on every color set it sells; that "we know of no revolutionary development in

color TV, even in the discussion stage, that gives any indication of being ready for production for at least several years."

TV production for this year at RCA, he said, is about the same as last year and he predicted business this year will be as good, or better, than last year. On inventories, he said RCA is a little lower than last year at each point across the board -- with only enough inventory to fill the pipeline.

Figures on total TV production for the past 12 months were supplied, meantime, by Packard-Bell pres. Robert S. Bell, acting chairman of RETMA set div., in his annual report. He gave preliminary estimate of 6,000,000 for the 12 months compared with 7,343,000 in comparable previous year. Dollar volume of factory TV sales, he said, "dropped from $991,341,000 to $795,000,000 during the same period." About 2,000,000 TV portables were produced in this period, Bell said, with no comparison available for previous year when few were made. Home, clock and portable radio production rose to 9,300,000 units -- an increase of 800,000 over previous year.

List Price Complaint: National Better Business Bureau -- in drive against what it calls "false, fictitious, exaggerated or otherwise misleading or deceptive list prices" -- has written to some 100 TV & major appliance makers asking them to take public stand on question. Pres. Kenneth B. Willson says it's too early yet to tabulate results of inquiries mailed out this week; that so far he's only received two replies. Most manufacturers indicate general agreement with purpose of Bureau but question how it could be carried out in varying markets. Willson told us he has offered to set up regional meetings with manufacturers to work out problems. The drive, he said, will not be limited to TV-appliances -- they just happen to be in the spotlight because of what he described as "abuses there." His group, he said, is concerned with national adv. & selling practices, not local.

Hope for BDSA: Thanks largely to industry support, Senate May 17 voted funds to operate the 35 industry divisions in Commerce Dept.'s Business & Defense Services Administration -- though it did cut item more than $1,000,000 below amount requested in President Eisenhower's budget. House had completely eliminated $3,650,000 budget item from Commerce appropriation, which would, in effect, have killed industry divisions in that department (Vol. 13:15-16,19). As result of strong representations by electronics and other industries, Senate Appropriations Committee recommended, and Senate approved, $2,167,000 which would keep divisions going, but at reduced level. Industry divisions are still in jeopardy, since bill must go to Senate-House conference committee to iron out differences between the 2 versions.

Economic Signposts: Gross national product took another rise in first quarter of 1957, Commerce Dept. announced this week -- reaching annual rate of $427.1 billion compared with $403.5 billion in first quarter 1956 and $424 billion last quarter. Roughly two-thirds of advance over a year ago, Commerce Dept. said, stemmed from price increases. Breakdown showed $4 billion increase in personal consumption expenditures to $275 billion rate, with most of increase in durable goods spending centered on auto purchases. Disposable personal income -- income after personal taxes -- was at a rate of over $295 billion, 5½% above same quarter last year in dollars and 2% in real purchasing power (after allowance for rise in consumer prices).

Production: TV output was 80,949 week ended May 10, compared with 81,864 previous week and 119,352 in corresponding week one year ago. It was year's 19th week and brought TV production for year to date to about 1,994,000 compared with 2,628,222 in same period of 1956. Radio production totaled 251,249 (102,111 auto) week ended May 10, compared with 280,490 (103,015) the preceding week and 271,632 (80,155) in corresponding week year ago. Radio output for 19 weeks totaled about 5,604,000 (2,227,000) vs. 5,055,309 (1,876,090) in same 1956 period. -- (JSC).

Westinghouse employes stock plan is being re-established June 1 with shares being offered at $6 per share below average market price for Nov. 1-20, 1957. Plan is on 6-month basis with stock to be paid for by payroll deductions. Participation is limited to 125 shares annually per employe—officers and directors not eligible.

Hotpoint's 1958 TV line will be introduced May 24-25 at national distributor meeting at Liggts Inn, Burlington, Wis., with higher prices anticipated. Portables, with 110-degree tubes were introduced earlier (Vol. 13:15) but spokesman declined to say whether table & console sets would use the new tube.

Topics & Trends of TV Trade: RETMA pres. Dr. W. R. G. Baker, GE v.p., was reelected at this week's annual convention in Chicago. Also reelected were exec. v.p.-secy. James D. Secrest and Leslie F. Muter, Muter Co., treas. & chairman of finance committee. Wm. L. Reynolds, asst. gen. counsel, was elected gen. counsel, succeeding ex-RETMA pres. Glen McDaniel who had held post since 1952.

Names of 2 divs. were changed to reflect growing & changing operations (Vol. 13:19): Set div. to Consumer Products div. & Tube div. to Tube & Semiconductor div.

V.p.'s & chairmen of divs. are: Consumer Products—Robert S. Bell, Packard-Bell, reelected v.p. and elected chairman. Military Products—Fred R. Lack, Western Electric, reelected v.p.; C. B. Thornton, Litton Industries, chairman. Technical Products—H. J. Hoffman, Machlett Labs, reelected v.p.; W. J. Morlock, GE, chairman. Parts—Herbert W. Clough, Belden Mfg. Co., reelected v.p.; Russell E. Cramer Jr., Radio Condenser Co., chairman. Tube & Semiconductor—R. E. Carlson, Tung-Sol, reelected v.p.; D. W. Gunn, Sylvania, chairman.

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Improved international market for electronics was reported to RETMA convention by International Dept. chairman Ray C. Ellis of Raytheon who said that 1956 exports of equipment and parts rose almost 24% over 1955 and that this year's figures indicate trend will continue. Report noted 315 TV stations, exclusive of U. S. & Possessions, were in operation at start of 1957 with TV sets numbering 13,600,000 (Vol. 13:4). "Over 200 more stations are expected to begin operations in various foreign countries during next two years," he said. "Many of these markets are closed to American products, but our exports should reflect this expansion of the international TV situation." He said last year's broadcast station equipment exports amounted to more than $8,000,000—nearly double 1954 rate. CR tube & radio exports declined slightly last year while receiving tubes, crystal diodes, transistors increased. Radio apparatus & parts imports, he said, were valued last year at $8,500,000 compared with $3,400,000 in previous year. He also cited "a rather sharp upturn in imports of phonographs, record players and needles." Commenting on Ellis report, one components manufacturer told us U. S. manufacturers can out-produce & out-engineer foreign competition whose only advantage is lower labor costs—but red tape has kept him out of export field.

RETMA vocational training aids are being used by more than 400 vocational, trade & technical schools according to report of RETMA Service Committee at Chicago convention. Report says program—now in 5th year—assists schools in their "modernization of radio-electronics-TV technicians' training and in increasing the number of technicians trained." It also points to "urgent need for school laboratory information and basic instructional manuals on military and industrial electronics."

Higher picture tube prices are in offing following Corning's boost of 7½-10% on bulbs attributed to increased material & manufacturing costs. RCA spokesman said their cost on blanks was up 8-10% and they were studying market situation to determine whether to absorb the increase or up prices. He said a decision will be made about midweek. Sylvania is increasing prices 4-8%; Westinghouse 7-8%; DuMont reported planning 8% hike.

DuMont enters receiving tube market, announcing it will offer some 435 types for TV, radio, communications, industrial electronics—in addition to CR tubes. Last week, pres. David T. Schultz told stockholders meeting that CR tube operations were responsible for most of $353,000 first quarter loss. New line of tubes will be displayed at Electronic Parts show May 20-23 at Conrad Hilton Hotel, Chicago.

NO CEILING is in sight for healthy electronics industry—now doing close to $12 billion in business annually—RETMA pres. Dr. W. R. G. Baker told convention in annual report. Actual sales of goods total better than $6 billion yearly, he said, "divided about equally between military and commercial business, with the edge slightly on the former." Remainder includes revenues from broadcasting, servicing, merchandise distribution, etc.

Dr. Baker, who was reelected to presidency at windup of convention, told manufacturers that TV sales "seem to have reached their first plateau, while awaiting the color boom, but are still substantial enough to account for more than a fifth of our income." Radio, he said, "whose demise was erroneously prophesied when TV made its debut, is making an astounding comeback, thanks largely to technical improvements and developments such as hi-fi and transistors."

Max F. Balcom, Sylvania director and consultant, was presented 1957 RETMA "Medal of Honor" in recognition of "many years of service and leadership in RETMA and the electronics industry."

In accepting the award, Balcom outlined growth of industry up to color TV, saying "without question, color was one of the major breakthroughs in the history of our industry, and I think it has an enormous potential. However, in trying to predict just how long it will be before color sales catch up with black-&-white, we have to bear in mind that extremely important thing called 'time.' It takes a lot of time and effort and money . . . before a technical achievement like color becomes a large-volume consumer product." His only comment, he said, "is that color is coming along steadily, and before too very long will become a substantial portion of total set sales." He predicted next major phase of electronics industry would be commercial and industrial electronics or automation.

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Sales of TV-radios-phonos in fiscal 1956-57 will total about $1.5 billion at factory level, compared with $1.4 billion last year, reports RETMA marketing data policy committee chairman Frank W. Mansfield of Sylvania. He estimates manufacturers' sales of radios for year at 15,350,000 vs. 14,129,053 units last year, phonos at 5,000,000 units compared with 3,356,848. TV production was estimated at 6,000,000 this year vs. 7,342,930 last year. His report states "industrial and commercial products are up from $850,000,000 to nearly $1 billion. Military products exceed $2.8 billion vs. $2.6 billion last year. Replacement parts continue to grow and will reach $900,000,000—up from $800,000,000."

Record $2.3 billion parts sales were chalked up in 1956, RETMA Parts div. chairman Russell E. Cramer Jr., v.p. of Radio Condenser Co., told annual convention, listing parts for initial equipment at $1.5 billion, replacement components at $850,000,000. Year was marked, he said, by severe competition with sales of some companies showing "an encouraging gain, [while] profits have not kept pace."

"RCA Color TV Pict-O-Guide," companion volume to "Pict-O-Guide" for monochrome, has been published by RCA electron tube div. Written by John R. Meagher and illustrated with color photos taken from operating receiver, it contains step-by-step instructions in installation, adjustment and servicing of color sets.

Color TV has emerged as the major attraction at Japan Trade Fair in Tokyo, the highlight of smash-hit U. S. exhibit. RCA exhibit mgr. Richard Hooper predicts Japan will be next country with commercial color; experimental colorcasts have been underway for some time.

Trade Personals: W. E. Boss promoted to director of RCA color TV coordination, reporting to merchandising v.p. Martin F. Bennett . . . B. H. Boatner named v.p. of Westinghouse Electric Supply Co. and gen. mgr. of apparatus & supply div. . . . James N. Ryan Jr., ex-Emerson, appointed Admiral regional mgr. for Rochester, Syracuse, Buffalo, Youngstown . . . Vice Adm. Edward L. Cochrane (USN, ret.), retiring in July as MIT v.p., elected Raytheon director . . . Leslie F. Muter Jr. & Herbert J. Rowe elected v.p.'s & directors of Muter Co. . . . Ronald E. Vedder promoted to Sylvania radio & hi-fi sales coordinator . . . James R. Squires named consultant in charge of GE marketing training program . . . Richard G. Evans, ex-Capehart-Farnsworth, appointed Sylvania TV-radio district sales mgr., Kansas City; Evart C. Sharrow, ex-Easy Washing Machine, named Dallas district sales mgr. . . . John B. Ward promoted to gen. mgr. of Corning Glass new products div., replacing John Carter, new pres. of Fairchild Camera & Instrument Co.; Cyril T. Paquette succeeds Ward as sales mgr. . . . Edward E. Orlando, Canadian Westinghouse gen. mgr. of district apparatus div., and John A. Campanarro, gen. mgr. of electronics-atomic-defense divs., elected v.p.'s . . . Louis J. Sebok promoted to Decca national sales promotion mgr., replacing Sam Goodman, resigned; Clarence Goldberg succeeds Sebok as national special service sales mgr.

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RCA is most popular set in Portland, Me. area—"nation's top 75,000-100,000 test market"—according to 1957 consumer analysis by *Portland Press Herald-Evening Express*, whose Guy Gannett Publishing Co. owns WGAN-TV. Sampling of 37,083 families showed RCA was choice of 16.9% of those (92.5%) now owning set. Next were GE (13.1%), Zenith (12.1%), Philco (11.3%), Admiral (7.5%), Motorola (6.3%), Silvertone (5.3%), Emerson (5%), Crosley (3.8%), Westinghouse (1.9%). Among 5.5% of families planning to buy set this year, RCA, GE, Zenith, Philco held in order of preference. Of 9.8% of families owning more than one set now, GE was favorite (28.4%), RCA next (12.8%). Overwhelming screen preference in owned sets was 21-in. (71.8%). Only 3.3% had 24-in., 20.8% had 17-in.

New version of "Wamoscope," with distinct possibilities for closed-circuit TV, was announced this week by Sylvania at IRE National Conference on Aeronautical Electronics in Dayton. Developed by Sylvania and Naval Research Lab for military uses, "Wamoscope" is abbreviation for "wave-modulated oscilloscope," incorporating most of essential functions of microwave receiving set in single tube envelope, eliminating many tubes and components. New version of tube is 17-in. long, 13-in. shorter than previous model announced last summer (Vol. 12:34); weighs 2½ lb., as against 11 lb.; has 10-in. rectangular face, replacing round face. Pilot quantities of earlier version are being used by all 3 Armed Forces in research & development projects.

Sylvania produces last 90-degree-tube receiver May 17, switching Batavia, N. Y. plant to 110-degree production during May 20-June 3 shutdown. Entire 1958 line, to be introduced June 17, will feature new tube.

TV service institute will be conducted by U of Minn. May 27-28 with cooperation of Minn. TV Service Engineers and U. S. Small Business Administration—at $7.50 to registrants.

Excise tax collections on TV, radio & phonos totaled $154,449,000 in 1956 compared with $158,036,000 in 1955, reports Internal Revenue Service.

Admiral is sponsoring factory-authorized warehouse sale for distributors & branches May 26-27 "to pave the way" for next month's new TV-radio-hi-fi models.

DISTRIBUTOR NOTES: Admiral appoints Pittsburgh Products Tri-State Co. (R. W. Evans, gen. mgr.) to handle 16 counties in addition to present Pittsburgh territory; warehouse being set up at 1300 Frankstown Rd., Johnstown . . . Raymond Rosen & Co., Philadelphia (RCA) appoints Charles E. Boyer Sr. district mgr. of RCA Victor div., succeeding Sid Brandt, resigned . . . Emerson of Long Island (469 Jericho Turnpike, Mineola) reopens following Feb. 8 fire . . . Westinghouse appoints Otis Means as district appliance sales mgr., Chicago . . . Hotpoint appoints Graybar for Erie, Pa., replacing W. A. Case & Son . . . Kuba Import Co., importer of German radio-phonos, appoints Key Accounts Inc., N. Y. . . . Philco appoints Graybar Electric Co. for Detroit-Grand Rapids area, closing own Detroit branch; Radio Equipment Co., South Bend, closes Grand Rapids branch.

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GE is reorganizing sales activities of its electronic components div., setting up separate original-equipment selling organizations for each of the 5 separately managed operating depts.—cathode ray tube, power tube, receiving tube, semiconductor products & specialty electronic components. These new appointments to receiving tube marketing organization were announced: K. T. Cox, mgr. of commercial service; G. W. DeSousa, receiving tube sales mgr., equipment mfrs.; E. H. Fritschel, mgr. of govt. relations; J. T. Thompson, mgr. of distributor sales. Under DeSousa, these appointments were announced: W. Hayes Clarke, national accounts sales mgr.; John E. Nelson, eastern regional sales mgr.; Gordon E. Burns, central regional sales mgr.; Bruce S. Angwin, western regional sales mgr.

Business failures among electronic equipment manufacturers totaled 34 in 11 months ended March 31, says RETMA credit committee chairman T. B. Judge of International Resistance Co., compared with 29 in fiscal year ended April 30, 1956, and 25 in similar 1955 period. In report to RETMA Chicago convention, Judge said average liability was about $533,000 with this breakdown by types: component parts, 14; phono-hi-fi, 6; TV-radio receivers, 5; test equipment, 3; Geiger counters, 2; communications equipment, 2; CR tubes, 1; recording equipment, 1. Committee also reported that 17 electronics parts jobbers had suffered business failures in 11 months ended April 1 vs. 22 in fiscal 1956.

FM is really hot in Chinatown (N. Y.), reports May 10 *Tide*. Reason: The 4-times-weekly *Chinese Festival of Music* on WHOM-FM, which has as listeners practically all of the 60,000 Chinese in N. Y. area. *Tide* quotes Lyle Stuart, producer who handles Chinese commercials for sponsor Pabst beer, as saying that one appliance store in Chinatown sold 4500 FM sets in one day shortly after show began 5 years ago.

New RETMA standards publications available through RETMA engineering dept., 11 W. 42nd St., N. Y. ($1 minimum): Power Transformers for Electronic Equipment, 50¢; Drive Pulleys, 25¢; Standard Test Methods for Electronic Equipment, $1.10.

Pushbutton radio designed for Volkswagen and measuring 7½x3⅜x7⅛ has been added by Motorola which introduced manually operated radio for the car 2 years ago. New radio lists at $60, is expected to fit most sports & foreign cars.

Sears, Roebuck "summer sale book" lists $30 price cut on 24-in. TV, dropping price to $250; widespread reductions in other categories include 10%-28% in housewares appliances.

Motorola plans 17-in. portable for "Americana line," price not announced but expected to be up about 10%.

Financial & Trade Notes: DuMont Bcstg. Corp. stockholders at N. Y. meeting May 14 approved proposals for acquiring KTLA, Los Angeles, from Paramount Pictures Corp. in stock deal (Vol. 13:17) including Paramount package of music firms—Famous, Paramount-Roy Rogers & Gomalco. Also approved was offer of 314,812 shares of capital stock to help finance purchase of radio WNEW, N. Y., from Buckley-Wrather-Loeb interests. Offering is made at subscription price of $7, stockholders of record May 27 receiving rights for one share for each 3 held. Now owner of WABD, N. Y., and WTTG, Washington, DuMont is considering acquisitions to bring holdings to maximum of 7 TV & 7 radio stations, pres. Bernard Goodwin told stockholders.

* * * *

Jerrold Electronics Corp. earned $166,133 (15¢ per share) on sales & service revenues of $5,142,702 in fiscal year ended Feb. 28 compared with $119,838 (11¢) on $3,703,065 year earlier. In second half of fiscal year income was $229,491 vs. net loss of $63,358 in first half, pres. Milton J. Shapp attributing company's upturn to "successful operating results of its expansion & diversification program," including investment in 6 community antenna systems, manufacture of electronic test instruments, installation of Jerrold hospital TV system in 7 Philadelphia institutions (goal of 2000 sets in year).

Kay Lab stockholders this week approved revision of company's corporate structure through sale of the San Diego firm's assets to Cohu Electronics Inc., a Delaware corporation. La Motte T. Cohu, pres. of both companies, said change was "in line with the company's expansion in the east and the contemplated absorption of other companies through merger with Cohu Electronics." Production of Kay Lab products (trademarked "Kin Tel") will continue in San Diego.

Dividends: General Precision Equipment, 60¢ payable June 15 to stockholders of record May 31; **AT&T**, $2.25 July 10 to holders June 10; **Whirlpool**, 35¢ June 10 to holders May 31; **United Artists**, 35¢ June 28 to holders June 14; **Magnavox**, 37½¢ June 14 to holders May 24; **Paramount Pictures**, 50¢ June 14 to holders May 24; **Famous Players Canadian**, 37½¢ June 13 to holders May 23; **Time Inc.**, 75¢ June 10 to holders May 27.

General Precision Equipment earned $1,107,732 (85¢ per share on 1,125,806 shares outstanding) on consolidated sales of $45,537,613 in first quarter compared with $346,973 (20¢ on 1,065,329) in corresponding 1956 period, when sales were $32,678,823. Backlog of orders March 31 was $170,156,000 vs. $129,861,000 year earlier, according to pres. Hermann G. Place.

General Precision Equipment filed SEC statement May 17 (File 2-13349) for the registration of 194,200 shares of no-par cumulative convertible preferred stock, proposing offer for subscription by holders of its common & $1.60 preferred stock to raise working capital. First Boston Corp. and Tucker, Anthony & R. L. Day are principal underwriters.

Allied Artists reports net loss of $1,379,478 on gross income of $14,090,737 in 39 weeks ended March 30 vs. net income of $179,381 in same period year earlier, pres. Steve Broidy attributing loss to high-cost films in declining market. He predicts improvement in last 13 weeks of fiscal year because of lower production costs of recently-released films.

Beckman Instruments earned $770,751 (60¢) on sales of $27,488,706 in 9 months ended March 31 vs. $1,144,888 (92¢) on $20,361,622 in corresponding period year earlier. In quarter ended March 31, net income was $62,740 (5¢) on sales of $9,844,533 compared with $385,999 (31¢) on $7,476,811 in 3 months of 1956.

Financial data on Norden-Ketay Corp., as printed in our May 4 Special Report, *Financial Data on Television-Electronics Companies* (Vol. 13:18), contained inadvertent error in listing of company's net profit for first 3 months of 1957. To correct error, the symbol (d) should be removed from last line of listing, third & fourth columns, and footnote after asterisk changed to read: "Before adjustment of prior years' reserves for price redetermination and renegotiation." In first 3 months of 1957, Norden-Ketay reported profit of $171,000 (13¢ a share) on sales of $6,740,000.

Airborne Instruments Lab proposes to increase capital by $4,000,000 through long-term borrowing from institutional investors and non-public sale to small group of purchasers of $2,000,000 subordinated debentures, convertible into stock at $40 per share. Proposal was listed in May 15 application to SEC for Investment Company Act exemption permitting American Research & Development Corp. (15.8% owner of Airborne) to buy debentures up to $320,000.

Reeves Soundcraft Corp. reports profit of $87,617 on sales of $1,180,032 in first quarter of 1957. At same time, it reported full 1956 earnings of $876 on sales of $3,304,356 compared with earnings of $143,741 and sales of $3,348,148 in 1955. Pres. Hazard E. Reeves said first quarter 1957 sales and profits "point to the most successful year" in company's history, with heavy backlog of orders in all divs.

Oak Mfg. earned $138,201 (21¢ per share) on sales of $4,736,847 during 1957 first quarter vs. $526,313 (80¢) on $6,439,285 sales for similar 1956 period. Company statement said that TV production & sales are expected to be more substantial in second half of year; that radio sales continue high; that industrial & defense work are continuing at favorable level.

International Resistance reports profit of $117,845 (9¢ a share) in 15 weeks ended April 14 compared with $2066 loss in similar period last year. Pres. Charles Weyl told annual meeting in Philadelphia that profit is due to 4-year diversification program, TV-radio now accounting for "only about 30% of our business compared with almost 100% 4 years ago."

CBS Inc. "appears secure" as "leading TV broadcaster," Fahnestock & Co., N. Y., reports in May 10 weekly stock review. Brokerage firm says "outlook for the continued growth of this entertainment medium is favorable," citing anticipated higher revenues from broadcast billings and from CBS-Hytron & Columbia Records divs.

National Telefilm Assoc. has withdrawn offering of $7,500,000 convertible subordinated debentures, pres. Ely Landau reporting that private financing has been obtained, making "public offering . . . inadvisable at the present time under the conditions suggested."

Paramount Pictures consolidated first-quarter earnings were $1,299,000 (66¢ per share on 1,971,316 shares outstanding) vs. $1,372,000 (64¢ on 2,141,116) year earlier, when profit excluded $350,000 (16¢) on sales of film shorts.

Corning Glass reports income of $3,872,798 (57¢ a share) on first quarter sales of $35,655,461 compared with $5,084,540 (75¢) on sales of $41,158,464 for similar period last year.

Disney Productions earned $1,532,391 ($1.03) in 6 months ended March 31 vs. $1,418,850 ($1.09) in same period year earlier.

Orradio Industries earned $117,848 (27.7¢ a share) on sales of $1,528,931 for fiscal year ended Feb. 28, the sales representing gain of 62% over previous year.

Muntz TV reports loss of $151,693 on sales of $3,800,000 in 6 months ended Feb. 28 vs. profit of $772,625 on $6,200,000 in comparable period year earlier.

Subscription-TV session between FCC representatives and Chairman Harris (D-Ark.) of House Commerce Committee, requested by Commission for purpose of discussing Harris' sharp questions (Vol. 13:17), brought nothing definitive. Commissioners assured Harris they'd answer his questions, will discuss them May 22, said they're aware of importance of moves under consideration. Harris' comments were described as "judicial." Each commissioner (McConnaughey, Doerfer, Bartley & Craven present) gave some of his philosophy but none came out flatly for anything. Though there have been predictions Commission's next move would be to order evidentiary hearings, some commissioners assert majority of members favors authorization of experiments. Big rub, they say, is kind of experiments to permit—and nature of restrictions to impose so tests won't get out of hand. One current possibility is that Commission will seek specific information on proposed tests via letter to proponents—not through hearings. **Summary:** somewhat more chance of test authorization than week or 2 ago.

Two applications for new TV stations and one for a translator were filed with FCC this week bringing total to 126 for stations (31 uhf) and 44 for translators. Aplications were for Hibbing, Minn., Ch. 10, by Carl Bloomquist, owner of WEVE, Eveleth, Minn., which was resubmitted after being returned last week; for Aguadilla, P. R., Ch. 13, by off-air WTOB-TV, Winston-Salem, N. C. (Ch. 26) which also owns 80% of WAPA-TV, San Juan. Translator application was for Lebanon, N. H., Ch. 81, by owners of WWLP, Springfield, Mass. (Ch. 22) and upcoming WRLP, Greenfield, Mass. (Ch. 32). Same group is also filing for Ch. 71, Newport, N. H., Ch. 74, Bennington, Vt. and Ch. 74, Rutland, Vt. [For details, see *TV Addenda 24-S* herewith].

Impasse over FCC's right to subpoena financial data from independent program producers for its network study (Vol. 13:17-18) continued this week as representatives and attorneys of 6 TV film distributors and one producer of live shows (Entertainment Productions—*$64,000 Question, $64,000 Challenge, Big Surprise*, etc.) met with FCC's network study committee and staff, reaching no compromise. At week's end, producers filed briefs, reiterating their view that FCC has no authority to investigate independent programmers and that network study committee should have burden of showing that information requested in subpoena is relevant to investigation.

From bottom to top of closed-circuit TV camera business in less than year is aim of Ling Industries Inc., Dallas, whose pres. James J. Ling announced that subsidiary Electron Corp. had completed first 50 low-priced (under $500) vidicon camera units. Ling outlined these schedules: 300 cameras per month for next 3 months, 600 more units for remainder of year—which, he said, would make his company largest closed-circuit manufacturer, unit-wise. Company hopes to make 1000 cameras a month next year.

Cable theatre plans for Bartlesville, Okla. have been expanded, Video Independent Theatres reports, to offer subscribers choice of 2 movies simultaneously, plus "an electronic news coverage, and other services and entertainment including time, temperatures, weather forecasts, miscellaneous education and cultural films and various types of recorded music." VIT expects to have 38 miles of cable strung in 6-8 weeks.

Sylvester L. (Pat) Weaver, ex-NBC chairman, is reported closing negotiations to produce half-dozen programs for new Lowell Thomas series of news interviews & features to be sponsored by Delco on CBS-TV in fall. It would be first big deal in Weaver's plans for Program Service (Vol. 13:15).

Network programming is better than ever, and public likes this season's programs, AB-PT pres. Leonard H. Goldenson told Radio-TV Executives Society in N. Y. May 15, disagreeing with critics who have castigated current fare as "TV's dullest season." As proof, Goldenson cited Nielsen figures indicating average home devotes more time to watching TV today (5 hours & 38 min. per day) than last season and that average program has higher rating (24.4) than average show last season, while number of sets-in-use has remained relatively stable. TV programming is becoming more diversified, he added, and public is becoming more sophisticated and better educated as result of TV viewing. Next day, addressing Chicago Broadcast-Advertising Club, Goldenson stated that evening network TV today is more efficient than 3 years ago —in that audiences have increased more rapidly than costs. Two categories in particular—30 min. westerns and 30-min. variety shows—have improved outstandingly in cost efficiency in last 3 years. Discussing ABC's future TV plans, he said company will spend $65,000,000 in next 4 years "on plant and color telecast alone."

Educational TV briefs: Ohio Educational TV Council, with goal of eventual 9-city educational network in the state, is being formed by group headed by gen. mgr. Uberto T. Necly of Cincinnati's WCET (Ch. 48), Ohio State U radio-TV director Richard Hull and Institute for Education by Radio & TV director I. Keith Tyler . . . New York's Metropolitan Educational TV Assn. will air live TV series from its own studio for first time next fall—series produced by N. Y. Board of Education, with time (Mon. thru Fri., 11-11:30 a.m.) and station facilities donated by WPIX; shows will be designed primarily for in-school presentation . . . San Francisco's educational KQED (Ch. 9) was cited by Educational TV & Radio Center, Ann Arbor, as leading producer of programs nationally distributed on educational stations; it currently has 9 shows in distribution, with 2 more expected.

Govt. anti-trust suit against RCA-NBC over NBC-Westinghouse station swap (Vol. 12:49, 51, 13:18) moved another step this week with hearing on motions in which Philadelphia Federal Judge Kirkpatrick took under advisement a request by RCA-NBC that Govt. be required to supply minutes of Philadelphia Federal Grand Jury which looked into the station sale. Two other motions were argued: (1) Govt.'s objections to some RCA-NBC interrogatories; judge ruled that some would have to be answered, others deleted, splitting about 50-50. (2) RCA-NBC objection to tremendous volume of documents sought by Govt.; judge indicated compromise would be to cut down magnitude of RCA-NBC's file search. Court set June 28 as date for pre-trial hearing.

Better TV-radio relations with newspaper reporters are sought by Radio-TV News Directors Assn. in 2 "constructive steps" announced May 15 following board meeting in Chicago. "Greatly concerned over recent reports of ill-feeling on the part of a few newspapermen in covering stories along with radio & TV reporters" (Vol. 13:15), RTNDA (1) set up professional standards committee to "seek fair & equal treatment for all news media" and (2) invited American Society of Newspaper Editors to cooperate "in preventing or stopping incidents." Sam Zellman of KNXT, Los Angeles, is committee chairman.

TV competition is too much for *Picture Post*, British weekly magazine which folds June 1 after 19 years of publication. Announcing suspension, Hulton Press Ltd. stated: "The demands of the public are changing rapidly. Thus TV is doing so well much of the work which we pioneered in *Picture Post.*" Patterned after U. S. magazines, *Picture Post* reached 1,750,000 circulation in 1939, is down now to 738,000.

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SUMMARY-INDEX OF THE WEEK'S NEWS — May 25, 1957

PAY-TV TESTS DELAYED as FCC asks industry for specific plans by July 8; both proponents & opponents find sustenance in action (p. 1).

FEDERAL AID TO TV TEACHING has little chance now; Magnuson bill for $50,000,000 govt. grants to equip stations viewed dimly by NARTB (p. 2).

STATION OWNERS PREDICT record TV year with 6% gain in revenues, 3% hike in costs. First quarter boost in network & spot shown by statisticians (p. 3).

ABC-TV BILLINGS for next season ahead of fall 1956 already, Goldenson says; Kintner's contributions to network defended at stockholder meeting (p. 4).

PAYOFF FROM TV naw being reflected in mavie balance sheets, film moguls praising medium as additianal (and perhaps some day principal) money source (p. 6).

CELLER NETWORK REPORT toned down as subcommittee makes progress toward campromise; BMI and option time sections still in dispute (p. 6).

FULL SWITCH TO 110-DEGREE tubes planned by RCA, Admiral, GE & Sylvania. Pickup seen in 17-in. bulb orders as 14-in. portable loses favor (p. 9).

GE & HOTPOINT start 1958 TV sets to market, feature slim look, 110-degree tubes. Gleanings of other manufacturers' plans (p. 10).

RETMA BOARD unanimously approves changing name to Electronic Industries Assn.; election of new dept. & div. directors announced (p. 12).

NEW CERAMIC "PYROCERAM" developed by Corning could find TV use in transparent picture tube screens; use in transmitting tube envelopes seen (p. 8).

SATELLITES figure prominently among new starters, KBTX-TV, Bryan, Tex. becoming 500th operating station. Canadian activity mounts (p. 7).

NEW COMMISSIONER prospects for FCC include attorney George S. Smith, VA deputy administrator John S. Patterson. Others fading rapidly (p. 14).

FCC DELAYS TOLL TV TESTS, WANTS SPECIFICS: Both proponents & opponents of pay TV drew some measure of comfort from FCC's "notice of further proceedings" issued May 23. What Commission said, basically, is that it believes a test of pay TV should be conducted to determine whether it should be adopted commercially. However, it went on, it's fearful of authorizing tests until it knows more precisely what the tests would be like. Hence, it asks industry to supply by July 8 specific information on 11 subjects relating to tests. (Full text of FCC's Notice is included herewith as Special Report to all subscribers.)

Also of significance is Commission's conclusion that it has "statutory authority" to approve toll TV "if it finds that it would be in the public interest to do so" -- but it leaves for the future a decision on the very touchy subject of whether subscription TV is "broadcasting," "common carrier" or what-have-you.

Proponents of pay TV were happy with FCC's assertion that an "adequate trial" is "indispensable to a soundly based evaluation" and its conclusion that it has the legal authority to give systems go-ahead. They were disappointed with fact a trial wasn't authorized with finality or promised with certainty.

Skiatron pres. Arthur Levey, for example, admitted he'd hoped for more speed from Commission but said he's sure comments filed will persuade the Commission to approve tests. Another proponent stated: "It's a step in the right direction. We're pleased that the Commission says it has legal jurisdiction. But it isn't all we wanted -- by any means." Still another said: "This commits the FCC to a test; it can't back down from that."

Opponents would have preferred to see the Commission shelve whole irritating topic but they claim this week's action delays everything at least a year and that plenty of additional delays will develop.

They point out that July 8 deadline is much too short; that time for filing reply comments must be given; that Commission vacations all of Aug.; that a new member and chairman will be on hand after June 30; that wired pay system will have

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provided some answers by fall, taking edge off telecast toll TV; that proponents have yet to show they have any programs to offer, if they do start tests.

NARTB's reaction, as given by spokesman: "FCC was wise in not taking precipitous action. It recognized the need for more information. We still question its authority to adopt pay TV and we still believe pay TV isn't in the public interest."

Networks made no public statements, but their various spokesmen made it clear they like FCC's cautious approach, can't see possibility of ultimate approval.

Commission action is a victory for Chairman McConnaughey. He obtained a unanimous compromise without getting anyone really mad -- as he prepares to leave Commission June 30 for private law practice.

* * * *

Our own estimate of situation is that pay TV has had a setback. We believe stock market was a good barometer. Zenith rose only 2 points to 118, while Skiatron rose ⅛ point to 5⅞ May 24, day after FCC action.

Another excellent indication, we believe, is that Rep. Harris (D-Ark.), chairman of House Commerce Committee, is understood to be quite pleased with Commission action -- and he doesn't want subscription TV. Same day it issued call for comments on tests, FCC replied to Harris' sharp questions (Vol. 13:17) by stating it couldn't answer them satisfactorily until it got more information from industry.

These are in addition to our constant feeling out of Commission on the topic -- which has always given us impression majority doesn't favor pay TV. -- (AW)

GOVT.-FINANCED TV FOR SCHOOLS UNLIKELY: Prospects for Federal aid to educational TV, as proposed in unprecedented $50,000,000 bill by Chairman Magnuson (D-Wash.) of Senate Commerce Committee (Vol. 13:20) looked remote and dim this week.

Sprung unexpectedly on Senate floor May 17, Magnuson plan for $1,000,000 grants to state authorities, Hawaii & Alaska for TV school equipment stirred no immediate enthusiasm even among ardent educational TV advocates. It was certain to have strenuous opposition from broadcasting industry. And Congress hasn't yet accepted broad principle of direct Federal aid to education itself.

Magnuson himself asked quick approval of proposal (S-2119) in follow-up speech in Senate May 22. He called for "earliest posible" hearings by his Committee, "very early vote by Senate on measure to help 48 states & 2 territories utilize 250 TV channels reserved by FCC for educational purposes."

Describing it as "modest proposal," Magnuson told Senate: "I am convinced that unless the Federal Govt. takes the initiative, offers the impetus, and contributes to the cost, the great educational potential from these channels will be lost."

Formal comment on $50,000,000 plan was withheld by 2 organizations directly affected -- Joint Council on Educational TV and NARTB. But exec. director Ralph Steetle of JCET, which has never sought such Federal aid, told us that bill "seems to be hastily drawn." NARTB pres. Harold E. Fellows said with distaste: "It puts the Govt. into broadcasting, doesn't it?"

"We are as surprised as anybody" by sudden introduction of Magnuson proposal, JCET's Steetle told us. As it stands, he said, plan "only fits existing state TV educational authorities in a few places" -- notably Ala. & Okla., which have own statewide stand-by systems. Bill requires states & territories to underwrite TV operating costs, furnish facilities for "4 or 5" stations Magnuson thinks could be equipped with govt. grants of $200,000-$250,000 per unit.

"I've never known broadcasters to approve of that," NARTB's Fellows said, meaning any such injection of govt. money into non-military stations.

* * * *

Commerce Committee had made no move by week's end to schedule any hearings on bill despite Chairman Magnuson's advocacy -- and despite indications that Senate Democratic Policy Committee had direct hand in writing it.

TV measure was drafted for Magnuson by staff director Gerald W. Siegel of Democratic Policy Committee, chaired by Majority Leader Johnson (D-Tex.), whose wife is 94.4% owner of KTBC-TV, Austin; 50% of KRGV-TV, Weslaco; 29% of KWTX-TV, Waco.

Johnson is known to favor the bill. But Policy Committee sources said there is no intention to put it on legislative agenda now.

Meanwhile, Congressional mood on idea of Federal aid to education was shown by halting progress of cut-down $1.5 billion general school construction bill toward probable defeat in House -- despite President's "full support." -- (WHB)

BROADCAST BUSINESS GOOD, GETTING BETTER: All of the industry's accepted barometers indicate beyond doubt another record year for TV -- not only in total billings but in average sales per station -- and continued pickup in radio, despite the unusual slowness of some big network sponsors in making up minds about next season.

Perhaps most significant indicator is NARTB survey of some 200 TV and 600 radio stations which showed that the average TV station anticipates 6% revenue gain this year over last, with 3% increase in expenses, while radio operators forecast 4% boost in revenues and only 1% boost in operating costs.

Almost 80% of TV stations look for some improvement in sales, NARTB said, with about two-thirds expecting higher costs. TV stations in markets of less than 100,000 population expect 12% revenue gain, larger stations predicting 4%.

Breaking down TV revenue predictions, stations expect 9.7% increase in time sales from networks, nearly 7% boost from national & regional spot and 4% hike in local revenues. In radio it was: From networks, no significant change; national & regional, up 5%; local, up 3%. Neither network-owned outlets nor stations not on air all of 1956 were included in survey.

Reliable indicator of advertiser spending, Printer's Ink National Advertising Index, shows total advertising up 3% in first quarter 1957 over last year's first quarter -- with network TV expenditures (time & production) up 8% and network radio piling up whopping 12% increase, biggest of any medium.

Network radio & TV showed biggest gains among the media for month of March -- up 9% & 8% respectively from March 1956, though network radio was down 8% from Feb. 1957, while network TV showed 3% gain over February.

In spot TV field, TvB released quarterly report, showing national & regional spot spending of $116,935,000 on 321 stations during first quarter. Taking the 255 stations which reported in first quarter 1956 & first quarter 1957, TvB found hike of 11.7% in spot spending on gross one-time rate basis. TvB pres. Norman E. (Pete) Cash pointed out that 23 companies spent more than $1,000,000 on spot TV during the quarter, compared with 15 in same 1956 period.

(List of top 100 national & regional TV spot advertisers and their expenditures, together with product classification breakdown of spot advertisers, is available from TvB at 444 Madison Ave., N.Y. 22.)

Investigation of FCC "leaks" is definitely planned by Senate investigating subcommittee headed by Sen. Jackson (D-Wash.) which is still making headlines with its CAB probe. Subcommittee counsel Don O'Donnell said he already has conferred with ICC & FCC general counsel in preparation for future hearings involving those agencies, but no date or timetable has been set. He laughingly denied a published report that subcommittee planned investigation of gyrations of subscription-TV stocks. "What's subscription TV?", he asked. Sen. Jackson, meanwhile, proposed criminal penalties for persons giving or receiving unauthorized information from govt. regulatory agencies and endorsed proposal to isolate members of CAB, ICC, FCC, etc. from "pressure" about pending cases by putting them in category similar to judges.

Suit against 23 TV film distributors and San Francisco's KPIX & KRON-TV has been filed by KNTV, San Jose, in California Superior Court seeking $500,000 damages and asking injunction banning distributors from refusing to deal with station. Suit charges San Francisco stations and the distributors with restrictive practices in refusal to sell it films because of alleged "overlap" of San Francisco & San Jose service areas.

Ranks of the "reluctant 7" independent TV programmers from whom financial data was subpoenaed by FCC network study committee (Vol. 13:17-18, 20) were thinned this week after chief hearing examiner James D. Cunningham ruled that subpoenas were legal and relevant. Three of the firms capitulated, indicating that they planned to respond to subpoena. They were Entertainment Productions Inc., Official Films and TPA. The others—Screen Gems, Ziv and MCA-TV and its subsidiary Revue Productions—immediately prepared petitions for reconsideration of examiner's decision. The 4-member Association of TV Film Distributors, which presented anti-network testimony to network study group, was split down the middle—2 of its members (Official Films & TPA) abiding by decision, the other 2 (Screen Gems & Ziv) choosing to fight.

Pure science is neglected for practical advances in engineering, RCA chairman Brig. Gen. David Sarnoff said May 22 at Founder's Day at Dropsie College for Hebrew & Cognate Learning, Philadelphia. He said result is serious lag between fundamental knowledge & application such as in radio, where "we are constantly having to use frequencies before we know their characteristics." Sarnoff received honorary doctor of laws degree.

ABC-TV NETWORK billings for 1957-58 season already exceed those at the start of 1956-57 season, AB-PT pres. Leonard H. Goldenson told stockholders in New York this week in a meeting which was enlivened when an emissary from NBC exec. v.p. Robert Kintner read a statement intended to set record straight on the former ABC president's contributions to third network.

Goldenson expressed hope that ABC-TV would be able to reach 85% of all TV homes live by next fall—compared with last fall's 76% coverage—on basis of expected operation of new stations in Boston, Miami and Pittsburgh.

Attending meeting and holding Kintner's proxy was attorney Edward S. Greenbaum, who made these points: (1) ABC's profits (as separate from other AB-PT divs.) hit new high in 1956. (2) Sales of prime evening time at time of Kintner's resignation totaled 19½ hours weekly, a record for the company. (3) Lower revenues from *Mickey Mouse Club* resulted from joint Goldenson-Kintner decision to double guarantee to Walt Disney Productions. (4) "It would appear that the surprisingly poor showing in the first quarter of 1957 [Vol. 13:16] does not result from sales and policies during the time when Mr. Kintner was president," but from later cancellations, lower sales by ABC's o-&-o stations and higher operating expenses.

Goldenson replied that he had not attributed earnings decline to Kintner, who resigned because of "policy differences." It was officially disclosed that company was paying Kintner about $230,000 for his contract, which runs until 1960. Kintner made $100,000 a year as president of ABC.

In other subjects covered, Goldenson: (1) Said ABC-TV definitely plans to move into live daytime programming June 1. (2) Expressed optimism that current network investigations by Justice Dept., FCC & Congress "will not materially alter the character of current broadcast operations." (3) Assailed pay TV as potential threat to viewer which would siphon off good free programs. (4) Conceded that "much remains to be done to rebuild the position of network radio." (5) Revealed that subsidiary Am-Par Pictures will release "the first of several moderate budgeted pictures" next month.

As to other subsidiaries, he said Am-Par Records has shown "substantial increase" in volume this year, that Disneyland Park (about one-third owned by AB-PT) is also currently running ahead of last year. In electronics, 2 companies in which AB-PT has interest—Technical Operations Inc. & Microwave Associates—are now operating in new plants in Burlington, Mass., industrial area, and Wind Tunnel Instrument Co., partly owned by AB-PT, will move to same location this summer.

Radio station sales reported this week: **KFXD, Nampa, Ida.** by Frank E. Hurt & Son Inc. (Edward Hurt, pres.) for $277,000 to E. G. Wenrick Bcstg. Co., 51% owned by E. G. Wenrick (also pres. of KBOE, Oskaloosa, Ia.), 49% by KFXD mgr. Kenneth Kilmer . . . **WMEX, Boston,** by Northern Corp. (Wm. S. Pote, pres.) for $215,000 to Philadelphia adv. agency owners Robert S. Richmond (holding 85%; also owner of WPGC in Washington, D. C. area) and brother Max E. Richmond (15%) . . . **KLER, Lewiston, Ida.** by Cole E. Wylie for $160,000 to owners of local daytimer KOZE (John M. Matlock, 60%, Eugene A. Hamblin, 40%) . . . **WQOK, Greenville, S. C.** by Albert T. Fisher and George Speidel III (also owners of WPAL, Charleston & WOIC, Columbia, both S. C.) for $125,000 to James A. Dick, also owner of WIVK, Knoxville . . . **WMBH, Joplin, Mo.** by D. J. Poynor to Don O'Brien (70%) and Herbert Lee (30%)—Lee also holding 70% of WKTY, La Crosse, Wis., in which O'Brien has 30%. **Brokers:** KFXD, Hugh Norman & Assoc.; WQOK, Blackburn & Co.; WMBH, Allen Kander & Co.

Sale of WTVD, Durham, N. C. (Ch. 11) to new Durham TV Co. Inc., controlled by owners of WCDA, Albany, N. Y. (Ch. 41) for $1,621,800 (Vol. 13:14) was approved this week by FCC. New owners are headed by Frank M. Smith, also pres. of WCDA, controlled by Lowell Thomas interests. Major selling principals—Harmon L. Duncan and wife (12.5% each), J. Floyd Fletcher (24.9%) and Durham radio WDNC (25%)—retain minority interest. Duncan and Fletcher are to remain as co-gen. mgrs.

CP for KDHS, Aberdeen, S. D. (Ch. 9) is being sold by Joseph E. McNaughton interests, publishers of *Effingham* (Ill.) *News* and *Pekin* (Ill.) *Times* for $2447 out-of-pocket expenses, according to application filed with FCC. Buyer is John Boler, operator of North Dakota's KBMB-TV, Bismarck (Ch. 12); KCJB-TV, Minot (Ch. 13); KXJB-TV, Valley City (Ch. 4).

West coast broadcaster-publisher Sheldon F. Sackett has purchased defunct *Portsmouth* (Va.) *Times* for $125,-100, plans to resume publication. He owns radio stations KOOS, Coos Bay, Ore.; KVAN, Vancouver, KROW, Oakland; CPs for KOOS-TV (Ch. 16) & KVAN-TV (Ch. 21); *Coos Bay Times*.

Formal transfer by Consolidated (Bitner) of 3 TV & 3 radio stations in midwest to Time Inc. in $15,750,000 deal (Vol. 13:16) was completed May 22 in N. Y. Stations (WTCN-TV & WTCN, Minneapolis; WFBM-TV & WFBM, Indianapolis; WOOD-TV & WOOD, Grand Rapids) will be operated by TLF Broadcasters Inc., newly formed Time Inc. subsidiary. Phil Hoffman, shifted from Time's KLZ-TV & KLZ, Denver, is v.p. & gen. mgr. of Minneapolis stations, succeeded as KLZ-TV mgr. by Jack Tipton, by Lee Fondren as KLZ mgr. Eldon Campbell is v.p. & gen. mgr. of WFBM-TV & WFBM. Willard Schroeder continues as pres. & gen. mgr. of WOOD-TV & WOOD.

Canadian TV applications to be considered by CBC Board of Governors at June 25 meeting in Ottawa: CHCA Television Ltd. for Ch. 6, Red Deer, Alta.; radio CHOV, Pembroke, Ont. (E. Gordon Archibald, pres.) for Ch. 5 there; radio CKBL, Matane, Que. (Rene Lapointe, managing director) for Ch. 9 there; Henri Audet for Ch. 13, Three Rivers, Que.; radio CKBI, Prince Albert, Sask. (E. A. Rawlinson, pres.) for Ch. 5 there; Wm. D. Forst for Ch. 5, Swift Current, Sask.; CKCO-TV, Kitchener, Ont. (Ch. 13) for power increase from 31.4-kw to 275-kw.

Commenting on possible acquisition of WATV, Newark, Metropolitan Educational TV Assn., N. Y. states: "Within the last few weeks it has become apparent that there is a strong possibility that META, with adequate support from individuals, business, industrial & civic groups, and foundations may well be able to acquire the station outright, provided adequate financing can be arranged, probably not to extend over more than a 5 years' period."

Sale of radio WAPL, Appleton, Wis. by Gerald A. Bartell family (owners of WMTV, Madison, Wis. & 4 AMs) for $100,000 (Vol. 13:16) was approved this week by FCC. Buyers are station mgr. Miss Connie Forster (40%), attorneys Karl Baldwin & Lester Chudacoff (20% each) and R. P. Beelen (20%).

Negotiations by Harold F. Gross interests to purchase WDAF-TV, Kansas City (Ch. 4) & WDAF from *Kansas City Star* remained in "discussion" stage this week. Asking price for properties reportedly is $10-$12,000,000 (Vol. 13:16). Gross heads highly successful WJIM-TV, Lansing (Ch. 6) & WJIM.

Personal Notes: L. Byron Cherry promoted to v.p.-finance & management services, CBS Inc. . . . Wm. S. Morgan Jr., ex-radio KLIF, Dallas, where as gen. mgr. he promoted "Win a Million," "Wheel for a Day," "Mystery Voices" & $50,000 treasure hunt contests, elected ABC Radio v.p. in charge of programming . . . Wm. Froug resigns as CBS Radio v.p. in charge of programming, Hollywood, to join Screen Gems exec. staff to create & produce new projects . . . W. Thomas Dawson, from WBBM-TV, Chicago, named sales promotion mgr. for CBS-TV Spot Sales . . . J. Robert Kerns, Storer Bcstg. Co. v.p., named managing director of WPFH, Wilmington; Lionel Baxter, from radio WBRC, Birmingham, managing director of radio WIBG, Philadelphia . . . Jack McGrew promoted from commercial mgr. to station mgr. of KPRC-TV, Houston . . . W. K. Hoyt, publisher of *Winston-Salem Journal* and *Sentinel*, elected pres. of Piedmont Publishing Co., owner of WSJS-TV & WSJS, succeeding ODM director Gordon Gray, who was named chairman; Harold Essex continues as TV-radio gen. mgr. . . . Richard Bell, pres. of Key Television Inc., which recently acquired KEYT, Santa Barbara, takes over as mgr. from former pres.-gen. mgr. Colin B. Selph . . . Bill Walker, ex-KBTV, Denver, named promotion mgr. of upcoming WFGA-TV, Jacksonville . . . Robert Kimball named promotion mgr. of WAGA-TV, Atlanta, succeeding Charles E. Trainor . . . Lionel Wernick promoted to business mgr. of WCAU-TV, Philadelphia; Jack Dolph to asst. program mgr. . . . David M. Davis promoted from production mgr. to asst. gen. mgr. of educational WGBH-TV, Boston . . . Paul Williams promoted to public affairs mgr. of WWJ-TV & WWJ, Detroit . . . Ernest N. Olivieri, ex-WNHC-TV, New Haven, named film director of upcoming WTIC-TV, Hartford . . . George C. Mirras promoted to sales development mgr. of WOW-TV & WOW, Omaha . . . H. Paul Field, ex-Benton & Bowles and Grey Adv., N. Y., named to new post of commercial services supervisor of WTVJ, Miami . . . Bernie Ebert resigns as production coordinator of KTLA, Los Angeles, to open adv. agency there . . . John E. Holmes, ex-Automatic Projection Corp., Viewlex Inc. & NBC, named sales mgr. of Roger Wade Productions . . . Henry Grossman promoted to new post of CBS-TV facilities operations director . . . Ward L. Quaal, v.p. & gen. mgr. of WGN-TV, Chicago, elected a director of WGN Inc. . . . Richard Butterfield, ex-WARD-TV & WARD, Johnstown, Pa., named station mgr. of KCRG-TV & KCRG, Cedar Rapids . . . Mrs. Mary McKenna named research & sales development director of DuMont Bcstg. Corp.; David Yarnell, public relations director; Kenneth Klein, adv. director; all are from radio WNEW, N. Y., where they continue in similar posts at recently purchased DuMont station . . . Roy E. Morgan of WILK-TV & WILK, Wilkes-Barre, elected pres. of Pa. Assn. of Broadcasters.

Obituary

John F. Grinan, 63, pioneer radio operator who received 1950 Radio Club of America award, died May 22 in St. Petersburg, Fla. of heart disease. In 1916, his N. Y. amateur station 2PM was first to transmit relay message to west coast and receive reply. He was at key of 1BCG, Greenwich, Conn., when first transatlantic short-wave message was transmitted in 1921. Surviving are 2 sisters.

ADVERTISING AGENCIES: Lyndon O. Brown named chairman of newly-formed Dancer-Fitzgerald-Sample executive committee . . . John Hoagland, formerly head of BBDO TV-radio programming, becomes Lever Bros. & General Mills account executive; George Polk, in charge of TV-radio planning, assumes program responsibilities; Don Rowe named Lucky Strike account executive, Robert Stefan asst. to v.p. in charge of Hollywood office . . . Wm. L. Wernicke, TV-radio director of Morey, Humm & Warwick, promoted to v.p. . . . Arnold Benson, ex-CBS Radio, joins Dowd, Redfield & Johnstone as copy group supervisor . . . Ben Lipstein, ex-Audits & Surveys Inc., appointed asst. to pres. & technical director of McCann-Erickson's Market Planning Corp. . . . Wm. J. Moore, ex-NBC, joins Benton & Bowles as TV operations director.

Edward F. Kenehan, FCC Broadcast Bureau chief since Aug. 1, 1955, becomes partner in Washington law firm of Haley, Doty, Wollenberg & Kenehan May 27. He had stint with Commission immediately after war, served as counsel for RCA engineering products div. 1951-55. Harold G. Cowgill, chief of Common Carrier Bureau, succeeds Kenehan, while John R. Lambert moves up to replace Cowgill on acting basis. Cowgill worked for Commission 1935-44, left to join law firm of Segal, Smith & Hennessey, later served as exec. v.p.-gen. mgr. of WTVP, Decatur, Ill. (Ch. 17) before returning to Commission.

Society of TV Pioneers, formation of which was sparked at this year's NARTB convention by W. D. (Dub) Rogers, KDUB-TV, Lubbock, Tex., votes shortly by mail ballot for pres. and 3 v.p.'s—nominees being selected by Richard A. Rawls, KPHO-TV, Phoenix, and P. A. Sugg, WKY-TV, Okla. City.

Robert L. Heald, NARTB chief attorney, resigns as of June 24 to become partner in Washington law firm of Spearman & Roberson. He came to NARTB from firm of Welch, Mott & Morgan, previously served as FBI special agent in 1941-46.

First-prize TV winners in *Billboard's* 19th annual promotion competition: Promotion of network programs in markets with 4 or more stations, WTVJ, Miami; in 3-station markets, WBNS-TV, Columbus, O.; in 1 & 2-station markets, WAFB-TV, Baton Rouge. Promotion of local programs, in markets with 4 or more stations, KBTV, Denver; in 3-station markets, WSM-TV, Nashville; in 1 & 2-station markets, KWTV, Oklahoma City. General audience promotion, 4 or more stations, WCCO-TV, Minneapolis-St. Paul; 3-station markets, KYW-TV, Cleveland; 1 & 2-station markets, KDAL-TV, Duluth. Promotion of syndicated film programs, 4 or more stations, KTTV, Los Angeles; 3-station markets, WSLS-TV, Roanoke, Va.; 1 & 2-station markets, WAFB-TV, Baton Rouge. Promotion of feature film programs, 4 or more stations, KTTV, Los Angeles; 3-station markets, WFIL-TV & WCAU-TV, Philadelphia (tie); 1 & 2-station markets, WFBG-TV, Altoona. Film distributor awards: Promotion of syndicated series, MCA-TV; feature film package, MGM-TV.

AAAA appoints John F. Devine (J. Walter Thompson, N. Y.) chairman, Hildred Sanders (Dan B. Miner Co., Los Angeles) vice chairman, TV & radio administration committee; Frank G. Silvernail (BBDO, N. Y.) chairman, Jane Daly (Earle Ludgin & Co., Chicago) vice chairman, broadcast media committee.

N. E. Holmblad, chief engineer of Danish Posts & Telegraphs, govt. operating agency which operates TV-radio, joins Great Northern Telegraph Co. Ltd. in Copenhagen as technical v.p.

New reps: WABT, Birmingham, to Harrington, Righter & Parsons (from Blair-TV); KLFY-TV, Lafayette, La. to Young June 1 (from Venard, Rintoul & McConnell); WLBR-TV, Lebanon, Pa. names Blair Television Assoc.

Rate changes: KPRC-TV, Houston, May 1 raised base hour from $1000 to $1100, min. $220 to $250. WCPO-TV, Cincinnati, April 15 cut base half hour from $535 to $412.50, raised min. from $200 to $275.

TV IS BETTER than ever—to paraphrase the movies' old promotional slogan, and recent stockholders' meetings and financial reports of motion picture producers and distributors strongly reflect that sentiment.

Movie distributor United Artists suddenly ended an industry guessing game when pres. Arthur B. Krim announced that negotiations with distributors to syndicate its highly valued post-1948 features to TV had been called off and that UA was even thinking of the possibility of buying out a TV film distributor itself. The company, he said, has decided to continue distributing its own feature films directly to TV. He said UA's revenue from TV syndication of 39 pictures made in 1951-52 totaled $2,000,000 and that the 52 in syndication this year should bring in about $5,000,000 in 1957.

"We have looked upon TV as a retarding factor," he said. Now, he added, "we regard it as a healthy source of additional revenue, and we expect revenue from it to increase substantially in the next few years." He said company expects to get in TV film distribution business whether it buys out a syndicator or not. Other officials pointed out that UA will make its first-run features available to Bartlesville, Okla. wired TV experiment.

Loew's Inc. pres. Joseph Vogel this week told N. Y. Society of Security Analysts that his company hopes to realize $40,000,000 from TV licensing of MGM's 723-film feature library and may soon sign deal for release to TV of all MGM theatrical short subjects.

Pres. Spyros Skouras of 20th Century Fox told stockholders that minimum rental payments for the 237 features being distributed by NTA will total $16,940,000 over next 7 years, that 560 of its pre-1949 features are still uncommitted and 210 made since 1949 will some day be available to TV. He added that 20th is now producing 3 TV film series and hopes to have 6 or 7 on air if current negotiations succeed.

Walt Disney Productions reported that for first time its TV income exceeded rental from theatrical pictures during 6 months ended March 30—the figures being $6,747,759 vs. $6,631,805.

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TV news is in such demand by once-hostile newspapers that 3 networks must maintain big staffs of experienced ex-newspapermen just to keep up, May 18 *Editor & Publisher* reports. Roundup by Ray Erwin tells how "TV-happiness" of papers has brought increase up to 600% in 3 years in space given to TV & radio. Networks keep reporters on regular beats covering shows for press, supply vast quantity of photographs. NBC has press information staff of 43 in N. Y., including 14 writers. CBS has 42 in N. Y., 25 in Hollywood. ABC has 34 in N. Y.

New Pulse technique—"commercial recognition" measurement for comparable TV, radio & newspaper advertising costs in any market—was described May 22 by pres. Dr. Sydney Roslow at breakfast meeting of 300 advertisers & agency representatives in Hotel Plaza, N. Y. Formula developed in 2-year field studies uses home interviews in which respondents are shown lists of TV & radio commercials and newspaper ads, then asked to recall which they had seen, heard & read.

New TV spot analysis by TvB covering budgets of $4729-$100,000 per week tabulates audience and cost-per-1000 of various schedules of 10-sec. ID's purchased on 13-week basis, using highest rate station in top markets. Initial TvB report, based on Nielsen audience data for week of Feb. 11-15, concludes that "no one time period is best in everything."

HOPE FOR COMPROMISE report on TV network practices was high this week among members of both parties on Rep. Celler's antitrust subcommittee, after meeting at which agreement was reached on several points—including draft report's wording on "must buy" practices (Vol. 13:19). Reports from subcommittee sources indicated that final document would be toned down somewhat from original language approved by Chairman Celler.

There were still 2 sticky points of contention on which the 2 factions on subcommittee had not yet agreed by week's end—the sections on BMI and on option time. One subcommittee member predicted satisfactory compromise on these issues would be reached next week, calling prospects for a single unanimous subcommittee document "better than ever."

Meanwhile, Senate Commerce Committee's proposed report on network practices, drafted largely by former chief TV investigation counsel Kenneth Cox, was awaiting reaction from Sen. Bricker (R-O.). Chairman Magnuson (D-Wash.) has indicated endorsement of report, and document has rested in Bricker's office for about 2 weeks. Spokesman for Bricker said he has read about one-third of lengthy draft and hopes to finish it next week. Whether it is finally issued as a Committee report or as a "staff study" hinges to great extent upon Bricker's reaction.

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TV-radio self-regulation—not censorship—is objective of "action" committee of National Congress of Parents & Teachers. Dr. Kenneth E. Oberholtzer, committee chairman, said at 61st annual PTA convention this week in Cincinnati that it is "much concerned" about portrayals of "violence, force, intrigue or exploitation" on TV & radio and in movies & comics as way to solve human problems. But committee itself will not judge programs, proposing instead to encourage self-policing by industry by assisting individuals & local groups to make appraisals and transmit them to producers & publishers.

Anonymous political broadcasts would be banned in Ohio legislative bill, passed by Senate and referred to House, to require TV & radio stations to air names & addresses of persons making such statements. Similar requirement now applies to newspapers. Measure is opposed by Ohio Assn. of Radio & TV Broadcasters, whose counsel Carlton Dargusch Jr. told House committee that state has no right to enter federally-regulated TV-radio area; that stations already are responsible for statements made over their facilities.

FCC general counsel Warren Baker will be questioned by Sen. Pastore's communications subcommittee at 10 a.m. May 27 in hearings on bill to set up Airway Modernization Board (S-1856), charged with revamping air safety and traffic control regulations. Though FCC is not involved directly in legislation, any changes in air traffic control presumably would affect radio communications, radio navigation devices, etc.

"Bait" advertising on TV and in newspapers was charged May 24 by FTC against Fidelity Storm Sash Co., Baltimore, Washington & Philadelphia. Latest in FTC complaints of false advertising (Vol. 13:20) said 3 firms lured customers by offering storm windows at fictitious prices.

Suit for $5,000,000 damages by Schick Inc. against Sperry Rand Corp. for alleged "false, misleading" TV commercials for Remington woman's shavers (Vol. 13:20) was withdrawn this week from N. Y. Supreme Court. Sperry Rand agreed out of court to discontinue TV demonstrations which allegedly disparaged Lady Schick shavers.

New and Upcoming Stations: KBTX-TV, Bryan, Tex. (Ch. 3) began program tests 5:30 p.m. May 22 as partial satellite of KWTX-TV, Waco (Ch. 10), 76 mi. away, bringing on-air box score to exactly 500 (92 uhf). All ABC-TV shows programmed by KWTX-TV will be carried without charge by KBTX-TV, which also has per-program agreement with CBS-TV. KWTX-TV owns 50% of Bryan outlet and KWTX-TV v.p.-gen. mgr. M. N. (Buddy) Bostick holds 10%. KBTX-TV officer-stockholders are local insuranceman W. C. Mitchell, pres., with 10%; rancher Frank Seale, v.p., 10%; attorney John M. Lawrence III, secy.-treas., 5%; farmer-businessman Brazos A. Varisco, director, 10%. Harry Lee Gillam, from KWTX-TV, is station mgr., with Woody Cox, also KWTX, chief engineer. KBTX-TV base hour is $150; KWTX-TV hour, $300. Rep for both stations is Raymer.

KCCC-TV, Sacramento, Cal. (Ch. 40) goes dark May 31, it informs FCC, owner Lincoln Dellar exchanging plant & stock for approximately 17% of KOVR (Ch. 13), due to become area outlet (Vol. 13:20).

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In our continuing survey of upcoming stations, these are latest reports from principals:

WRLP, Greenfield, Mass. (Ch. 32) is due to begin June 1 as satellite of WWLP, Springfield (Ch. 22), reports WWLP mgr. Wm. L. Putnam. It has 12-kw RCA transmitter and 620-ft. Ideco tower at Bolton Rd. site in Winchester, N. H. WWLP also holds CP for Claremont, N. H. translator W79AA, expected to start before end of June repeating WRLP, has applications pending for 5 more translators (Vol. 13:20). WWLP base hour goes from $600 to $700 when WRLP begins. Rep is Hollingbery.

CHBC-TV, Kelowna, B. C. (Ch. 2) has ordered RCA equipment, expects to be on air Sept. 1-15, reports J. H. Browne, pres. of Okanagan Valley TV Co. Ltd., which also holds licenses for satellites in Penticton (Ch. 13) & Vernon (Ch. 7). It's building road to transmitter site 4 mi. NW of Kelowna, expects to start work on transmitter house early in June. It will use 100-ft. Stainless tower, will have studios at 342 Leon Ave. Roy G. Chapman, ex-CKOK, Penticton, will be gen. mgr., with Tom Wyatt, ex-RCA Victor, Vancouver, chief engineer. Rep not chosen.

CJOX-TV, Argentia, Nfld. (Ch. 10) hopes to start May 28 with test patterns, May 30 programming as satellite of parent CJON-TV, St. John's (Ch. 6), reports Geoff Stirling, CJON-TV pres.-gen. mgr. It has 500-watt RCA transmitter with wavestack antenna 75-ft. above ground on hill adjacent to U. S. Naval & Air Base. CJON-TV base hour is $200. Reps are Weed and All-Canada.

Ch. 3 Kapuskasing, Ont. satellite of CFCL-TV, Timmons, Ont. (Ch. 6) is expected to be on air in Sept., although equipment hasn't been ordered, nor has construction started, reports J. Conrad Lavigne, CFCL-TV pres. He hopes to use existing tower in Kapuskasing, some 25-mi. NW of Timmins. — (P.S.)

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Rawlins, Wyo. translator K73AF began May 15 repeating KFBC-TV, Cheyenne, reports Donald D. Stanczyk, gen. mgr. of KFBC-TV owned radio KRAL, Rawlins, which is operating translator, built with public contributions. Rock Springs, Wyo. translators K74AF & K78AB plan June 1 start repeating KTVT & KSL-TV, Salt Lake City, reports John E. Wendt, secy. of Translator T.V. Bcstg. Corp., also stating company expects to apply for Ch. 82 there. Lone Pine, Cal. translator K80AD expects transmitter about June 15, plans start about July 1, reports E. A. Barmore, secy-treas. of Lone Pine Television Inc.

Power increases: KRGV-TV, Weslaco (Ch. 5) was due to begin with 100-kw May 20; WCHS-TV, Charleston, W. Va. began interim operation from new Coal Mt. site May 15, using 5-kw GE transmitter and 32-kw ERP—while 50-kw RCA unit is being moved to Coal Mt. so station can return to authorized 316-kw. WTWO, Bangor, Me. (Ch. 2) June 1 increases power to 36.4-kw ERP.

WTPA, Harrisburg (Ch. 71) plans to begin operation on Ch. 27 June 1, FCC recently having authorized channel swap with off-air WCMB-TV, as part of $150,000 sale of transmitter & tower (Vol. 13:20).

Enlarged studio has been completed by WCCO-TV, Minneapolis, following year's construction including 2½-story addition at 50 S. 9th St. Station now boasts largest TV studio in area.

Ground-breaking ceremonies for new studio-office-transmitter building of WANE-TV & WANE, Ft. Wayne (2915 W. State Blvd.), will be conducted May 28.

"CRAVEN PLAN" comments deadline stands at June 3—Commission promptly rejecting RETMA's plea this week for extension to June 28. Only Comr. Hyde favored grant of delay; Comrs. Lee & Mack were absent. Substantial number of comments are in the works, attorneys report—but nothing like the total which would have descended on FCC couple years ago. Plan proposes to abandon most of allocations table, consider applications for channels wherever they can be fitted, engineering-wise—but operating stations and CPs have left few significant vhf drop-ins possible. (For full text of proposal, see Special Report, April 27.)

Commission disposed of several allocations changes, meanwhile: (1) Finalized shift of Ch. 13 from New Bern to Norfolk area, replacing it with Ch. 12. (2) Denied petition of WNOW-TV, York, Pa. (Ch. 49) for shift of Ch. 33 from Reading. (3) Started rule-making to commercialize Ch. 9 in Eugene, Ore., reassigning educational Ch. 7 to Eugene-Corvallis. (4) Finalized substitution of Ch. 4 for Ch. 8 in Hay Springs, Neb., Ch. 9 for Ch. 4 in North Platte. (5) Denied petition to substitute Ch. 20 & 77 for Ch. 9 in Charlotte, N. C. Commission received one rule-making petition, WCOV-TV, Montgomery (Ch. 20) asking either that Ch. 8 be shifted to Montgomery from Selma or that Ch. 12 in Montgomery be designated educational and Ch. 8 be shifted from Selma to Tuscaloosa, also given to educators.

FCC denied petition of WPTF, Raleigh, to reconsider & stay grant of Ch. 5 to WRAL-TV, Raleigh—Comrs. Mack & Craven abstaining.

Only translator CPs issued were for Ch. 70, Myton, Utah and Ch. 75 for Roosevelt, Utah area—to Uintah Basin TV Co.

Private microwave—Memphis to Tupelo, Miss.—was granted to WTWV, Tupelo (Ch. 9).

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Hagerstown, Md., closed-circuit educational TV project will be described in 4 papers at June 24-28 AIEE summer general meeting at Sheraton-Mt. Royal Hotel, Montreal. Papers will be delivered by Hagerstown project chief engineer John R. Brugger, RCA's Louie Lewis, Chesapeake & Potomac Telephone Co.'s Wm. Warman & Jerrold's Max Kraus. Other TV-radio papers scheduled for June 28 broadcast systems session: Canadian TV, by CBC's J. E. Hayes; CBC Radio Service, CBC's N. R. Olding; video testing techniques, CBC's A. Ste. Marie; TV lighting, Herbert More, Kliegl Bros.; filter to permit simultaneous transmission from single antenna of 2 complete TV stations on different channels, Canadian RCA Victor's G. B. MacKimmie.

Telecasting Notes: What's the newest TV program trend? It's music, says the entertainment trade press. Both *Billboard* and *Variety* this week have articles pointing out that about 20 TV musicals will be on air next season—a revival keyed by success of ABC-TV's 2 modestly budgeted Lawrence Welk shows . . . **Musical rundown of networks**, from the trade press: NBC-TV probably will have 7, ABC-TV at least 6, CBS-TV 4 or more . . . **ABC drops radio version** of *Wednesday Night Fights*, network pres. Robert E. Eastman stating that "programming must be exclusive; [the] so-called simulcast of most events detracts from radio's creativity" . . . **ABC-TV network's** biggest single time sale in its history—reportedly involving more than $5,000,000 for a year—is for Sun. 7:30-9:30 p.m. segment, with principal purchaser rumored to be Kaiser Aluminum . . . **Sometimes we wonder** if the TV quizzes don't make those mistakes on purpose—witness the publicity gleaned as result of *Twenty-One's* Hank Bloomgarden-Jim Snodgrass $73,500 snafu . . . **The suspense is over for NBC-TV**—General Motors has decided to buy *Wide Wide World* alt. Sun. next fall, with *Omnibus* (now produced by Robert Saudek Assoc.) sliding into alt. week segment for at least 13 weeks. Latter already has **Union Carbide as 1/3 sponsor**, and Aluminium Ltd. is expected to come in for 1/3 . . . **N. Y. Gov. Harriman** has asked ruling from CBS-TV's *The Last Word* on whether wording of state income tax returns uses correct grammar; decision will be handed down on May 26 show, in time to allow corrections before 20,000,000 new tax forms are printed . . . **TV critic on TV:** New York Herald Tribune Syndicate TV-radio columnist John Crosby signed as host for CBS-TV's 60-min. *7 Lively Arts* on Sundays beginning next fall . . . **Soviet Red chief** Nikita Krushchev's appearance (filmed) on CBS-TV's *Face the Nation* (Vol. 13:20) will be June 2, program lengthened to full hour for show . . . **Groucho Marx, actor, will star** in 90-min. NBC-TV special next fall based on "Time for Elizabeth," written by Groucho Marx, author (with Norman Krasna) . . . **Fund for the Republic's** controversial film, "Segregation & the South" will be presented June 16 in special hour-length show in ABC-TV's *Open Hearing* series . . . **MGM-TV reports 4 more feature film sales** totaling more than $2,500,000—including full 723-film library to NBC's WBUF, Buffalo, and WAAM, Baltimore, whose sale to Westinghouse pends FCC approval.

NBC will drop *Home* show late this summer because of sagging ratings. The 10-11 a.m. magazine-type program has already run for more than 3 years, having started in March 1954. Its place will probably be filled by 30-min. variety show starring Arlene Francis, hostess on *Home*, and another 30-min. show not yet selected. Network intends to revive *Home* concept on irregular one-shot basis some Sunday afternoons next season. Another of NBC-TV's magazine shows—*Tonight*—is in trouble, too, and its "America After Dark" format is slated to be discarded end of next month, with return to studio-audience variety format considered most likely.

Network TV audiences continue to grow, TvB reported this week on basis of study of Nielsen ratings—with each month of 1957 to date exceeding preceding year's comparable month's audience. Average evening network program reaches over 1,500,000 more homes per broadcast in 1957 than 1956, TvB reports, while average increase for weekday daytime shows is more than 350,000. Average evening program increase in 1957 over 1955 is 43%, weekday daytime 33%.

Survey of French TV programs in Canada will be conducted June 4-7 in Montreal by Schwerin Research Corp. to determine whether entertainment & selling themes appeal differently to French & English-speaking audiences.

CORNING Glass Works' new family of ceramic materials, announced this week in conjunction with dedication of its new Eugene C. Sullivan Research Labs, appears to have potential uses in TV-electronics field. First use of new Pyroceram will be for radomes in nose of guided missiles. Though Corning scientists won't even predict number of potential uses, one electronic application appears certain to be for envelopes of power and transmitting tubes. Pyroceram has excellent heat-resistant and electrical insulating properties and therefore is ideally suited for electron tube use.

Since Pyroceram may be made in transparent form, it opens up possibility of use in certain picture and radar tube screens. It can stand extremely high temperatures and conceivably could pave way for TV use of the transparent picture tube phosphors developed by Dr. Charles Feldman of Naval Research Lab (Vol. 13:17-19).

One of principal drawbacks of Feldman phosphors cited by TV industry is fact that special expensive glass is required for use with them because of extreme heat under which they must be applied. Corning engineers stated that Pyroceram probably will be far cheaper than the high-temperature glasses now being used in developmental models of the Feldman tube.

ELECTRONICS PERSONALS: **Rodney D. Chipp**, ex-DuMont labs, appointed systems engineering mgr. of Federal Telecommunication Labs (IT&T), Nutley, N. J. . . . **Fred M. Farwell** resigns as Underwood Corp. pres. to become exec. v.p. of IT&T in charge of U. S. research & manufacturing. . . . **Dr. Werner F. Auerbacher** promoted to engineering & mfg. v.p., **George Rappaport** to marketing v.p., Emerson govt. electronics div., **Dr. Donald L. Burcham** to v.p. for research labs . . . **Daniel E. Noble**, Motorola exec. v.p., moderates panel on Management of Research and Development Activities at June 6-7 Third Annual Conference of Armed Forces Management Assn., Bolling AFB, Washington, D. C.

Complete new line of industrial TV equipment, built around 2 basic cameras, was announced at week's end by DuMont, to be available from local established electronic distributors by July. Entirely new line, says DuMont, was designed after 2 years of research and interviews with more than 250 users of closed-circuit industrial TV systems. Completely installed systems built around self-contained TC-100 camera are available at about $2000, while systems using tiny 3-lb. TC-200 (3x3½x10-in.) will cost about $3500. Vidicon camera systems will be accompanied by full group of additional gear—which may be added later in "building-block" fashion—including remote focus, iris & lens change equipment, special housings.

Network-financed advertising research in new "See for Yourself" plan was announced this week by v.p. Matthew J. Culligan of NBC Radio, who said "present radio audience ratings are virtually meaningless as an indication of radio's true selling power." To prove point, he said, NBC Radio will pay up to $10,000 for sales effectiveness studies (store audits, test market comparisons, etc.) by network advertisers whose campaigns are of sufficient frequency & length to give measurable result and which use "some exclusive copy points."

Closed-circuit color demonstration, followed by seminar, will be conducted May 28 by NBC-TV at Ziegfield Theatre, N. Y., for visual communications conference sponsored by Art Directors Club of N. Y.

Licensed TV sets in London outnumbered radios for first time at end of March, 736,021 to 698,972. For all of United Kingdom, figure was 6,966,256 TVs, 7,558,843 radios, increase of 103,022 TVs during March.

RCA shipped 3-V color film chain May 21 to Tokyo.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
May 25, 1957

4 BIG MAKERS GO ALL-110°; 14-in. FADING: Raging battle of "slim" 110-degree tube vs. conventional 90-degree seemed to be veering this week in favor of new design, with GE & Hotpoint introducing new lines consisting entirely of the 110-degree sets (see story below). Adding considerable strength to position of the new type tube is fact that all new models by RCA, Admiral & Sylvania will be 110s.

Manufacturers preparing to include at least some 110-degree sets in new lines include Westinghouse (about 50-50 division between 90 & 110), Motorola, Emerson and DuMont. Magnavox will stick to 90-degree, and it's probable that Zenith will, too.

Heavy promotional build-up which will be given the 110 by RCA, Admiral & GE -- among industry's top 3-4 in advertising and TV unit sales -- will provide strong impetus to consumer desire for the new-design sets.

Those manufacturers sticking with 90-degree tubes will also be able to claim a "slim" product -- new gun making tube about an inch shorter and new faceplate taking 2½ lb. off total weight. New faceplate, incidentally, is said to immunize set from pincushioning, because its radius is about that of electron beam scan.

We toured Corning's picture tube bulb plant this week while attending unveiling of its new research labs (see p. 8), and saw heavy production of 110-degree bulbs, but Corning officials were silent on ratio of 110 to 90-degree orders. They also refused to be drawn into discussion of merits of new tube vs. old -- and they aren't betting on which type will win final consumer acceptance.

* * * *

Tube glass manufacturers are important barometers of future TV picture tube trends because of relatively long lead time between bulb orders and tube & receiver production. Corning officials gave us this size-up of next season's tube outlook:

The 14-in. tube, comeback sensation of last 2 seasons, will be de-emphasized. Orders for these are definitely down -- with 17-in. expected to show proportionate increase, presumably due to size & weight reductions which bring 17-in. sets quite close to 14-in. in portability without great differential in cost.

Sizes smaller than 14-in. -- the conglomeration of 8½, 9 & 10 3/8-in. tubes -- are definitely dead after short-lived "boomless boom."

The 21-in. remains staple commodity -- with a little more emphasis next season as manufacturers hopefully stress higher-priced sets at expense of portables.

Some resurgence is noted in 24-in. size, presumably sparked by shallower cabinets (GE claims cabinet on its 24-in. set will be only 15-in. deep) made possible by 110-degree deflection. The 27-in. is now being made almost exclusively for replacement -- very few manufacturers (principally Muntz) currently making 27-in. sets, with no pickup in sight. The 27-in. is made with 90-degree deflection only.

Extremely heavy activity in color tube bulb production was notable at the Corning plant -- as result of RCA's switchover to all-glass tube (last metal-coned color tube was turned out by RCA April 9).

Corning hopes to take last big metal part out of color tube. Its engineers have designed new shadow-mask of "Photoceram," a glass-derived ceramic which is a first cousin of Corning's newly announced Pyroceram basic material. New shadow-mask is made from photosensitive glass, then heated to alter molecular structure.

Perforated ceramic shadow-mask has these advantages over present metal masks, according to Corning researchers: (1) Its expansion & contraction with heat variations are far less than metal mask, providing greater color stability. (2) It offers promise of interchangeability of masks from tube to tube -- whereas today's color tube screens are wedded to their individual metal masks.

Color bulb orders, Corning spokesmen said, are relatively high, and they view recent pickup as "more than seasonal." -- (DL)

GE-HOTPOINT LAUNCH 1958 TV-MODEL SEASON: First of the majors to take wraps off new TV models, Hotpoint showing wares May 24 at Burlington, Wis., GE May 27 at Louisville, go all out for 110-degree, wide-angle tubes (see above). Prices suggested are higher than this year's -- GE's 1958 table models ticketed $190-$260 compared with $170-$240, Hotpoint table sets $190-$250 vs. $190-$240. GE consoles run $230-$450 vs. current $220-$310; Hotpoint consoles range $230 up -- high end not yet set -- compared with current $270-$330.

Catchy "Slim Silhouette" is theme tag of GE line which features 24-in. 110-degree tube in cabinet only 15-in. deep with 2-in. tube cup projection. Balance of line is in 21-in. table and console models -- a total of 19 sets in 10 basic models. GE emphasis is switching from portables to table & console sets with such extras as multiple speakers. Color sets are unchanged.

GE's 24-in. tube has a viewable area of 332 sq. in.; 21-in. has 262 sq.in. Other features of high-end sets: "Horizontal" console with full doors, a Danish Modern model, triple speakers, remote control, electronic tuning, push-button selection, circuit changes for 110-degree tube.

New cabinets come in metal, wood, pressed wood. Most sets are in production now, others in few weeks -- all on market in fall.

Interesting sidelight is consumer survey by GE to determine styling. First model circulated had 17-in. deep cabinet; 2nd had 13-in. cabinet & 4-in. tube cup; 3rd had 15-in. cabinet and 2-in. cup. Result showed 90% of those sampled preferred 15-in. cabinet and 2-in. cup.

Emphasis at Hotpoint also is on higher end. Line has 4 table, 7 console models -- including 2 lowboys with "Slender Profile" styling. Two deluxe 24-in. sets are part of console line -- rest of which has 21-in. tubes. Depth of sets is 15-in. with tube projection cup about 1½-in. Portables came out in April (Vol. 13:15).

Some deluxe features are: "Miracle Memory" fine tuner, improved tetrode tuner, 3 speakers on some models, touchbutton power tuning, automatic focus and sight-sound tuner. Two of consoles have casters; 2 have swivel bases.

* * * *

Here's some advance word on other set makers' plans and new models:

RCA will start distributor showings in New York's Hotel New Yorker June 2 -- with press showing June 4; Chicago showing will be June 6-8 at Hotel Knickerbocker; San Francisco's, June 9-11. Whole line will use 110-degree, includes 14, 17 & 21-in. portables; prices will be up 5-10%. Color sets will be shown in fall.

Philco will show its line June 3-4 at Philadelphia's Bellevue-Stratford Hotel, no information available except that color won't be offered. Exec. v.p. Larry F. Hardy has written distributors 3-page letter saying that color TV is an unprofitable business at manufacturers' level; that Philco believes same is true at distributor level; that only selected few retailers have made money on color. He said Philco is not against color, has spent a great deal of money on it, but believes much work is required before sets can be mass-produced profitably.

Admiral, introducing its line June 6-7 at the Americana Hotel in Miami Beach, will use 110-degree tube, won't have 24-in. sets or 21-in. portable. Its portable line came out this week end (see p. 12).

Westinghouse shows new line June 16 at Chicago's Merchandise Mart. About half will use 110-degree tube. Line will include 14 & 17-in. portables.

Sylvania starts series of four 3-day distributor meetings June 2 in Buffalo's Statler Hotel, then has public showing June 17 at Merchandise Mart. Line will include 17 & 21-in. portables, 21-in. table & console sets. Top price of $200 previously reported (Vol. 13:16) applies only to portables; consoles will be somewhat higher. All new sets will have 110-degree tubes.

Emerson shows its line around end of June. Some sets will use 110-degree tubes and some prices will be higher.

DuMont's line will be given public debut June 12 at New York's Delmonico Hotel. Low end will use 110-degree tube, rest will have stub-neck 90-degree. A 14-in.

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Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Special Report
May 25, 1957

Text of FCC Request for Specific Proposals for Pay-TV Tests

Adopted Unanimously and Issued May 23, 1957 as Public Notice 57-530, Mimeo 45331

NOTICE OF FURTHER PROCEEDINGS

1. In our Notice of Proposed Rule Making adopted February 10, 1955 (FCC 55-165) we invited comments on proposals that the Commission authorize the use of frequencies allocated to television broadcasting for the transmission of programs in scrambled, unintelligible form under proposed systems calling for the payment of a charge by the viewer for the reception of such programs in unscrambled, intelligible form.

2. We have received proposals for three different systems for the encoding and decoding of television signals: "Phonevision", sponsored by Zenith Radio Corporation and TECO, Inc.; "Subscriber-Vision", sponsored by Skiatron Electronics and Television Corporation and Skiatron TV, Inc.; and "Telemeter", sponsored by International Telemeter Corporation. In this document we will use the general term "subscription television" to refer to all three of the foregoing systems, as well as to any other system which may be developed for the encoding and decoding of programs broadcast by television stations.

3. Interested parties representing important segments of the television industry, motion picture distributors, the proponents of three different systems of subscription television and others have formally submitted lengthy comments and reply comments in this proceeding. In addition we have received many thousands of informal expressions of opinion in letters from numerous organizations and members of the public—over 25,000 in all. The volume of the record, the complexity of the issues, the fact that basic departures from established practice are involved, and the necessity for concentrating much of the time of the Commission and its staff during the past year on television allocations problems have made it impossible, until now, to advance our continuing study of subscription television to a point where a decision could be reached concerning additional steps it would be desirable to take in this proceeding.

4. The record discloses basic disagreement between parties who claim that subscription television would provide a beneficial supplement to the programming now available to the public and an increase of the financial resources available to support television, and parties who contend that it would seriously impair the capacity of the present system to continue to provide "free", advertiser-financed programming of the present or foreseeable quantity and quality. The Comments filed to date have provided us with data and arguments which have furnished helpful assistance in our initial consideration of the questions of law, fact and policy set out in the Notice of Proposed Rule Making. Useful as they have been, however, the written submissions of the parties, taken alone, do not in our opinion provide a fully adequate basis for concluding either that the proposals in hand that we authorize subscription television should be denied, or that they should be granted by amending the Rules in such fashion as to open the way for permanent nationwide subscription television operations using the frequencies which have been allocated to television broadcasting.

5. Since we propose to defer final conclusions until completion of the steps discussed in this Further Notice we will not endeavor in this document to discuss the numerous questions here involved in detail but will mention briefly the principal matters which at this stage we think are of paramount importance. The additional proceedings contemplated in this Notice will be directed toward the specific questions which in our opinion remain unclear and on which we feel the need of additional information and study in order to afford us a sound basis for decision.

6. The first group of questions raised in our Notice, designated as "Questions of Law", concern the statutory power of the Commission to authorize subscription television, its proper classification as a broadcast or other type of service, and amendments which might be required to the Communications Act of 1934, as amended, or to the Commission Rules and Regulations. Several of the parties provided us with detailed memoranda of law on these questions which, together with separate researches by Commission staff, have enabled us to reach the conclusion that the Commission has the statutory authority to authorize the use of television broadcast frequencies for subscription television operations if it finds that it would be in the public interest to do so. We believe this authority falls within the powers conferred on the Commission in the Communications Act for licensing the use of radio frequencies.

7. We leave for future determination the related legal questions of whether subscription television would be properly classifiable as "broadcasting" within the meaning of Section 3(o) of the Communications Act or whether it may be classifiable as some other type of service. Nor, in view of the steps contemplated in this Further Notice, is it necessary or desirable that we endeavor to reach final conclusions at this stage concerning the proper classification of subscription television. While we recognize the importance of settling this question, we believe that it would be premature to attempt to decide it until we have additional information concerning the manner in which subscription TV, if authorized, would operate in actual practice.

8. While the three major proponents of subscription television have sketched in some detail several proposed modes of conducting subscription television operations, some of the critical aspects of such operations are left for future determination. Since the classification of this novel type of service is in part dependent on the way it would actually operate in practice, we are not in a position to decide finally how to classify the proposed service until we can learn more about the techniques and methods which would be employed. We need more information than is available on the present record concerning the relationships between subscription program producers, distributors, community franchise holders, television stations, manufacturers and distributors of encoding and decoding equipment and the public, and, in particular, concerning the role of the broadcasters, to whom the Commission issues licenses authorizing the use of television broadcast frequencies and whom the Commission holds responsible for the proper discharge of their responsibility to operate their stations in the public interest.

9. We recognize that at the initial stage of rule making it was difficult for proponents of subscription television to specify precise plans of operation of a service which is not yet in being, and numerous aspects of which cannot feasibly be worked out and crystalized except in practice. At the same time it is not possible for us to make sound determinations concerning the classification of the proposed service, or to reach well-founded conclusions concerning its potential impact on the public and on the established system of television broadcasting on the basis of the information submitted so far.

10. We recognize also that it is impossible to make a fully realistic assessment of an untried service such as subscription television without ample demonstration of its operation in actual practice. The field experiments performed so far were too limited in scope and duration to disclose much more than an indication of the feasibility of the technical processes involved and the initial response of limited numbers of participating viewers. We believe that an adequate trial demonstration of subscription television in operation is indispensable to a soundly based

evaluation of its acceptability to the public, its capacity to enlarge the selection of program fare, now or foreseeably, available under the present system, its significance as a possible additional source of financial support for continued expansion of the nation's television services, its potential impact, beneficial or otherwise, on the established television system and its mode of operation in actual practice. Since all of these matters bear on a decision as to whether the authorization of subscription television on a nationwide scale will serve the public interest, convenience and necessity, we think it is now timely and desirable to determine the conditions under which trial demonstrations of subscription television could properly be authorized.

11. The question of field demonstrations of subscription television in itself poses problems and difficulties which are partly similar to, although in some respects different from, the problems which are associated with full scale nationwide operation of subscription television. It would seem clear, on the one hand, that field demonstrations under highly circumscribed conditions and limitations would be unlikely to yield reliable indications of how subscription television would be likely to operate if later authorized on a more general scale. On the other hand we do not believe that we could at this stage justify the authorization of subscription television on an unlimited or general scale, even for a prescribed trial period. It may be possible to avoid the objectionable results of either extreme by authorizing the conduct of field demonstrations of subscription television under conditions which will provide useful information on critical questions we cannot resolve on the present record, but which will preclude subscription television operations of such scope and magnitude as to induce inordinate investment either by the industry or by the public in equipment and other costs necessary for a novel type of television service on which we must reserve final judgment.

12. This brings us to the question of the basis upon which it may be useful and desirable to authorize the conduct of field demonstrations of subscription television. These questions involve a host of matters which have been lengthily debated in the comments submitted so far in this proceeding. They include, with particular reference to a trial period, the questions of whether subscription television operations should be confined to the larger markets, for example those with at least four stations, or in which at least four television services are available; whether some maximum limitation should be placed on subscription programming in terms of hours per week, per day or per broadcast time segment, or in terms of some percentage of the participating station's total broadcast hours per week; whether subscription television, as has been proposed by one of the proponents, should be limited to UHF stations with the possible exception of VHF stations in certain circumstances; whether subscription television operations in a particular market should be limited to a single system; whether a trial of any of the individual systems should be limited to a single station in any particular market or made available for participation of more than one station in an individual market; preservation of the broadcaster's duty to retain control over the selection of material broadcast over his station, which is necessary to the proper discharge of his responsibilities as a licensee; and numbers of other related problems.

13. Before it would be possible for the Commission to make decisions concerning the basis on which it may be desirable to permit field demonstrations of subscription television operations it will be necessary for us to obtain more information than is available on the present record concerning questions such as were briefly stated in the preceding paragraph.

14. Therefore, in order to assist us in reaching decisions on the foregoing matters, we have decided to afford an opportunity to television station licensees, sponsors of subscription television systems and any other interested parties to submit statements informing us as to their views on the following questions relating to a trial demonstration of subscription television:

(1) The city or cities in which it may be desirable and feasible to conduct trial demonstrations.

(2) Whether trial operations should be confined to a single station in any individual community; or whether more than one station could participate.

(3) Whether a trial in any individual community should be confined to a single system; or whether it is proposed that more than one system be demonstrated in any individual community at the same time.

(4) If known, the identity of the individual stations which it is proposed would broadcast subscription programs in each community where trial operations would be conducted; and the basis for their selection.

(5) The time required for the production, distribution and installation of the necessary coding and decoding equipment & commencement of subscription programming.

(6) The minimum period of actual system operations necessary to a meaningful demonstration of the manner in which subscription television would operate, and of the reaction of the public to this novel type of TV service.

(7) The approximate minimum and maximum numbers of subscribers during the trial run in each city where trial demonstrations are proposed.

(8) Whether it is essential for a satisfactory trial demonstration of any proposed system that decoding equipment be sold or leased to the participating subscribers, and the terms of such sale or lease.

(9) The number of broadcast hours per week, and during the hours of 6:00 P.M. to 11 P.M. on weekdays and 1:00 P.M. to 11 P.M. on Sundays, which it is believed would be required for a meaningful trial demonstration of subscription television.

(10) Whether it would be preferable to state such limitations as may be imposed on subscription broadcasts in terms of a maximum number of hours per week, per month or per year, or in terms of some maximum percentage of the station's total broadcast hours per week, month or year.

(11) A statement of the specific ways in which it is believed that the conduct of the proposed field demonstrations would assist the Commission in evaluating the effects, impact, benefits, and potential hazards or disadvantages of subscription television if it were subsequently authorized on a more general scale.

15. While we believe that the information sought in the foregoing questions should be furnished primarily by any station licensees who may be interested in participating in trial demonstrations of subscription television and by other persons who would be associated in the operation, we will accept and consider comments on these matters by any other interested party. It is requested that the additional information be submitted in 14 copies on or before July 8, 1957.

16. We cannot, of course, anticipate the extent to which the additional information may answer all the questions which we believe it is important to evaluate before making decisions concerning the authorization of trial demonstrations. In the event the additional information fails to clarify all of the important considerations we believe to be involved, we will then decide whether it would be desirable to conduct oral hearings on specific issues to be designated.

17. Our immediate concern is to make sound determinations concerning the basis on which the Commission could authorize suitably controlled trial demonstrations of subscription television, as a means of ascertaining its potential impact and what amendments should be introduced in the Commission's rules and standards if it were later determined, on the basis of trial experience, and after further proceedings, that it would be in the public interest to authorize subscription television on a permanent basis.

18. It would, we think be premature at this stage to attempt to determine whether, if subscription television were ultimately authorized on some general basis, it would be necessary or appropriate to establish standards which would call for the use of a single system, or whether it would be appropriate to authorize the use of more than one system of encoding and decoding television signals. We do not believe that it will be possible to give adequate consideration to all the different questions involved in this matter unless the capacities, advantages and disadvantages of the respective systems which have already been proposed and of any others which may be proposed, could be suitably tested in field demonstrations.

19. We believe that the steps contemplated in this Further Notice will also help to disclose and clarify any matters which it may be desirable to take up with Congress, including any amendments to the Communications Act which the Commission may find it necessary or desirable to propose to Congress.

[Comr. Mack issued brief concurring statement.]

portable with 90-degree tube will be included. However, emphasis will be on selective production of high-end sets.

Motorola shows 1958 models July 18-20 at Chicago's Blackstone Theater and Conrad Hilton Hotel. Some 110-degree tubes will be used and new 17-in. portable is being added to Americana line. Prices probably will be up about $20.

Business Status: Business is "continuing sideways movement which has been so evident since the first of the year," but majority of National Assn. of Purchasing Agents Business Survey Committee predicts improvement for rest of year. Survey shows 40% of NAPA members think conditions in latter portion of 1957 will be better than for same 1956 period; 37% feel things will be worse; 23% expect no change. Production, the report says, showed no substantial change in past month. New orders were off for 32% of members compared with 25% who reported drop previous month.

Slight improvement in employment is noted, fewer members (25%) reporting employment cuts this month compared with last month (31%); 63% found employment unchanged and 12% saw an improvement this month. On inventories, 34% had lower totals, 49% had no change. May report, says NAPA, reflects "goal of effecting still further reductions in unfinished materials inventories. As finished goods inventories climb -- as many report they are -- additional concern is expressed about this tie-up of capital. To keep total inventory investment in balance, many managements are withholding expenditures for raw materials."

Production: TV output was 80,436 week ended May 17, compared with 80,949 preceding week and 115,373 in corresponding week one year ago. It was year's 20th week and brought TV production for year to date to about 2,074,000 compared with 2,745,201 in same period of 1956. Radio production totaled 243,270 (97,750 auto) week ended May 17, compared with 251,249 (102,111) the preceding week and 255,193 (56,440) in corresponding week year ago. Radio output for 20 weeks totaled about 5,847,000 (2,325,000) vs. 5,320,351 (1,946,743) in same 1956 period. -- (JSC)

Trade Personals: George R. Marek promoted from operations v.p. to v.p.-gen. mgr. of RCA Victor record div., replacing Lawrence W. Kanaga, new pres. of General Artists Corp. talent agency, succeeding founder Thomas G. Rockwell, who becomes chairman . . . Clinton H. Harris, v.p. & engineering director of Argus Camera div., named director of new product development for parent Sylvania . . . Roger H. Bolin named Westinghouse director of advertising; he retains responsibilities of former post of mgr. of general advertising . . . W. P. Lewis, ex-Canadian Industries Ltd., appointed sales promotion mgr. for Sylvania Electric Ltd., Montreal, replacing W. Burke who resigned to return to U. S. . . . Maynard H. Moore, ex-Magnavox, named New England district mgr. of Ampex Audio, succeeding Harold Bresson who becomes New England district sales mgr. of parent Ampex Corp.'s professional products div.

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Philco International pres. Harvey Williams said group's 1957 foreign production will be 5 times greater than Philco exports and predicted overseas market will offer American industry its greatest growth opportunity in next 20 years. He told International Management Assn. meeting in N. Y. this week that in British homes wired for electricity less than 10% have electric refrigerators, less than 18% have washing machines.

Receiver for Plamondon Magnetics, S. Harvey Klein, was appointed this week in Chicago Federal court when company said it had been unable to work out plan of arrangement and that it had lost about $21,000 since filing Chapter XI petition in Feb.

Sylvania plans 70-city closed-circuit showing of 1958 TV line to dealers, probably originating in N. Y. in July. Gen. sales mgr. Robert L. Shaw says purpose is to get "our message directly to the dealers for greater impact."

DISTRIBUTOR NOTES: Philco expands coverage of Graybar Electric, Seattle, to Portland and Eugene, Ore., replacing Appliance Wholesalers of Ore. which will continue to distribute Philco parts and accessories . . . Westinghouse appoints following district appliance sales mgrs.: T. V. Wake, Indianapolis; F. G. Roehrig, Milwaukee; R. W. Sanford, Des Moines; E. K. Findlay, St. Paul; J. T. Urban named regional mgr. of utility sales, Chicago . . . Stromberg-Carlson appoints Tri-State Supply Co., 1148 Market St., Chattanooga, for radio & hi-fi . . . Motorola appoints National Sales Co., 56 Rutter St., Rochester, N. Y. (Louis Solomon, pres.), which drops Sentinel . . . Hoffman Radio appoints Barton Distributors, Inc., Wichita, for central and western Kan., replacing Kelvinator Sales div. which continues to cover eastern Kan., parts of Mo., Neb., Ia.

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New NEDA chairman is Merle Applebee, Kansas City, succeeding R. C. Hall, R. F. & L. F. Hall Inc., Houston. Reelected were pres. Joseph A. De Mambro, De Mambro Radio Supply Co, Boston; 1st v.p. M. E. Shifino, Rochester Radio Supply Co., Rochester, N. Y. Victor N. Zachariah, Zack Radio Supply, San Francisco, was named 2nd v.p. succeeding Albert N. Kass, Kass Radio & Electric Co., Philadelphia; Meyer Spiro, Meyers Electronics Inc., Bluefield, W. Va. secy.-treas. succeeding John G. Bowman, Bowman Radio Supplies, Chicago.

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NARDA chairman Mort Farr used his 15-min. Philadelphia TV show this week to demonstrate how to install Philco Bantam air conditioner. He uncrated and mounted it in less than 2 mins. after window bolts and brackets had been installed. Farr said there were 150 calls following show, despite cold, damp weather.

Trav-Ler plans to import Swedish line of Luxor hi-fi radios, combinations, tape recorders.

Topics & Trends of TV Trade: Recommendation to change name of RETMA to Electronic Industries Assn. (Vol. 13:11-19) was approved unanimously at last week's board of directors meeting in Chicago. Ballots on the proposed name change will be sent to membership for formal proxy meeting vote. Change, virtually certain, will require 6-8 weeks to become effective. Other actions taken at closed meetings and released this week include:

(1) These div. directors were elected: Consumer Products—Herbert Riegelman, GE; E. J. Kelly, Westinghouse; J. S. Holmes, Warwick. Military Products—W. A. MacDonald, Hazeltine; Sidney R. Curtis, Stromberg-Carlson; C. F. McElwain, IBM. Technical Products—L. H. Bogen, Unitronics. Jack M. Ferren, Zenith, was elected director of Industrial Relations Dept., succeeding Robert C. Sprague Jr., Sprague Electric Co., who resigned to accept 1-year MIT fellowship. Reelected dept. heads were: Dr. W. R. G. Baker, GE, engineering; Ray C. Ellis, Raytheon, international; C. Paul Young, Philco, military relations; Frank W. Mansfield, Sylvania, marketing data.

(2) Site of next year's convention May 14-16 will be Chicago's Sheraton Hotel with spring meeting March 19-21 in Washington's Statler Hotel. Next quarterly meeting is to be held Sept. 10-12 at Los Angeles' Ambassador Hotel, and board approved recommendation to hold one of annual quarterly meetings on West Coast, alternating between Los Angeles & San Francisco. Board also approved circulation of questionnaire to determine "number, type, cost, and desirability of trade shows now patronized by electronic manufacturers" (Vol. 13:14).

(3) F. R. Lack, Western Electric, was appointed chairman of Guided Missiles committee, replacing L. L. Waite, North American Aviation. Military Products div. arranged to name ad hoc committee to meet Air Force request for study to provide simpler and cheaper maintenance of electronic equipment.

(4) Set div. directed exec. v.p. James D. Secrest to ask Commerce Dept. to obtain detailed statistics on radio imports from commercial attaches in those countries shipping radios into U. S. This followed Census Bureau report it would be unable to supply information.

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New Federal wage & hour regulation, denying learner certificates at less than $1 hourly minimum wage for TV-radio-electronics components industry under all but "exceptional circumstances" is subject of suit by Beckley Mfg. Corp., Beckley, W. Va. and Micamold Corp. of Virginia, Tazewell, Va.—both subsidiaries of General Instrument Corp. They ask U. S. District Court in Washington to throw out new regulation and direct Wage & Hour administrator Newell Brown to reconsider their applications for learner certificate renewals. They say experienced workers are not available for simpler jobs and they would be forced to pay higher rate to inexperienced personnel.

Dealer junkets sponsored by manufacturers and wholesalers were criticized this week by Irving Witz, pres. of Emerson Radio of Pa. and Emerson of Fla. He said dealers would be better off remaining in their stores during current drop in sales rather than loading up on TV & appliances to qualify for trips. There are so many offers, he said, that some dealers are trying to sell trips they've won but are too busy traveling to take. He says he's heard Internal Revenue Service is questioning some awards' tax-free status, holding they come under taxable income.

Westinghouse receiving tube sales increase, says v.p. & gen. mgr. R. T. Orth, has resulted in adding 200 employes at Bath, N. Y. plant, bringing total to about 1400. Orth says plant is working overtime on Saturdays, will have to hire more employes by Sept. "if sales continue at this high level."

TV-radio imports and exports are being investigated by N. Y. Federal grand jury to determine, according to Anti-Trust div. attorney Harry G. Sklarsky, if a cartel exists and also why certain big foreign TV-radio producers have little or no exports to U. S. Issue came up before Federal Judge Lawrence E. Walsh when attorneys for Siemens & Halske A. G. of Munich and Electric & Musical Industries Ltd. (parent of Capitol Records), Manchester, England, asked judge to quash subpoenas on U. S. subsidiaries calling for parent firms' records. Judge reserved decision on motion.

Portable TV sets have been sold as first sets, says Motorola exec. v.p. Edward R. Taylor, when they should have been second or third sets for the patio, den, etc. with the result they accounted for 35% of total TV sales—rather than a more proper 20%. He also told Chicago Tribune forum on distribution and adv. this week that color TV had been marketed ineffectively at wholesale and dealer levels and he chided dealers for cutting prices rather than putting "customer satisfaction ahead of the fast buck."

Admiral's 1958 portable line *uses* 14-in. & 17-in. 110-degree aluminized tubes. Sets come in 4 colors and 4 models in each size: P14D11, recommended price $130-$140; P14D12 & 13, $140-$150; P14D14, $150-$160 ($20 extra for uhf); P17D21, $160-$170; P17D22 & 23, $170-$180; P17D24, $180-$190 ($25 extra for uhf). Single pole antennas are included in 3 higher-priced models of both series. Sets have cascode tuners, 41-mc IF.

TV service contract fee must be reported as income in year it's received, rather than splitting it between different years covered in 12-month contract, U. S. Tax Court in Washington has ruled. Ruling was against Bressner Radio Inc., Brooklyn. However, court ruled Bressner could deduct from 1951 fiscal income amount paid to new corporation to take over unexpired parts of service contracts.

Columbia Records has bought Bell & Howell Co. hi-fi radio-console line, price not disclosed, but including inventory, tooling and manufacturing rights. B & H pres. Charles H. Percy said sale would allow devotion of "capital, manpower and facilities to the expanding requirements of its photographic and tape recorder lines." Columbia will service B & H consoles now in dealer and consumer hands.

Emerson is prohibited from advertising that radios containing vacuum tubes are "transistor radios" and that certain radios are the smallest on the market—under terms of Federal Trade Commission consent order. FTC said Emerson's agreement to order is for settlement purposes only and is not an admission it has violated law. Complaint had been issued Aug. 20, 1956.

Philco plans open house, public invited, to show products and services during June 3-4 distributor meeting in Philadelphia's Bellevue-Stratford Hotel. Emphasis at 10 a.m.-10 p.m. showing will be on Philco activities public doesn't know too much about—guided missiles, medical research, computers, components, etc. One model of each consumer product will be displayed.

Estimated 12,000 receiving tubes, worth over $20,000, were stolen from hush-hush National Security Agency's Franconia, Va., warehouse, says asst. U. S. Atty. A. Andrew Giangreco, and apparently sold to Washington dealer. No charges have been placed yet.

Sylvania June promotion is "Sun Bonnet" to be given free with purchase of 17-in. 110-degree portable. Bonnet extends 13-in. beyond face of tube, is designed to eliminate direct sun glare; inside is black, outside yellow.

GE appoints Brooke, Smith, French & Dorrance Inc. to handle advertising for specialty electronic components department.

Financial & Trade Notes: Television-Electronics Fund reports net assets of $148,650,002 and 12,218,644 shares outstanding as of April 30, compared with assets of $138,055,961 and 11,918,646 shares as of Jan. 31. During the quarter, these were the changes in its portfolio:

New stocks added: 6700 shares Johnson Service, market value $415,400; 5000 Leeds & Northrup, $151,250; 5000 Smith-Corona, $188,750. Also added were $100,000 worth of American Machine & Foundry 5% convertible debentures, due May 1, 1977; 3 groups of $2,500,000 Govt. bonds each, due June 6 & 27 and July 18, 1957; $1,500,000 General Finance commercial paper, due May 13, 1957; $1,500,000 G.M.A.C. commercial paper, due May 28, 1957.

Stocks eliminated: 3100 Aerovox, market value $14,337; 8000 DuMont Bcstg., $64,000; 9400 International Resistance, $55,225.

Holdings were increased in ACF Industries, Addressograph-Multigraph, Aircraft Radio, American Chain & Cable, American Machine & Foundry, Babcock & Wilcox, Beckman Instruments, Bell & Howell, Bendix Aviation, Boeing Airplane, Burroughs Corp., Cincinnati Milling Machine, Clark Controller, Consolidated Electronics, Cornell-Dubilier, Douglas Aircraft, Dresser Industries, Eastern Industries, Eastman Kodak, Eaton Mfg. Co., Emerson Electric, Ex-Cell-O Corp., Fansteel Metallurgical, Garrett Corp., General Bronze, General Mills, General Precision Equipment, General Railway Signal, Harris-Seybold, Hazeltine, Hoffman Electronics, International Nickel of Canada, Lockheed Aircraft, Magnavox, Martin Co., Mergenthaler Linotype, Minnesota Mining, Motorola, National Acme, National Cash Register, Neptune Meter, North American Aviation, Otis Elevator, Philco, Reliance Electric & Engineering, Royal McBee, Servomechanisms, Stewart-Warner, Sylvania, Technicolor, Thompson Products, United Aircraft, Vitro, Westinghouse Air Brake, Westinghouse Electric, Zenith.

Part of holdings were sold in Allis-Chalmers, Amphenol, George W. Borg Corp., Borg-Warner, Bullard, Chance Vought Aircraft, CBS 'A', Cutler-Hammer, Electronics Corp. of America, Elgin Watch, Emerson Radio, Friden Calculating, GE, General Telephone, Globe-Union, Goodyear, Liquidometer, Penn Controls, Ryan Aeronautical, Sangamo Electric, Sperry Rand, Square D.

Unchanged during quarter were holdings in Admiral, American Bosch Arma, AB-PT, AT&T, Ampex, Barry Controls 'B', Bell & Gossett, Bulova, Carborundum, Clevite, Columbia Pictures, Conrac, Consolidated Electrodynamics, Corning Glass, Curtiss-Wright, DuMont Labs 'A', duPont, Eitel-McCullough, Electronics Assoc., Elox Corp. of Mich. 'A' & 'B', Federal Sign & Signal, Food Machinery & Chemical, General Dynamics, General Tire & Rubber, G. M. Giannini, Hammond Organ, Indiana Steel Products, Industrial Electronics, IBM, IT&T, Litton Industries, Machlett Labs, P. R. Mallory, Marchant Calculators, W. L. Maxson, Minneapolis-Honeywell, Northrop Aircraft, Oak Mfg., Paramount Pictures, Photon, Pullman, RCA, Raytheon, Robertshaw-Fulton Controls, Sprague Electric, Storer, Taylor Instrument, TelAutograph, Telecomputing, Television Assoc., Texas Instruments, Tung-Sol, 20th Century-Fox, Union Carbide & Carbon, United-Carr Fastener, United Utilities, Varian Assoc., Walt Disney Productions, Western Union.

[For status preceding quarter, see Vol. 13:8.]

* * * *

Twentieth Century-Fox earned $2,171,680 (82¢ per share on 2,644,486 shares outstanding) on sales of $32,863,275 in 13 weeks ended March 30 compared with $460,739 (17¢) on $26,202,889 in same period year earlier. Pres. Spyros P. Skouras told stockholders meeting May 21 in N. Y. that "it looks as though the first 6 months will produce earnings of about $1.50" vs. 82¢ in first 1956 half. He said 1957 profits as whole would be ahead of last year, when earnings were $6,198,419 ($2.34), but declined to estimate by how much.

Guild Films had more than $10,000,000 sales in first 5 months of fiscal year ending next Nov. 30—up 220% from entire 1956 fiscal period (Vol. 13:17), pres. Reuben R. Kaufman told stockholders May 18 at annual meeting in N. Y. He said "additional sales which we hope to close during the remainder of the current fiscal year could conceivably come to an additional $10,000,000," bringing "very healthy profit" compared with $8187 year earlier.

United Artists will gross $5,000,000 this year from film syndication to TV compared with $2,000,000 in 1956, pres. Arthur B. Krim predicted this week in first report since company became publicly owned (Vol. 13:15). In first 19 weeks this year, gross from theatrical distribution of film was $20,761,962 vs. $17,889,799 in similar 1956 period. (For UA's TV plans, see p. 6.)

Unitronics earned $200,126 (40¢ per share on 505,700 shares outstanding) on 1st quarter sales of $8,434,735 compared with $134,454 (30¢ on 453,522 shares) on sales of $6,160,974 in similar 1956 period. Pres. Brantz Mayor said Olympic TV sales were 5% ahead during the quarter vs. similar period last year.

Amphenol common stock, previously unlisted, went on big board of N. Y. Stock Exchange May 17.

Whirlpool earned $3,027,838 (49¢ per share) on first-quarter sales of $112,124,406 compared with $3,762,062 (61¢) on $95,068,150 in same 1956 period. Pres. Elisha Gray, in report to stockholders, said drop in profit was due to added cost of introducing new products and industry's pricing structure which "has not properly reflected increasing labor and material costs adequately to produce a suitable gross profit margin. We expect this to firm up during the balance of the year." He said industry sales have picked up since Easter and improvement is indicated for year's last half, although no change is expected in 2nd quarter results due to "strenuous competitive conditions . . ."

IT&T consolidated earnings were $5,900,000 (82¢ per share) on revenues of $157,000,000 in first quarter vs. $5,500,000 (77¢) on $121,000,000 year earlier, pres. Edmond H. Leavey predicting at May 22 stockholders meeting in N. Y. that company would have better year than record 1956 (Vol. 13:14). He stressed importance of IT&T research in electronics & communications in increasing development of civilian product lines in addition to huge defense business. Foreign manufacturing operations, particularly in telephone equipment, "are still our most valuable asset," Leavey noted.

Warner Bros. earned $2,630,470 ($1.43 per share on 1,828,696 shares outstanding) in 6 months ended March 2 vs. $1,863,768 (75¢ on 2,474,247) in same period year earlier, reflecting high revenues ($39,744,690 compared with $37,587,622) from film rentals & sales. Pres. Jack L. Warner reported to stockholders May 22 that earnings from music publishing div. also continued to rise. Net working capital on March 2 totaled $42,199,000 including $12,300,000 cash, Warner said, noting that company has acquired 47,400 shares of its common stock in open market.

Dividends: Hoffman Labs, 25¢ payable July 1 to stockholders of record June 14; **Sylvania**, 50¢ July 1 to holders June 10; **Clevite**, 25¢ June 12 to holders May 31; **Globe-Union**, 30¢ June 10 to holders May 31; **20th Century-Fox**, 40¢ June 29 to holders June 14; **Radio Condenser**, 5¢ June 20 to holders June 1; **GE**, 50¢ July 25 to holders June 21; **Gabriel Co.**, 15¢ June 15 to holders June 10; **Speer Carbon**, 25¢ June 15 to holders June 3; **Philco** deferred dividend "due to the continued unsettled conditions in the appliance industry."

Top salaried U. S. industrialists in 1956, as shown in May 25 *Business Week* compilation derived from reports to SEC, include CBS chairman Wm. S. Paley, ranking 18th with $316,526; CBS pres. Frank Stanton, 20th with $312,335. They were the only TV-radio executives receiving more than $300,000. Leading nation was Bethlehem Steel chairman Eugene G. Grace with $809,011—which gave him take-home pay of about $133,000 after taxes.

Varian Associates earned $427,515 (32¢) in 6 months ended March 31 vs. $153,970 (14¢) in corresponding period year earlier.

Ward Products (antennas) leases 48,000-sq.-ft. building at Amsterdam, N. Y., closes Ashtabula, O. plant about June 30.

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German-made Metz radio and combination line, from $70 to $600, goes to Thor Appliance Corp., N. Y. as importer and national sales agent, replacing Metz of America, Los Angeles, which becomes Thor West Coast sales rep.

Philco leases 170,000-sq. ft. warehouse at Colerain Ave. & Monmouth St., Cincinnati, to be used, spokesman says, for Crosley & Bendix parts furnished by Avco following Philco's purchase of Bendix (Vol. 12:46).

Zenith increases suggested lists on 14-in., 17-in., 21-in. Royal and Super-Royal table TV sets by $10.

NEW COMMISSIONER for FCC, to succeed outgoing Chairman McConnaughey, is still unknown. Couple new names have popped up, are getting some White House consideration—George S. Smith, partner in Washington law firm of Segal, Smith & Hennessey; John S. Patterson, deputy administrator of Veterans Administration. Comr. Doerfer is still standing up as likely choice for chairman.

Most previously speculated names seem to have fallen by wayside. Robert L. King, adm. asst. to Vice President Nixon, has asked that his name not be considered. George M. Moore, ex-Civil Service Commission member, is said to be up for another govt. post—clearly not for FCC. All others (Vol. 13:19) are claimed to be out of picture, some of them never in picture in the first place.

Smith is veteran of the TV-radio wars, extremely well known in industry. The 56-year-old lawyer is an Ohioan, like McConnaughey, served with old Federal Radio Commission 1928-32 before joining Segal firm. He could settle into Commission job about as fast as anyone. He's not being touted for chairmanship, doesn't aspire to it, says he'd like to see Doerfer make it.

Patterson, 55, is termed "prominent industrial & public relations executive" in VA biography, comes from Mt. Carroll, Ill. originally, has been with VA since Nov. 3, 1954. He's no complete stranger to TV—having served as consultant to U of N. C. just before joining VA, doing a great deal to get its TV facilities going.

Patterson has moved fast, got a lot of business experience, is considered "conservative." After graduation from U of Ill. in 1927, he joined Montgomery Ward, Chicago. Then executive positions with: Gary, Ind. Chamber of Commerce; Pekin, Ill. Assn. of Mfrs. & Commerce; Greensboro, N. C. Mfrs. Assn. and Chamber of Commerce; Navy 1942-46 (Comdr.); J. P. Stevens & Co. (fabrics mfr.) as industrial & public relations director before serving U of N. C. as consultant. He's married, has 3 sons.

He says he'd be interested in chairmanship if offered it but says hasn't been thinking about membership.

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Programming breakthrough for Armed Forces TV stations came at week's end with joint announcement by Defense Dept. & NBC that network has donated more than 450 hours of new programming, consisting of over 6000 prints, representing 33% increase in total volume of programming available to the TV stations on isolated military posts. Included are 11 NBC Film programs—such as *Silent Service*, *Dennis Day*—as well as *Groucho Marx*, *People's Choice*, *Hallmark Hall of Fame* kinescopes and *Wisdom* interview series. Armed Forces TV Service operates 23 stations, is currently seeking bids for 6-station Korean network and is negotiating with Moroccan Govt. for 2 new outlets there.

Strain of TV quiz shows can be harmful physically to contestants, according to doctors interviewed by Marie Torre for column in May 23 *N. Y. Herald Tribune*. Consensus: Normally healthy adults are safe, but "pressure of a video contest can accelerate underlying ills, such as high blood pressure, coronary, ulcers & what have you." Dr. Jacques R. Fischl suggested physical examination or review of medical history before quiz participant goes on air. Shows aren't hazardous to children, however, according to Dr. I. Newton Kugelmass. TV doesn't "fluster" them; it's "just another form of being put on a pedestal," like at home.

Franchise for wired-theatre system in San Angelo, Tex. has been granted to Concho Theatres Inc., city to get 1% of gross receipts.

Sylvester L. (Pat) Weaver, ex-NBC pres. & chairman who has kept broadcasting trade guessing about what he's up to since he announced formation of Program Service last month (Vol. 13:15), came up with a couple of answers this week. He signed his first sponsor and got himself a partner. Sponsor is Taylor-Reed Corp., maker of Coca-Marsh syrup & other food products, for *Ding Dong School* (also ex-NBC) in 8 TV markets, starting July 1. Partner is Sid Caesar, who becomes NBC-TV alumnus after May 25 show. But disclosures of these Weaver developments raised more questions. Anouncements from Weaver headquarters at 430 Park Ave., N. Y., didn't reveal what stations would carry *Ding Dong School* or what Caesar will be doing. He said sponsored program would be seeen Mon. thru Fri. 10-10:30 a.m. in N. Y., Chicago, Washington, Philadelphia, Baltimore, Cleveland, Cincinnati, St. Louis. Weaver was reported in negotiations for time with WPIX, N. Y., which doesn't start broadcast day now until afternoon. Outlets for other cities were unmentioned. Caesar's role in Program Service was described as "new business association which will initially utilize the comedian's talents in a new form of motion picture presentation for theatres [employing a] unique adaptation of TV techniques." Nothing was said about using Caesar as TV performer.

One application for new TV station and 13 for translators were filed with FCC this week bringing total to 127 for stations (31 uhf) and 55 for translators. Station application was for New Orleans, Ch. 12, by owners of KWTV, Oklahoma City (Ch. 9). Translator applications were for Grangeville, Ida., Ch. 72, 75, 78 & 81 by Central Idaho T. V. Inc.; for Newport, N. H. (Ch. 71), Bennington, Vt. (Ch. 74) & Rutland, Vt. (Ch. 74) by owners of WWLP, Springfield, Mass. (Ch. 22) and upcoming WRLP, Greenfield, Mass. (Ch. 32), who also filed for Lebanon, N. H. (Ch. 81) last week; for North Warren, Pa., Ch. 67, 74 & 82 by Conewango Valley TV Inc.; for Brownlee Trailer Court, Ore., Ch. 79 & 82 by Morrison-Knudsen Construction Co.; for Madras, Ore., Ch. 80 by operators of Ch. 74 translator there. [For details, see *TV Addenda 24-T* herewith.]

ABC-TV's Mike Wallace and disk jockey "Long John" of WOR, N. Y., are being called to stand next week as witnesses in Federal Trade Commission's "misleading advertising" proceeding against Dan Dale Alexander, author of *Arthritis and Common Sense*. FTC charges that Alexander's appearance on their shows earlier this year constituted "advertising." Hearing before FTC examiner James Purcell will be conducted in Army Bldg., N. Y. Theme of book, which has sold 550,000 copies at $4, is that arthritis is caused by faulty diet, can be cured by proper diet—and FTC claims this is false.

"Broadcasters Club" in Washington, in process of formation by committee headed by attorney Leonard H. Marks, contemplates 150 local members ($100 initiation, $100 annual dues), 300 out-of-town ($50 & $50). Location: 1737 DeSales St. Colony Restaurant will supply lunch, cocktails, cater private parties—no dinner, however.

Jerrold Electronics buys the 3 J. H. Whitney community antenna systems—in Walla Walla, Richland & Wenatchee, Wash., price undisclosed, taking Whitney completely out of CATV business. Systems service some 9000 subscribers, bringing the 9 Jerrold-owned systems' total to 20,000.

Paul W. Kesten Fellowship was established this week by CBS Foundation Inc. at Harvard Graduate School of Business Administration in memory of former CBS exec. v.p. & vice chairman who died in Dec. 1956. Fellowship in advertising or marketing, worth $2500 annually, will be awarded to "outstanding" first-year student.

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SUMMARY-INDEX OF THE WEEK'S NEWS—June 1, 1957

"WEAVER NETWORK" picks up steam, announcing 14 hours weekly—but plans are even bigger than talk, with night shows & full day schedule blueprinted (p. 1).

OPPOSITION TO CRAVEN PLAN appears stronger than expected, includes AMST & JCET. Networks appear lukewarm, favor objectives, doubt practicality (p. 2).

TALL-TOWER CRITERIA agreement imminent, opponents of new standards arguing that they would ban all towers over 1000 ft. except in antenna farms (p. 2).

FCC PAY-TV ACTION provoking differing reactions. Rep. Harris seems satisfied with Commission's doubts. Rep. Celler wants pay-TV prohibited—now (p. 3).

U. S.-CUBA MICROWAVE grants made by FCC to AT&T and Florida Micro Communications, both planning TV service in summer or fall at $500-$750 an hour (p. 4).

AVERAGE TV FACTORY PRICE dropped to $121 in April from $127.50 year earlier, as portables' share of market increased from 10% to 35% (p. 9).

STATION BOX SCORE stands at 500 as Paducah vhf starts, Sacramento uhf stops. Canadian satellite begins in Argentia, Nfld. (p. 6).

SAFEGUARDS FOR TV and other allocated frequencies urged by FCC general counsel as Senate Committee considers airways modernization bill (p. 7).

VIDEOTAPE MAY SOON be cheaper than 16mm film for syndicated shows & commercials unless inspection & billing procedures improve, study indicates (p. 8).

TV NETWORK BILLINGS dip in April to $41,206,913 but show 5.7% gain over year ago. Business this year runs at 7.8% higher rate (p. 12).

PAT WEAVER STARTS MAKING LIKE A NETWORK: Sylvester L. Weaver's "Program Service" began looking more like a network this week -- and there are strong indications that the former NBC chairman & pres. has more up his sleeve than he's talking about.

Announcing Chicago Tribune's WGN-TV as his first "affiliate," he disclosed a few more of his program plans -- totaling 14 hours weekly -- as a starter.

Program Service's weekday schedule of live shows, beginning July 1, as announced by Weaver in Chicago: 9:30-10 a.m., Mary Margaret McBride; 10-10:30, Ding Dong School (sponsored by Taylor-Reed Corp.); 10:30-11, Paul Fogarty's exercise show from WGN-TV. Some time this summer, he plans to enter early evening field with new 5:30-6 p.m. weekday "Entertainment with Information," will also network WGN-TV feature Lunchtime Little Theatre. He revealed that he'll start nighttime programming next fall with 90-min. Saturday dance party from Chicago's Aragon Ballroom.

Without giving call letters, Weaver has announced he'll have affiliates this summer in New York, Washington, Philadelphia, Baltimore, Cleveland, Cincinnati and St. Louis, and that in Oct. he'll add Hartford-New Haven, Indianapolis, Milwaukee, Minneapolis and Detroit. But he's shooting for greater number of outlets this fall.

Though he's refusing to go very far in discussing future plans -- preferring to dole out tidbits of information at strategic moments -- here are some indicators of the kind of planning currently going on in the Weaver domain:

Programming -- By fall, he's hoping to build up an almost-solid block of daytime shows from 9:30 a.m. until 3 p.m. His nighttime plans include every evening of week -- with 2 hours on Saturdays (7-9 p.m.). Though he has already announced 90-min. dance party for Saturday evenings, there is still considerable speculation that at least part of the 2-hour segment will be occupied by Weaver's friend and "movie" partner, Sid Caesar. As Weaver himself said in Chicago this week:

"One of the glorious things about the situation now is that so many entertainers are available. Because of the follow-the-leader policy of the networks, look at how many comedians are free -- Sid Caesar, Buddy Hackett, Jack Leonard, Jack Paar, Jack Carson, Imogene Coca, to name a few."

"Spectacular" concept, which he pioneered, still features in his plans -- with at least one "sports spectacular" planned early in the game.

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Sponsors -- Though only announced advertiser is Taylor-Reed (Cocoa Marsh) for Ding Dong School, there has been plenty of advertiser interest in Program Service project, with signatures on dotted line for at least 5 hours weekly -- and sponsors either signed or on the verge include an auto maker and an aluminum firm.

Affiliates -- Though Program Service will affiliate at first mainly with independent stations in 4-station markets, it's also plumping hard for agreements with some ABC affiliates along its basic cable-microwave route. The temptation Weaver is offering is daytime programming (vs. ABC-TV's begin-at-3 p.m. status) -- and there are reports he's asking options on nighttime segments in exchange.

Personnel -- Program Service currently operates with basic 4-man staff, but additions are due, including at least one more former NBC executive. -- (DL)

CRAVEN PLAN RUNNING INTO OPPOSITION: Deadline for comments on "Craven Plan," FCC's proposal to dispense with allocations table (Vol. 13:17), comes June 3 -- and support by industry shapes up as lukewarm at best, with some substantial groups quite vigorously opposed. Chairman McConnaughey seems to be pushing for final approval before he leaves Commission June 30 -- for he and Commission majority quickly denied the requests for more time filed last week by RETMA, this week by NARTB.

Networks indicate they don't plan any strong stand on matter. Likelihood is that they'll favor plan's objectives -- flexibility & speed in establishing stations -- but express doubt that proposal will accomplish them. Actually, like the other owners of well-situated vhf stations, they have something to lose in any plan that tends to permit encroachment on coverage of their stations -- though Craven Plan rigidly specifies that engineering standards won't be breached.

Assn. of Maximum Service Telecasters, however, doesn't take any middle ground. It will claim that allocations table is "keystone" of today's good service; that present method of channel-shifting via rule-making makes it easy for Commission to evaluate moves; that proposal is premature because TASO has just started its work on analysis of vhf-uhf coverage; that FCC itself points out fact most vhf channels are already occupied; that uhf would be weakened by vhf move-ins; that plan will produce less flexibility, rather than more; that faster rule-making procedures are better answer; that mileage separations will be hard to maintain. AMST spokesman says none of its 124 members has dissented from its position.

* * * *

Another source of opposition is Joint Council on Educational TV. Though "deeply gratified" by proposal to maintain educational channel reservations, JCET believes there are many dangers in plan, fears whole TV structure may be weakened.

JCET says that present procedures aren't "inflexible." In fact, it states, "If the procedural step of rule-making were to be abandoned, it appears that in many cases proposals to change or add TV facilities would be presented to the Commission on a competitive basis, so that the desirability of the change itself would have to be considered together with the choice among the applicants. Surely in many cases this would result in a much longer proceeding, and oftentimes the competitive aspects of the proceedings would be waste motion, if the changes in facilities were found intrinsically undesirable."

JCET is very fearful of hurting uhf. It says new rule may "make it generally possible to add a second vhf station in almost any area where there is a single vhf station presently in operation" and it claims that plan "would inevitably weaken the Commission's efforts to promote uhf by means of deintermixture." -- (AW)

TALL-TOWER CRITERIA AGREEMENT READY: The 5-year-old military-aviation-TV industry dispute over tall TV towers comes to another climax Mon. June 3 when Joint Industry-Govt. Tall Structures Committee (JIGTSC) meets to ratify new set of criteria for the guidance of regional airspace subcommittees and Washington Airspace Panel in their consideration of whether proposed tall towers represent aviation hazards.

Document appears virtually to prohibit all future towers over 1000 ft. unless they are built in antenna farms -- but its supporters say this isn't true, that it's sufficiently flexible to permit Airspace Panel to continue to decide on a case-by-

case basis. New criteria are supported by entire NARTB board and by AFCCE, presumably will have no trouble gaining formal approval by the TV-aviation-govt. group.

TV industry supporters of document say it is only way to stave off action in Congress to ban all over-1000-ft. towers. Controversial section of draft involves apparent endorsement of Air Force regulation 86.3, which provides: "Objects or structures located at a distance greater than 100,000 ft. from an airfield reference point are considered obstructions to air navigation if...the top elevation is more than 1000-ft. above the ground elevation at the site." Document specifically states that Air Force rule shall be applied as "reference criteria" in cases of military and "joint-use" airports (all airports used jointly by military and civil planes).

Opponents state that "joint-use" term covers most major airports -- and they add that "over 100,000 ft. from an airfield reference point" could include virtually any location in the country. JIGTSC document notes these exceptions to criteria:

"The above criteria are adopted with the understanding that 'farm areas' will be established in every community. In the establishment of the height of towers in these 'farm areas', aviation interests will compromise their needs to the fullest extent possible in order to provide tower heights required to deliver the maximum service to the public. To meet this objective, the above-noted criteria will not apply." In preface to criteria, JIGTSC document states:

"These criteria, per se, are not intended as a rigid standard to be arbitrarily applied by the Airspace Panel in approving or disapproving applications for tower construction, and it is not intended that these criteria shall apply to existing antenna structures. Exceptions will be made by the Airspace Panel for the purpose of establishing or adding to antenna farm areas, as appropriate, and where existing conditions of terrain, obstructions or other circumstances would make application of these criteria inappropriate."

JIGTSC will ask FCC to change Part 17 of its rules to conform to new criteria. Commission already has rule-making pending to encourage use of antenna farms.

SPLIT REACTION to FCC's move on pay-TV last week (Vol. 13:21) is still evident—proponents still claiming they're getting somewhere, opponents satisfied they've staved off whole business for at last a year, perhaps indefinitely.

Newspaper reporters shared this schizophrenia. "If one thing is clear," wrote Jack Gould in May 29 *N. Y. Times*, "[it] is that pay-as-you-see video is a long way from practical realization. There are enough problems, social, legal, technical and economic, to keep the idea of toll-TV tied up for years."

Here's how *N. Y. Herald Tribune's* Charles Carroll evaluated it May 26: "Box-office TV, described variously as boon or bane to the TV industry, has taken a giant step toward full-scale testing. The FCC in effect flashed the green light for testing when it decided last week that it has the power to authorize pay-TV. However, just when the controversial system will go on the air on a large scale was not clear."

Even pay-TV's foes in Congress—Rep. Harris (D-Ark.), chairman of House Commerce Committee, and Rep. Celler (D-N. Y.), chairman of House Judiciary Committee—have varying views of FCC's action. Harris indicates he's satisfied that Commission shares his doubts about its powers to give subscription TV final go-ahead, noting that Commission said it may have to come to Congress later (see Special Report, May 25). Celler isn't complacent. He wants pay-TV outlawed—period. He wants FCC to declare that toll-TV simply isn't in the public interest—and if Commission won't do it, he intends that Congress kill the matter, once and for all. He told us he'll press Harris committee to conduct hearings on his bill to prohibit pay systems.

Theatre owners aren't relaxing, either. Their Joint Committee on Toll TV issued statement asserting that FCC "erred" and that Congress & courts will find subscription TV "unconstitutional on more than one ground."

Meanwhile, Skiatron's Matty Fox, that wide-ranging wheeler-dealer, has west coast all stirred up with talk about financing move of N. Y. Giants to San Francisco and Brooklyn Dodgers to Los Angeles while tieing up closed-circuit pay-TV rights to their games. Fox has been rumored planning to put pay-TV across under virtually every conceivable situation and in virtually every country with TV. In San Francisco, Pacific Telephone & Telegraph Co. pres. Mark Sullivan confirmed he had consulted with Fox representative Allen Lane about supplying cable facilities. "We have been working with Skiatron to find out the initial number of lines they're going to want," he said, "I think the plan is to just have a coast circuit at first and later to work back east by hooking onto trunk coaxial lines."

Dodgers pres. Walter O'Malley pooh-poohed the Skiatron talk. "I have never received a cent from Mr. Fox at any time," he said. "Skiatron doesn't enter the picture at all. I guess this is a great day for denials, isn't it?" No one seemed able to reach Fox for comment, and plenty of reporters were trying. At any rate, newspapers were full of such quotes as: "Reports circulated that the 2 clubs might each receive $2,000,000 a year for 10 years for the rights to paid, closed-circuit TV coverage on the west coast."

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Add candidates for FCC vacancy: T. Hartley Pollock, St. Louis attorney; he's 49, member of Pollock, Ward, Klobasa & Shaw, was active in Citizens for Eisenhower, has been pres. of Bar Assn. of St. Louis (1955-56). He's being pushed for chairmanship. There's no reliable indication, meanwhile, as to who's in lead position among all those named to date (Vol. 13:21).

FIRST 'OVER-HORIZON' TV microwave grants were made this week by FCC—to 2 competing companies proposing to link Florida and Cuba by 180-mi. tropospheric scatter relays—with indications that both would be in operation by late summer or early fall. The international TV grants were made to AT&T and Florida Micro Communications Inc.

AT&T's grant was modification of authorization made last year for over-horizon telephone communications between Florida City, Fla. & Guanabacoa, Cuba on 840 & 880 mc. FCC action permits monochrome relay to be added. Facilities at Cuban end of link will be owned and operated by Radio Corp. of Cuba (IT&T subsidiary). Although AT&T hasn't given target date for the 2-way relay operation, best guess is that operation will begin by about mid-Sept. 1957, in time for World Series.

Grant to Florida Micro Communications is for Tavernier, Fla.-Matanzas, Cuba link on 800 mc. FMC will own stations at both ends, plans only southbound service initially, adding northbound relay later. It has entered into agreement with Cuba's Telemundo network (CMAB-TV, Havana, & satellites) to bring Cuban programs to U.S. FMC, with headquarters at 1521 S.W. 13th St., Miami, is headed by Miles R. DuKet, with about a score of other stockholders, mainly from Chicago. It hopes to have monochrome-color channel in operation in 2-3 months, using composite klystron-powered transmitter.

Grant to AT&T was unanimous (Lee absent), while FMC grant was 4-1, Mack abstaining and Craven dissenting and indicating doubt whether "technical feasibility has been indicated."

Neither carrier has yet filed tariffs with FCC, but AT&T indicated in its application that it plans to charge about $600 an hour for monochrome TV service over the relay, and FMC spokesmen have informally stated their charge would be $500 an hour for monochrome and $750 for color.

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FCC's network study committee held another "hearing" in New York Federal Courthous this week, with chief examiner James D. Cunningham presiding. This time 3 of the 7 subpoenaed independent programmers—Entertainment Productions, Official Films and TPA—showed up. Cunningham gave them until June 14 to produce material requested by network study group under Dean Roscoe Barrow. Other 4—Screen Gems, Ziv, MCA-TV & Revue Productions—continued to fight committee's right to subpoena their financial data, and Cunningham filed request with FCC to institute proceedings in Federal Court to require recalcitrants to honor subpoenas. The 4 programmers immediately answered with new filing, stating that matter could not be referred to court while Commission was still considering their request for review of Cunningham's refusal to quash subpoenas.

FCC was brought into act featuring Mike Wallace & Mickey Cohen with filing of protest May 31 by Los Angeles police captain James Hamilton against "sensationalism" of Wallace's ABC-TV interview May 19 with ex-gangster Cohen. It was another repercussion from broadcast, for which ABC-TV v.p. Oliver Treyz apologized on Wallace's May 26 show. Hamilton is one of group of Los Angeles officials who were denounced by Cohen in unrehearsed interview in language which brought threats of slander suits against all involved, including sponsor Phillip Morris. FCC refused to disclose full contents of Hamilton's complaint until ABC-TV has chance to present its side of controversy.

Blast at FCC, voiced by Rep. Dingell (D-Mich.) in House speech this week, used some of strongest language applied to Commission since death of Rep. Cox (D-Ga.), whose cry was usually "Communists!" Detroit attorney Dingell said Chairman McConnaughey, who leaves Commission June 30, is "winding up one of the most ignominious careers in the history of quasi-judicial regulatory agencies." He also blasted Comr. Doerfer as having "worked closely with Mr. McConnaughey in giving the Commission the reputation it has acquired . . . [Both] have demonstrated a penchant for endearing themselves to networks and bigger telecasters—the people, in short, whom the FCC is supposed to regulate." Dingell said a Commission investigation of AT&T charges for TV transmission "has been kept under wraps, possibly because of the Chairman's ties with the people he formerly represented as an attorney." McConnaughey should be brought before the House Commerce subcommittee, he said, to explain favors he has sought from broadcasters—and also certain "decisions of the Commission in which he and 3 others (Comrs. Doerfer, Lee, Mack) of the 7-man group have voted together in shocking disregard of policies," citing grant to *Boston Herald-Traveler* as example. Dingell went on to say that "among attorneys who are practicing before the present FCC, it is now believed that a case is arranged rather than tried, and the winner is the party with the most political strength." Commissioners declined to react.

Allocations activity at FCC this week: (1) Finalized addition of Ch. 10 to Tampa-St. Petersburg. (2) Proposed shift of Ch. 9 from Iron Mountain, Mich. to Wausau, Wis., replacing it with Ch. 8. (3) Invited comments on conflicting proposals to add Ch. 6 to Eureka, Cal. or Brookings, Ore. (4) Received proposal from WAKR-TV, Akron (Ch. 49) for addition of Ch. 12 to Akron-Cleveland, substituting Ch. 41 for Ch. 12 in Erie, Pa., Ch. 5 for Ch. 12 in Clarksburg, W. Va., Ch. 12 for Ch. 5 in Weston, W. Va.; proposal would require Erie's WICU to shift to Ch 41, Clarksburg's WBLK-TV to Ch. 5. (5) Received proposal from prospective applicant Minnowa Bcstg. Co., Fairmont, Minn., for addition of Ch. 12 (6) Received request from WVEC-TV, Hampton-Norfolk (Ch. 15) for permission to shift to new Ch. 13.

Efforts of WJHP-TV, Jacksonville, Fla. (Ch. 36) to block grant of WFGA-TV (Ch. 12) pending FCC action on request to deintermix area were turned down by Court of Appeals this week. Court said that Commission was neither arbitrary nor capricious in its action; that Commission was reasonable in hastening service to area; that no tentative decision in favor of deintermixture had been made—as in Peoria, Springfield, Hartford, New Orleans, etc.—when WJHP-TV asked that WFGA-TV grant be stayed.

Experimental operation on new Ch. 12 in New Orleans, proposed by WJMR-TV (Ch. 20), drew opposition from TASO & AMST. TASO denied it had generally approved proposal and AMST told FCC that operation would be at co-channel mileage separation less than that prescribed by FCC rules. WJMR-TV proposes 40-kw ERP, 250-ft., says it would cause no more interference than 316-kw & 1000-ft. at normal separation.

CPs issued by FCC this week: Ch. 7, Hays, Kan., to KAYS; Ch. 5, Great Falls, Mont., to Cascade Bcstg. Co. (management consultant Francis N. Laird & engineer Robert R. Laird); Ch. 72 translator, Libby, Mont., to Libby Video Club; Ch. 83 translator, Santa Rosa, N. M., to Chamber of Commerce.

Probe of govt. agency "leaks" by Sen. Jackson's (D-Wash.) committee (Vol. 13:21) brings FCC and other agency representatives up for closed meetings June 4.

NARTB board's semi-annual meeting is scheduled June 18-21 at Washington's Mayflower Hotel.

Personal Notes: Ludwig W. Simmel promoted to mgr. of sales, service & traffic of NBC Radio; **Wm. G. Thompson Jr.** to supervisor of co-op sales . . . **Michael Burke**, ex-Ringling Bros. and Barnum & Bailey, named director of CBS-TV network programs in England, where he will act as talent scout . . . **Frank McCall**, ex-NBC, resigns as gen. mgr. of National Airlines' upcoming WPST-TV, Miami, to join Cellomatic Corp., N. Y. as v.p. in charge of sales . . . **Ralph N. Harmon** and **Richard M. Pack**, Westinghouse Bestg. Co. v.p.'s, awarded Westinghouse Electric Corp.'s Order of Merit & Silver W for "outstanding contributions to Westinghouse leadership" in broadcasting . . . **Martin L. Nierman** promoted from eastern sales mgr. to v.p. & national TV div. sales mgr. of rep Edward Petry & Co.; **Ernest Lee Jahncke Jr.**, former v.p. & asst. to pres. of ABC, joins Petry as v.p. & asst. to pres. **Edward Petry**; **Ted Page** promoted to asst. sales mgr.; **Thomas E. Knode** resigns as v.p. in charge of TV, **Charles H. Philips** as sales development mgr. . . . **Dillon Anderson** reelected to Westinghouse Electric board following 2-year hiatus while he served as President Eisenhower's special asst. for national security affairs; he's also 2.8% owner of KTRK-TV, Houston . . . **Richard D. Buckley**, gen. mgr. of DuMont's newly-acquired radio WNEW, N. Y., named DuMont v.p. in charge of all TV-radio programming & sales; **John M. Grogan** shifts as program mgr. from WNEW to WABD . . . **Jerome P. McGranaghan**, ex-GOP national speakers bureau, becomes asst. to NARTB govt. relations mgr. **Vincent T. Wasilewski** . . . **Eugene S. Thomas**, gen. mgr. of KETV, Omaha, elected v.p. of owner Herald Corp. (*Omaha World-Herald*) . . . **Miss Alma F. Graef**, ex-MBS director of commercial operations, joins NTA Film Network as director of sales services; **Mrs. Lynn Cleary Christensen**, ex-DuMont Network and WABD, New York, named asst. to v.p.-gen. mgr. **Raymond E. Nelson**; **Joseph Schackner**, ex-MBS, becomes asst. to station relations dir. **Tony Azzato** . . . **Merl L. Galusha**, from radio WGY, Schenectady, rejoins WRGB as mgr., WRGB sales manager **Robert F. Reid** becoming manager of radio WGY, succeeded at WRGB by **George F. Spring** . . . **Waldo Abbot** retires June 30 after 32 years as U of Mich. broadcasting director, will continue for year as consultant . . . **Roger B. Read** promoted from local sales mgr. to asst. gen. mgr. & gen. sales mgr. of WKRC-TV, Cincinnati, succeeded by **Richard F. McCarthy** . . . **Burton H. Hanft** elected Screen Gems v.p. in charge of business affairs; **Irving Starr** named supervisor of European production . . . **Dick Lewis** appointed Chicago sales representative, MGM-TV commercial & industrial film dept. . . . **Jack Berch**, who has headed own producing firm, joins ATV Film Productions as partner & v.p. in charge of sales & client relations . . . **James F. O'Grady** named midwest sales mgr. of rep Young TV Corp., headquartering in Chicago . . . **Jack Miller** appointed asst. gen. mgr. of KTVR, Denver.

Obituary

Frank Pell Lawrence, 70, retired AT&T v.p. in charge of long lines dept., died May 27 in Community Hospital, Montclair, N. J., from burns suffered 2 days earlier from flaming canvas lawn chair at home. He joined Bell System as engineer in 1912, advanced to AT&T long lines chief in 1940, retired 6 years later. Surviving are his widow, son, daughter, sister.

Realignment of NBC-TV news & special affairs set-up was announced this week by exec. v.p. Robert E. Kintner, putting new emphasis on news and sports. New creative programming unit has been established, headed by Henry Salomon, director of "Project 20" and writer-producer of *Victory at Sea*, who reports to TV network programs v.p. Manie Sacks. News dept. has been separated from public affairs dept. and will operate as independent unit under news director Wm. R. McAndrew; sports dept., also separate, continues under director Thomas S. Gallery. Davidson Taylor continues as v.p. for public affairs and in addition has been appointed general program exec. in program dept. News, public affairs & sports depts. report to Kintner.

Deadline for applications for NBC President's Award of $4000-$6000 for TV-radio study & training is June 30. Annual competition is open to all U. S. applicants aged 25-35 "who show unusual skill & promise in the field of broadcasting." Winner will study under major directors, producers or executives.

Hearne & Spillane is new name of John P. Hearne law firm, Lester W. Spillane, ex-FCC, advancing to partner. Offices: 405 Central Tower Bldg., San Francisco; 6363 Sunset Blvd., Los Angeles.

Private plane crash atop 9500-ft. Ferris Mt., Wyo., cost life of Dalton LeMasurier, pres.-gen. mgr. of KDAL-TV & KDAL, Duluth-Superior. Rescue party May 30 found wife, who survived 19 days of exposure without food on snow-covered peak. Mrs. LeMasurier, 45, was unable to tell rescuers how long her husband lived after engine failure sent their light plane down May 11 in flight from Pasadena toward Duluth. But she thought he died either 4 days later or week before she was found huddled near his body. With no shelter except burned wreckage of plane & no nourishment except 4 pieces of chocolate & bottle of vitamin pills, she suffered shock, frostbite, sunburn, malnutrition, but was reported in "amazingly good" condition at Rawlins, Wyo. hospital. Search for plane, missing following take-off from Salt Lake City for Rapid City, S. D., ended after foreman Jack Putnam of Buzzard Ranch at foot of mountain spotted wreckage through binoculars. Duluth stations had offered $2500 for information leading to discovery.

J. B. Fuqua will be sole owner of WJBF, Augusta, Ga. (Ch. 6), having paid $300,000 for 35% held by Martin Theatres of Ga. and acquired 6% held by D. M. Kelly Jr. for undisclosed sum. Martin Theatres recently became sole owners of WTVM (formerly WDAK-TV), Columbus, Ga. (Ch. 28), buying 25% from radio WDAK for $25,000 (Vol. 13:19).

CBS Foundation Inc. will give 1957 grants totaling $38,000 to 12 privately-supported schools from which 19 key CBS executives graduated. Awards of $2000 each are "in recognition of the services of these alumni to CBS," representing "cost of education" over & above costs charged to student: George T. Bristol Jr., Amherst; Kenneth E. Raine, Berea; Frank J. Shakespeare Jr., Holy Cross; Wm. Bachman & Joseph A. W. Iglehart, Cornell; George J. Arkedis & Robert J. Dunne, Fordham; Leon R. Brooks, Philip Feldman & Lewis Gordon, Harvard; Howard A. Chinn & Robert G. Marchisio, MIT; Harold C. Lang, NYU; Wm. Ackerman & Irving Townsend, Princeton; John A. Schneider, Notre Dame; Mitchell Miller & David J. Oppenheim, U of Rochester; Henry Howard, Yale.

USIA budget of $96,200,000—slashed from $144,000,000 sought by Administration—was finally voted May 29 by economy-bent Congress. Appropriation is $6,000,000 more than Senate first granted (Vol. 13:20), but $10,000,000 under figure favored by House for fiscal 1958 (Vol. 13:16). USIA had $113,000,000 budget in current fiscal year. Only Sens. Javits (R-N. Y.) & Neuberger (D-Ore.) held out for Administration in 75-2 passage by Senate of Senate-House compromise measure, which struck at USIA payrolls & overseas news service. Left intact, however, were major VOA TV-radio projects, including $1,100,000 to start new Middle East transmitter.

New and Upcoming Stations: WPSD-TV, Paducah, Ky. (Ch. 6) began May 28 as NBC-TV interconnected affiliate, becoming city's first outlet—nearest stations being WSIL-TV, Harrisburg, Ill. (Ch. 22), 45 mi.; KFVS-TV, Cape Girardeau, Mo. (Ch. 12), 53 mi. With KCCC-TV, Sacramento (Ch. 40) leaving air May 31 (Vol. 13:20-21), on-air box score remains 500, operating uhfs drop to 91. First Canadian satellite, CJOX-TV, Argentia, Nfld. (Ch. 10) began May 30 carrying programs of parent CJON-TV, St. John's (Ch. 6), bringing Canadian on-air total to 40.

WPSD-TV has 10-kw RCA transmitter, 500-ft. Ideco tower with 6-section superturnstile antenna on south edge of town. Owner *Paducah Sun-Democrat* (E. J. Paxton family) recently sold radio WKYB there to WEW, St. Louis (Vol. 13:16), also owns 25% of WFRX, West Frankfort, Ill. E. J. Paxton Jr. is v.p.-gen. mgr.; Sam Livingston, from WKYB, asst. gen. mgr; Fitz Hooton, ex-KPLC-TV, Lake Charles, program director; E J. Pell, WKYB, chief engineer. Base hour is $400. Rep is Pearson.

CJOX-TV has 500-watt RCA transmitter with wavestack antenna 75-ft. above ground on hill adjacent to U. S. Naval & Air Base, on west coast of peninsula, 60 mi. from St. John's. Owners are Geoff Stirling, pres. & gen. mgr. of parent CJON-TV, with v.p.-program director Don Jamieson serving as station mgr. of CJOX-TV. CJON-TV is raising base hour July 1 from $200 to $230. Reps are Weed and All-Canada.

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In our continuing survey of upcoming stations, these are latest reports from principals:

WIIC, Pittsburgh (Ch. 11) plans July 15 start with NBC-TV but hasn't set target for test patterns, reports gen. mgr. Robert A. Mortensen. It's installing 100-kw RCA transmitter, has 840-ft. Truscon tower ready except for installation of transmission lines and GE helical antenna. It will be city's 2nd commercial vhf, WENS (Ch. 16) planning to leave air when WIIC gets going. Base hour will be $1800. Rep will be Blair.

WWL-TV, New Orleans (Ch. 4) has started construction of transmitter house at site near Gretna, La., expects to begin Aug. 15 with CBS-TV, writes gen.-mgr. W. H. (Slim) Summerville for owner Loyola U. Ideco 750-ft. tower is scheduled to arrive Aug. 1, delivery date on RCA transmitter and antenna unreported. J. D. Bloom, from WWL, will be chief engineer. Rates not set. Rep will be Katz.

KETV, Omaha (Ch. 7) has studio-transmitter building at 27th & Douglas Sts. 85% complete, expects to have 50-kw RCA transmitter wired by July, 1957, says v.p.-gen. mgr. Eugene Thomas for grantee Herald Corp. It has 583-ft. Ideco tower with 12-section antenna ready, aims for start with ABC-TV in Sept., says test patterns will begin during "Aug. or Sept." John Quigley, ex-operations mgr. of KAKE-TV, Wichita, will be program mgr. Rates not set. Rep will be H-R Television.

WLWI, Indianapolis (Ch. 13), planning Sept. 15 start with ABC-TV, has Sept. 1 test pattern target, reports John T. Murphy, TV v.p. of grantee Crosley Bcstg. Corp. Foundation forms for transmitter house are being constructed and 50-kw RCA transmitter has been ordered for Aug. 15 delivery. Ideco 1016-ft. tower is due July 12, 12-bay superturnstile antenna Aug. 1. Robert Lamb, ex-TV sales mgr. of Crosley rep firm in Chicago, will be sales mgr. Rep will be Crosley.

WAVY-TV, Portsmouth-Norfolk (Ch. 10) has Aug. 15 test pattern target, hopes to start with ABC-TV Sept. 1—Sept. 15 at latest—reports v.p.-gen. mgr. Carl J. Burkland. Studios are ready and closed-circuit programs have been conducted for special groups. It has 50-kw RCA transmitter on hand but installation awaits completion of transmitter house, due in about 7 weeks, at site near Drivers, Va. Work on 1050-ft. Ideco tower with 12-section superturnstile antenna begins June 3, with completion target June 25. Base hour will be $700. Rep will be H-R Television.

KMOX-TV, St. Louis (Ch. 11), set back when FCC turned down CBS request to start with temporary facilities (Vol. 13:14, 18), has changed target to "close to the end of the year," reports gen. mgr. Gene Wilkey. Make of transmitter and tower to be used not reported. Rep will be CBS Spot Sales.

WINR-TV, Binghamton, N. Y. (Ch. 40) has changed test pattern target to Aug. 15, programming to Sept. 1, reports gen. mgr. Dale Taylor, ex-mgr. of radio WENY, Elmira. Owner is *Binghamton Press* (Gannett), which acquired CP along with radio WINR from group headed by Mayor Donald W. Kramer (Vol. 13:2). It has a 25-kw RCA transmitter due July 15 and construction has begun on TV addition to radio transmitter house. RCA 52-gain pylon antenna is due July 1 for installation on 299-ft. tower. Base hour not set. Rep will be Hollingbery.

KPLO-TV, Reliance, S. D. (Ch. 6) still is planning June test patterns, but hasn't set programming target for operation as semi-satellite of parent KELO-TV, Sioux Falls (Ch. 11), reports principal N. L. Bentson. RCA 10-kw transmitter has been installed in Butler steel building and 700-ft. Stainless tower is scheduled for completion by June 10, when 6-section superturnstile antenna is to be installed. Microwave connection to Sioux Falls, 146 mi. away, is under construction. KELO-TV, also operating KDLO-TV, Florence, S. D. (Ch. 3), has $450 base hour. Rep is H-R Television.

KTVC, Ensign, Kan. (Ch. 6) expects to begin test patterns about first week in July, hasn't set programming target, reports Wendell Elliott, v.p.-gen. & sales mgr. & 5.65% owner. It has 5-kw transmitter installed, is assembling 6-bay antenna for installation on 600-ft. Liberty tower, now up. GE microwave to Stafford, Kan. will be ready shortly, to pick up ABC-TV affiliate KAKE-TV, Wichita. Base hour will be $100. Rep not chosen.

WMVS-TV, Milwaukee (Ch. 10, educational), planning Aug. start, has 10-kw RCA transmitter on hand, but transmitter house near WITI-TV at Port Washington & Donges Bay Rds. won't be ready until mid-July, writes H. E. Barg, asst. director & business mgr. for grantee Board of Vocational & Adult Education. Alford 4-bay antenna will be side-mounted at 700-ft. level on WITI-TV tower. — (PS)

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Second translator in Truth or Consequences, N. M., K8OAC began operation May 21, repeating KGGM-TV, Albuquerque, reports city mgr. Robert B. Laursen—city being operator of K7OAE, repeating KOB-TV, Albuquerque. Redmond, Ore. translators K73AE & K83AA haven't target as yet to begin repeating KOIN-TV & KPTV, Portland, reports A. J. Sheffield, JC-TV chairman for grantee Redmond Jr. Chamber of Commerce. He hopes Adler transmitters will arrive by June 15, when K73AE antenna is due from Wenatchee, Wash.—no delivery date set yet for K83AA antenna. Kirk Patrick, Prineville, Ore. will be in charge of maintenance. Romeo, Colo. translator K82AC began program tests May 28, repeating KGGM-TV, Albuquerque, reports Jack M. Corry for San Luis Valley TV Inc.

Upcoming facility changes: WFIE, Evansville, plans to switch from Ch. 62 to Ch. 14 by end of June; KPLC-TV, Lake Charles, La. (Ch. 7) has Aug. 1 goal for increase to 316-kw ERP; WJTV, Jackson, Miss. (Ch. 12) plans 316-kw by Sept. 1.

KSIX-TV, Corpus Christi (Ch. 10) boosted power to 214-kw May 29.

PROTECTION OF TV channels and other frequencies from preemption by new aviation electronic & communications systems was urged by FCC general counsel Warren Baker in testimony on airways modernization bill (S-1856) before Senate Commerce Committee May 27. He agreed to supply language for section of bill designed to assure coordination between proposed Air Modernization Board and FCC with respect to frequencies.

Legislation arose from report by Edward P. Curtis, special asst. to President for aviation planning, which recommended—among other things—"modernization" and "flexibility" of civilian and military aviation telecommunications.

Baker pleaded for "adequate consultation" with FCC before new electronic equipment is developed so that it can be determined whether proper spectrum space is available. Using TV requirements as an example, Baker told Committee that if air communication or navigation equipment were developed which used bands presently allocated to other services, "you are faced with the question, shall you throw away the piece of equipment because it needs the space now occupied by TV, or shall members of the public who have TV equipment junk their equipment in order to make way for it?"

"We would not like to see equipment developed in a particular band because it would be slightly less costly for the aviation interests," he continued, "without taking into account that it might have to dispossess other people who have made substantial investments." He suggested frequencies above 890 mc as "virgin territory" for new developments and systems.

Referring to recent discredited rumors that military was planning to take away Ch. 2-6 (Vol. 13:15), Baker proposed coordinated over-all study of spectrum utilization, to establish a "long-range program how best to use a spectrum which there is no more of."

Sen. Potter (R-Mich.) repeated his proposal for similar study by independent group to ascertain whether military frequencies are being properly used. He added that he is "having some work done at the present time to see whether or not it would be desirable" to have such a study.

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Radio station sales approved this week: **KWIL, Albany, Ore.** by *Albany Democrat-Herald* (R. R. Cronise, publisher) to Larry Gordon, gen. mgr. of KWIN, Ashland, Ore. for $80,000 (Vol. 13:16). **WKDL, Clarksdale, Miss.** by Ann P. McLendon & W. L. Kent to co-equal owners Tom R. Stillwagon, gen. mgr. of WALB-TV & WALB, Albany, Ga., and WALB-TV employes John B. Craddock & Joseph G. Rachuba for $40,000 (Vol. 13:16).

Option for 50% of CP for KPAC-TV, Port Arthur, Tex. (Ch. 4) is being exercised by Jefferson Amusement Co. (Julius M. Gordon, pres.), according to application filed this week to turn CP over to new Texas Goldcoast TV Inc. Julius M. Gordon will be KPAC-TV pres.; Carl D. Levy, of Jefferson, secy.; O. W. Collins, Port Arthur College, v.p.; Earl R. Moxon, also representing college, treas. Each group is to advance $150,000 toward construction.

KICA-TV, Clovis, N. M. (Ch. 12) & KICA equal owners will be Mae Straus & Frank Lesley, FCC having approved their purchase of ⅓ for $36,666 from Garfield C. Packard, now owner of KTRC, Santa Fe, N. M. (Vol. 13:18).

Catalog of govt. & civic agency program material is being sent to member radio stations by NARTB; directory of commercial sources is due to be distributed next month.

Radio station sales reported this week: **KLUF, Galveston**, sold by Mayor George Roy Clough & family for $105,000 to local group (with minority interest in KGUL-TV) including banker R. Lee Kempner, investment mgr. Thomas H. McCray, clothier David H. Nathan, attorney Preston Shirley, KGUL attorney Ballinger Mills, furniture dealer Edward Schreiber, lumber dealer Robert T. Coleman Jr., beer distributor Thomas A. McCarthy, furniture dealer Morris Plantowsky . . . **WHMA, Anniston, Ala.** (250-w) by Col. Harry M. Ayers, publisher of *Anniston Star*, for $75,000 to Ralph Allgood and Grove Wise, also owners of WRMA, Montgomery, Ala. . . . **WSPC, Anniston,** (5000-w) by W. S. Weatherly and associates for $65,000 to Col. Ayers, who proposes to change call to WHMA, having retained WHMA-FM . . . **WWOC, Manitowoc, Wis.** by Francis M. Kadow for $62,300 to Joseph Clark, owner of WFOX, Milwaukee . . . **KORT, Grangeville, Ida.** by Far West Radio Inc. (Hub Warner, pres.) for $50,000 to Edward M. Brainard, freelance TV-radio writer currently with Civil Defense Administration, Battle Creek. **Brokers:** WHMA & WSPC, Blackburn & Co.

Transfer of KVEC-TV, San Luis Obispo, Cal. (Ch. 6) by John C. Cohan and Jerome Kantro (50% each) to Salinas Valley Bcstg. Corp., owner of KSBW-TV, Salinas-Monterey (Ch. 8) & KSBW, in which pres. Cohan holds 32% interest, Kantro 5%, was revealed by application filed this week with FCC. Also filed was application for transfer of radio KVEC to Cohan, who is paying Kantro $50,000 for his 50% and will become 100% owner. In KVEC-TV transaction, Cohan & Kantro are to get $25,000 each plus advances they have made to TV—Cohan $27,250, Kantro $50,200. Combined KVEC-TV & KVEC March 31 balance sheet shows $77,390 deficit. It lists $365,686 fixed assets, $31,803 current assets; $141,272 current liabilities, $232,938 long term debt, $105,000 advances by partners.

Sale of KCOP, Los Angeles (Ch. 13) for $4,000,000, long anticipated (Vol. 13:15), was formally announced this week. The Copley Press property will be taken over by Bing Crosby, George L. Coleman, Joseph A. Thomas & Kenyon Brown. Formerly KLAC-TV, station was purchased in 1953 by Copley from *New York Post* publisher Mrs. Dorothy Schiff for $1,375,000. Crosby, Coleman & Brown also own ⅓ each in KFEQ-TV & KFEQ, St. Joseph, Mo. (Ch. 2).

WAAM, Baltimore (Ch. 13) had surplus of $788,696 Dec. 31, according to application filed this week to transfer station to Westinghouse for $4,400,000 (Vol. 13:18-19). March 31 balance sheet lists $688,234 current assets ($216,670 cash, $143,295 accounts receivable, $297,500 U. S. Treasury Notes), $344,720 fixed assets (after $877,964 allowance for depreciation). It had $904,992 capital & surplus, $136,008 current liabilities, no long-term.

WMTV, Madison, Wis. (Ch. 33) is being sold by Gerald A. Bartell family for $550,000 to WMTV Inc., 50% owned by WTVJ Inc. interests (Mitchell Wolfson, pres.), owners of WTVJ, Miami (Ch. 4), also having 20% interest in upcoming WFGA-TV, Jacksonville (Ch. 12). Other WMTV Inc. owners: Lee Ruwitch, WTVJ exec. v.p.-gen. mgr. 25%; radio WMAY, Springfield, Ill. (Gordon Sherman pres.-gen. mgr. & 36% owner), 25%.

Tax-supported educational TV has been upheld by Ill. Supreme Court in case in which taxpayers challenged right of U of Ill. to spend $25,000 a year from state funds in operating WILL-TV, Champaign-Urbana (Ch. 12). Justice Byron O. House said university can't be restricted "to specific authorizations in its proposed research & experimentation," that TV "is one of the many activities incident to the management & operation of the university."

RCA shipped 3-V color film camera May 31 to upcoming WWL-TV, New Orleans (Ch. 4).

Telecasting Notes: "Spectaculars" and "specials"—irregularly scheduled 60 & 90-min. shows—haven't diminished in popularity, though it once looked like they might die out altogether. Next season, in fact, probably will see more of them than ever. *Variety* totaled up NBC-TV's scheduled and planned ones for next season, found a whopping 98 on the list—including 64 of them definitely on the agenda . . . **Publicity build-up** is beginning already on big 2-hour (8:30-10:30 p.m.) Nov. 27 color spectacular, *Annie Get Your Gun* (Mary Martin, John Raitt), which network hopes will be another *Peter Pan* . . . **ABC going in for spectaculars** this year, too—announcing two 60-min. live Frank Sinatra shows, with the singer-actor also doing 13 half-hour musicals and 23 half-hour dramas on film . . . **Series of 7 special 60-min. color** travel films starring Lowell Thomas is subject of negotiations between CBS-TV and GM's Delco div., Pat Weaver no longer involved; Art Linkletter also scheduled to do six 60-min. travel films for CBS-TV next season . . . **Screen Gems steps up its operations** in the spectacular field with "multi-million dollar agreement" with Henry Jaffe to develop & produce new TV shows, including Shirley Temple series of 60-min. fairy tales, new Lindsay-Crouse comedy suspense series, children's show, religious show and possibly some combination live-film 90-min. "specs" . . . **Money:** ABC-TV reported signing $7,000,000 pact with Kellogg for 5-5:30 p.m. weekday strip for kiddie film shows (re-runs & cartoons), plus alt. weeks of *Circus Boy* (Sun. 7-7:30 p.m.). CBS-TV reportedly rang up $6,000,000 in gross daytime sales last week, 6 advertisers signing long-term pacts on 5 shows . . . **CBS-TV has bought all rights** to Jackie Gleason's 39 filmed *Honeymooners* shows . . . **U. S. Military Academy** at West Point reports 400% increase in mail inquiries—or about 7000 so far—concerning entrance requirements since TV film series *West Point* was inaugurated . . . **People watch TV,** Pulse found in special N. Y. area survey, which turned up fact that "only" 15% of sets which are in operation during afternoon have no viewers.

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TV isn't ruining book business, according to retailers interviewed at this week's Chicago convention of American Booksellers Assn. by Kenneth Slocum for May 29 *Wall Street Journal.* Despite "predictions from national authorities on many subjects" that TV would turn book readers into TV viewers, sales "turned up sharply" in 1956 and are likely to go higher this year, Slocum reports. ABA pres. H. Joseph Holihan doubts that TV affects reading habits one way or another: "Book stores in non-TV areas report identical trends with those in metropolitan areas."

Individual market ratings will be added to Pulse's nationwide U. S. Telepulse ratings, effective with May edition. Each monthly edition will contain ratings on network and syndicated film programs in 40 different markets—based on surveys in 23 major cities and 17 supplementary markets—with 150 individual markets covered in course of a year.

State Committee on Radio & TV has been established by Soviet Cabinet following deluge of complaints that programs were drab and dull. Committee, headed by D. I. Chesnokov, ex-editor of monthly party journal *Kommunist*, was named—according to govt. announcement—because of increasing importance of TV-radio as informational and political medium.

WWJ-TV, Detroit, celebrates 10th anniversary with closed-circuit program from Detroit to New York luncheon June 6, to Chicago luncheon June 7.

New reps: WEAT-TV, W. Palm Beach, to Venard, Rintoul & McConnell (from H-R Television); WTWV, Tupelo, Miss. to Jack Masla (from Young).

VIDEOTAPE may soon be more economical than film for distribution of syndicated programs and commercials to TV stations, according to study disclosed this week by management consultant Boyce Nemec, former exec. secy. of SMPTE. His conclusions: If methods can't be found to prolong effective life of TV film prints, mass switch to tape could come much sooner than many people think.

"Equipment availability, reliable splicing techniques plus assurance of reliability may be all that stand between the principal producers of film for TV and a radical change in their production techniques," study concludes. Among its findings:

Syndicated 16mm TV films have useful life of only 5-15 presentations on air, compared with normal motion picture use experience of 200-400 projections for each release print. Difference is attributed to physical damage from rough handling by station personnel, inadequate inspection at film exchange and failure of distributors to fix responsibility and to collect for film damage.

"Black-&-white 16mm prints for TV now cost 2-4 times as much per program hour as do 35mm color films for theatres"—the former costing distributor about $54 per hour per print, or $3.60 per program hour when aired 15 times, or $10.80 when damage prevents use more than 5 times, and the latter seldom costing more than $1.75 per projection hour. At same time, "the costs of tape and head replacement as reported by Ampex are already well within the range of film costs now being sustained." Tape and head replacement are currently in the neighborhood of $5 per operating hour—$5 for an hour's recording and $5 for each playback.

Barring change in TV film inspection methods and billing procedure, to make possible more use per print and lower hourly cost, Nemec says, "the alternative may be Videotape."

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Rate increases: KGUL-TV, Galveston, May 15 raised base hour from $1000 to $1200, min. $200 to $250, with min. being flat rate without discounts. **WDSU-TV,** New Orleans, June 1 raised hour from $900 to $1100, min. $225 to $250. **WJHP-TV,** Jacksonville, May 1 raised hour from $300 to $400, min. $60 to $80. **WMFD-TV,** Wilmington, N. C. May 15 raised hour from $250 to $350, min. $50 to $70. **KELP-TV,** El Paso, has raised hour from $250 to $300, min. $50 to $60. **WCBI-TV,** Columbus, Miss. Aug. 1 raises hour from $150 to $180, min. $22.50 to $30. **CFPL-TV,** London, Ont. April 1 raised hour from $450 to $525, min. $100 to $140. **CKSO-TV,** Sudbury, Ont. July 1 raises hour from $220 to $240, min. $44 to $48. **Spot increase:** KGO-TV, San Francisco, May 15 raised Class AA 20 sec. from $375 to $450, Class A min. or 20 sec. from $270 to $300.

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Color TV microscope permitting direct examination of fine structure of living cells exposed to ultra-violet light was demonstrated May 27 by Dr. Vladimir K. Zworykin at faculty meeting at Rockefeller Institute for Medical Research, N. Y. He said device should lead to discovery of otherwise invisible cellular details. Director of Institute's medical electronics center and honorary RCA v. p., Dr. Zworykin recently was honored as co-designer of radio "pill" for research in intestinal disorders (Vol. 13:15). He is subject of "Personality Portrait" in June 1 *Saturday Review.*

Honorary degree of doctor of science was awarded to Motorola exec. v.p. Daniel E. Noble by Ariz. State College at graduation exercises. ASC pres. Dr. Grady Gammage, in conferring degree, said Noble's "complete dedication to the new field of electronics has already resulted in enduring benefits to mankind, both at home and abroad, in war and peace."

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
June 1, 1957

APRIL TV FACTORY PRICE AVERAGE DECLINES: Average price of TV sets at factory level in April dropped to about $121 from $127.50 in April, 1956, top industry statisticians tell us. Drop reflects bigger bite lower-price portables are taking out of market -- estimated 35% in April, compared with about 10% in same month last year. And retail sales followed about same pattern -- portable sales running 35% in April.

Drop in average price is attributable not only to greater percentage of portables in production mix but to drop in delivery of 21-in. table & console models from 65% last April to 58% this April.

Drive for higher prices -- and concomitant higher profits -- evident in the higher-end emphasis in new GE & Hotpoint lines (Vol. 13:21), is expected to be reinforced as other leading producers introduce lines in next few weeks.

Steady descent of TV prices, in face of mounting labor and production costs, evoked this comment recently from official of leading set maker: "This industry has produced and sold over 14,000,000 sets in last 2 years and hasn't made a nickel."

Full impact of decline is pinpointed by RETMA statistics on factory unit sales and total dollar volume -- with average price working out like this: 1947, $280; 1948, $235; 1949, $193; 1950, $180; 1951, $177; 1952, $172; 1953, $170; 1954, $140; 1955, $138; 1956, $127.

Analyzing problem from another standpoint, one TV industry spokesman put it this way: "What other industry has improved its product as much as TV and still cut price in half in 10 years?" To point up drop in TV prices compared with other industries, we obtained these wholesale price indices from U.S. Labor Dept. (Figures are expressed in terms of 1947-49 base period, which equals 100):

	1953	1954	1955	1956
TV Receivers	74.5	71.2	69.1	69.7
Motor Vehicles	118.9	119.3	122.9	129.8
Automatic Laundries	104.8	103.0	100.2	102.1
Refrigerators	105.6	106.4	101.5	98.0

Slim Look: This fall seems sure to be called the "Slim Look" era as TV manufacturers take a cue from thinner room air conditioners which have caught public's fancy. Emphasis on styling also sparks set makers' attempts to "return TV to the living room" (Vol. 13:20) with use of wide-angle 110-degree tube (Vol.13:21) at higher price & profit levels. GE's "Slim Silhouette" and Hotpoint's "Slender Profile" set pace with 21-in. & 24-in. sets only 15-in. deep with 1½-2-in. tube cup projection, accent on deluxe features at big-ticket prices. Comes now RCA -- with press showing June 4 at New York's Hotel New Yorker -- disclosing "first on-the-wall lean-clean console TV." We haven't seen set yet, but from what we hear RCA is eliminating tube cup projection -- "doghouse" -- as part of depth saved by use of 5-6-in. shallower 110-degree tube.

49-lb. Portable: Sylvania's 21-in. 110-degree portable -- first reported in April (Vol. 13:16) -- made appearance this week. It weighs 49 lbs., and TV-radio gen. sales mgr. Robert L. Shaw claims it is "more than 50% lighter than 21-in. table models with 90-degree tubes." Dubbed "The Californian," king-sized portable has metal cabinet, 261-sq.-in. screen, aluminized tube, suggested list of $200. Cabinet is 13 11/16-in. deep, compared with 20-in. for 21-in. 90-degree table sets. RCA shows its 21-in. portable next week.

BDSA Group Saved: Appropriation to operate Commerce Dept.'s BDSA industry divisions for another year -- although on curtailed scale -- was assured this week when House-Senate conference committee approved Senate recommendation of $2,167,000 to keep divisions going, after House had removed operating funds -- which, in

effect, would have killed the industry-govt. liaison operations (Vol. 13:15-16, 19-20). Passage of final legislation probably will come June 3 or 4 in both houses. Commerce Dept. already has given dismissal notice to more than 100 employes in industry divisions in anticipation of appropriation cut -- but Electronics Div., under director Donald S. Parris, has not been affected by the personnel cuts.

Production: TV output was 86,629 week ended May 24, compared with 80,436 preceding week and 117,767 in corresponding week one year ago. It was year's 21st week and brought TV production for year to date to about 2,165,000 compared with 2,862,-177 in same period of 1956. Radio production totaled 249,720 (93,275 auto) week ended May 24, compared with 243,270 (97,750) the preceding week and 283,306 (76,723) in corresponding week year ago. Radio output for 21 weeks totaled about 6,099,000 (2,418,000) vs. 5,585,390 (2,017,395) in same 1956 period. -- (JSC)

Topics & Trends of TV Trade: Shipments of TVs to dealers totaled 1,457,636 in first quarter 1957, when production was 1,474,729, according to RETMA state-by-state report. They compare with shipments of 1,702,236, production of 1,844,632, in first 3 months of 1956. New York led with 163,054; California was second, 131,733; Pennsylvania was third, 101,095. March shipments totaled 535,-310, compared with 499,251 in Feb. and 549,220 in March 1956. Here's first quarter 1957 report (county-by-county tables available to members from RETMA on request):

State	Total	State	Total
Alabama	24,294	New Jersey	52,757
Arizona	8,952	New Mexico	5,561
Arkansas	13,696	New York	163,054
California	131,733	North Carolina	29,969
Colorado	13,047	North Dakota	5,258
Connecticut	24,418	Ohio	80,733
Delaware	3,274	Oklahoma	14,908
District of Columbia	16,815	Oregon	16,710
Florida	56,470	Pennsylvania	101,095
Georgia	30,692	Rhode Island	7,221
Idaho	5,550	South Carolina	13,072
Illinois	83,134	South Dakota	5,590
Indiana	35,617	Tennessee	26,874
Iowa	15,965	Texas	80,477
Kansas	16,613	Utah	6,660
Kentucky	25,832	Vermont	2,963
Louisiana	26,606	Virginia	24,284
Maine	7,132	Washington	22,431
Maryland	20,843	West Virginia	15,779
Massachusetts	43,030	Wisconsin	24,951
Michigan	53,253	Wyoming	3,320
Minnesota	22,222		
Mississippi	14,403	U. S. Total	1,453,940
Missouri	32,300	Alaska	1,039
Montana	8,843	Hawaii	2,657
Nebraska	10,802		
Nevada	2,211	Grand Total	1,457,636
New Hampshire	3,526		

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Battery-operated TV sets will be possible by first quarter 1958, pres. Nicholas Glyptis of Multi-Tron Lab, Chicago, announced this week. Multi-Tron's version of battery set is based on application of "pure signal" picture tube which is said to operate directly from diode or transistor output, eliminating video amplifier (Vol. 13:8, 13), uses combination of transistors and tubes. Glyptis says circuits and components can be developed in time to produce battery-operated set by early 1958.

RCA is first TV choice among 306,493 families in Cincinnati market area, according to analysis by *Cincinnati Times-Star*. Top 10 preferences by families (83.2% own one set, 15.8% own 2): RCA, 20.6%; Philco, 15.7%; Admiral, 12.4%; Crosley, 11.6%; Motorola, 7.2%; GE, 6.7%; Zenith, 5.1%; Muntz, 4%; Westinghouse, 3.7%; Emerson, 2.7%. Of sets owned, 22.5% were bought new in 1956, 19% in 1955, 16.1% in 1954, 23.7% in 1953. (For similar survey in Portland, Me., see Vol. 13:20.)

Dr. Lee De Forest announced he has applied for patent for picture-on-wall TV set 4-in. thick with "chassis and controls located on each side and on the bottom of the screen."

Colorado color set sales in first 4 months this year were 36%, compared with 751 in all 1956 and 252 in 1955, according to Rocky Mountain Electrical League.

DISTRIBUTOR NOTES: National Assn. of Electrical Distributors elected George Albiez, Englewood Electrical Supply Co., Chicago, pres. at this week's 49th annual convention in Washington, succeeding Ralph J. Brown, GE Supply Co., Bridgeport, Conn. who becomes a director. J. M. Bilett, Northland Electric Supply Co., Minneapolis, was named v.p., succeeding Albiez. Reelected v.p.'s were J. P. Hamblen, Southern Electric Supply Co., Houston; S. W. Mesick, Los Angeles Wholesale Electric Co; George W. Provost Jr., Doubleday-Hill, Pittsburgh . . . **Sylvania** appoints George H. Lehleitner & Co., Inc., 601 S. Galvez St., New Orleans (George H. Lehleitner, pres.), ex-Crosley-Bendix . . . **Graybar** promotes Donald B. Peck to district appliance sales mgr. for Wash., Ore., Mont., northern Ida., Alaska . . **Olympic**, San Francisco, moves to larger quarters at 450 Ninth St.

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Drop in consumer sales of major durable goods, despite further gains in consumer incomes, is cited by Federal Reserve Board as cause of recent production cutback and reassessment of factory and distributor inventories. Report lists sharp cut in TV-appliance production from last autumn; it notes TV rate was "reduced substantially further" in April and manufacturers TV stocks have declined. Retailers' TV and household goods stocks have "generally not been large relative to sales" in last 1½ years, board says, while sales have declined much less than production.

President Eisenhower, his Council of Economic Advisers and Federal Reserve Board have agreed direct Federal control of consumer installment credit is not needed. The President said he is not going to ask Congress for standby authority to regulate installment credit, agreeing with board that better restraint is obtained "by the use of general monetary measures and the application of sound public and private fiscal policies." President's Economic Council voiced opposition to Federal regulation of down payments and repayment terms.

Imports of radios and parts totaled $8,491,510 in 1956, compared with $3,350,896 in preceding year, Census Bureau reports. Bulk of the imports—with no breakdown by types—came from: West Germany, $3,124,355 in 1956, $1,631,716 in 1955; Japan $2,482,424 & $232,035; United Kingdom $1,013,716 & $392,486; Netherlands $801,285 & $584,810; Canada $788,868 & $367,306; France $163,201 & $73,533; Switzerland $48,939 & $23,782.

Master Video Systems Inc., New York specialists in hotel & industrial TV-radio, has acquired controlling stock interest in Transvox Corp., N. Y. manufacturer of Transvox Pocket Pager. Master Video pres. Arthur J. Moxham announced that his company's general offices and labs have been moved to larger quarters at Port Washington, N. Y. and that sales & service headquarters for the combined companies have been opened at 4 E. 43rd St., N. Y.

Financial & Trade Notes: Siegler Corp. emerges as $75,000,000 firm, principally electronics, in merger with Hufford Corp. and Unitronics Corp.; latter is parent of Olympic Radio & TV, David Bogen Co. & Presto Recording Corp. Awaiting stockholder approval, plan calls for exchanging 1 share of Siegler common for 2 shares of Unitronics and issuing 108,000 shares of Siegler stock for outstanding Hufford shares.

Retaining Siegler name, new firm will be centered at Siegler's Anaheim, Cal. headquarters. Siegler pres. John G. Brooks says that merged companies will continue present operations; that Hufford pres. Merrill L. Bengston will become chairman of Siegler exec. committee.

Siegler initially made space heaters, recently moved into closed-circuit TV, electronic equipment, woodworking machinery, children's specialty products.

Hufford produces equipment for guided missile and aircraft, headquarters at El Segundo, Cal. Subsidiaries include Smith-Nelson Co., Santa Barbara, Cal. and Vac-U-Lift, Salem, Ill.

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Microwave Assoc. filed registration statement May 29 with SEC (File 2-13387) for 50,000 shares of $1 par common stock to be offered by Lehman Bros., which has option to buy up to 20,000 at $7 per share between Nov. 24, 1957 & May 24, 1962. Proceeds will be applied to working funds and to retire $250,000 current bank debts, but company said substantial borrowings may be necessary in next year.

Litton Industries earned $1,271,000 ($1.10 per share) on sales of $20,372,000 in 9 months ended April 30 compared with $687,000 (67¢) on sales of $10,732,000 in similar period preceding fiscal year. Report notes record $44,000,000 order backlog, gross assets of $15,702,000 compared with preceding period's $9,842,000, stockholders equity of $6,988,000 vs. $4,185,000.

Ampex Corp. has negotiated sale of $5,500,000 of 15-year 5% debentures through Blyth & Co. to dozen eastern institutional investors. Funds will be applied to working capital for expansion.

Electronics Investment Corp., San Diego, in annual report of April 30, lists these portfolio additions since Jan. 31, 1957 (Vol. 13:9): 200 Amphenol, now holds 5000; 520 Babcock & Wilcox, now 5720; 3000 Beckman Instruments, new; 2600 Dresser Industries, new; 1000 Friden Calculating Machine, now 3000; 1000 General Precision Equipment, now 4000; 5000 General Railway Signal, new; 5650 G. M. Giannini, new; 4000 Hazeltine, new; 1000 IT&T, now 9000; 4000 Leeds & Northrup, new; 300 Minnesota Mining & Manufacturing, now 3000; 2000 RCA, now 7000; 1500 Taylor Instruments, new; 14,300 Telecomputing Corp., new; 1000 Thompson Products, new; 1000 Western Union, now 8000; 1000 Westinghouse Air Brake, now 6000; 1000 Westinghouse Electric, now 3000; 1500 Eastern Industries pfd., now 5000; $200,000 Fischer & Porter 5¼% debentures; $76,500 Ling Electronics 6% debentures. Sold during quarter were these total holdings: 4000 Douglas Aircraft, 6000 General Dynamics, 500 Minneapolis-Honeywell, 100 North American Aviation, 10,000 Texas Instruments. Also sold were 1000 Combustion Engineering, leaving 8000; 400 Litton Industries, leaving 5000. Common stockholding as of April 30 were valued at $13,326,992; preferred holdings, $171,375; U. S. govt. bonds, $399,500. (For previous annual report, see Vol. 12:25; for report on Television-Electronics Fund Inc., see Vol. 13:21).

Sylvania will issue $6,000,000 in new 4⅝% sinking fund debentures, due 1975, for private sale to 11 institutional investors with Guaranty Trust Co., N. Y. as trustee, according to SEC authorization under Trust Indenture Act of 1939. Guarantee Trust is trustee of 2 earlier Sylvania sinking fund debenture issues, but SEC ruled no material conflict of interest is involvd in new issue.

Dividends: Clarostat, 5¢ payable June 28 to stockholders of record June 14; Arvin Industries, 50¢ June 29 to holders June 10; Bendix Aviation, 60¢ June 29 to holders June 10; Meredith Publishing, 45¢ plus 10¢ extra June 12 to holders June 5; Sprague Electric, 30¢ June 14 to holders May 31.

ELECTRONICS PERSONALS: John Kinnally promoted to mgr. of Philco govt. & industrial div., Dayton, O. office . . . C. Douglas Webb elected IT&T secy., succeeding Geoffrey A. Ogilvie, retired . . . Alfred C. Lindquist named merchandising mgr., theatre & industrial products dept., RCA commercial electronic products . . . Harvey J. Finison, ex-National Pneumatic exec. v.p., appointed mgr. Raytheon semiconductor div. . . . W. Wm. Hensler elected Howard W. Sams & Co. v.p.-operations for all divs. except finance and industrial relations . . . Joseph L. Langevin named RCA Service Co. Tucson facility mgr., responsible for supervision & coordination of contract work at Army Electronic Proving Ground; he succeeds H. A. Baldwin, now administrator of atomic energy services in RCA's govt. service dept. . . . Richard H. Baker promoted to administrator of value engineering, RCA defense electronics products.

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Highest Brazilian civilian award, Officer Cruzeiro do Sul, has been presented to RCA international div. v.p. and managing director Meade Brunet for "Your important contribution to the mutual understanding of our two countries."

RCA has started 200,000-sq. ft. warehouse and boiler plant at Indianapolis TV plant "to keep pace with the increased production" of color sets, completion due next April.

Reese B. Lloyd, Philco TV-radio div. operations v.p., has been named pres. of Heintz Mfg. Co., Philadelphia (metal products).

Admiral's automation story, as told by public relations director Martin Sheridan and staff to employes, distributors, dealers, is subject of case study in May 27 *Public Relations News* (815 Park Ave., N. Y.). Article says 10-minute color film on Admiral automation and resultant benefits was requested by 85 TV stations. Other methods used were speaking tours, special automation section in annual report, TV commercials, newspaper & magazine advertising.

RCA will establish military airborne electronics lab in Boston area between Burlington & Bedford, Mass., senior exec. v.p. Dr. E. W. Engstrom told Greater Boston Chamber of Commerce this week. Construction of the 132,000-sq. ft. building will begin in June, with completion expected in June 1958, though first of the 600 engineers, scientists and supporting personnel are due to be transferred from present airborne systems lab in Waltham late this year.

Radio shipments to dealers, excluding auto sets, totaled 1,612,044 in first 3 months of 1957, compared with 1,470,873 in corresponding 1956 period, reports RETMA in state-by-state and county-by-county tables available to members on request to RETMA. March shipments were 759,428 vs. 487,454 in Feb. and 530,349 in March 1956.

Sonora Radio & TV Corp. was formally adjudged bankrupt this week. In March, govt. agents had seized $750,000 worth of machinery & merchandise, later sold for $277,000, Govt. regaining $195,000 toward 1956 excise tax debt of $407,749 and withholding tax debt of $23,909.

RCA confirmed this week that it is now shipping all-glass color tubes in limited quantities (Vol. 13:21).

Network Television Billings

April 1957 and January-April 1957

(For March report see *Television Digest*, Vol. 13:17)

APRIL BILLINGS of TV networks were 5.7% higher than year earlier, although they slipped to $41,206,913 from $43,652,995 in March, according to Publishers Information Bureau. Network business of $167,747,111 in first 4 months of 1957 was running 7.8% better than in corresponding 1956 period, paced by CBS with cumulative total of $78,097,833, up 11.1%. The complete PIB report for April:

NETWORK TELEVISION

	April 1957	April 1956	% Change	Jan.-April 1957	Jan.-April 1956	% Change
CBS	$19,385,098	$17,668,950	+9.7	$78,097,833	$70,302,742	+11.1
NBC	15,154,388	15,136,596	+0.1	63,241,934	59,632,400	+ 6.1
ABC	6,667,427	6,173,922	+8.0	26,407,344	25,722,106	+ 2.7
Total	$41,206,913	$38,979,468	+5.7	$167,747,111	$155,657,248	+ 7.8

1957 NETWORK TELEVISION BY MONTHS

	ABC	CBS	NBC	Total
Jan.	$ 6,715,581	$20,231,474	$16,554,941	$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974*	43,652,995*
April	6,667,427	19,385,098	15,154,388	41,206,913
Total	$26,407,344	$78,097,833	$63,241,934	$167,747,111

*Revised as of May 28, 1957.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

■

Tightening of translator rules, proposed by FCC (Vol. 13:17), generally drew opposition from translator operators, who don't want to quit when regular TV stations hit their areas. Adler Electronics, manufacturer of virtually all translator equipment, reflected their arguments in comments filed this week: (1) If town getting several translator signals must lose translator service when a conventional station starts, public suffers loss of program choice. (2) Translators have inhibited growth of illegal vhf boosters. (3) Multiple service from translators actually creates more potential audience for conventional stations; Adler says statistics indicate that set saturation rarely goes above 50% in 1-station areas, 75% in 2-station Postponement of rules change for 1-2 years was urged by Adler, which reports it has put some 60 translators on air, is adding them at rate of about 3 weekly.

Three applications for new TV stations and one for a translator were filed with FCC this week, bringing total to 127 for stations (32 uhf) and 54 for translators. Applications were for Moline, Ill., Ch. 8, by group of local businessmen headed by realtor Mel Foster; for Pittsfield, Mass., Ch. 64 satellite, by WWLP, Springfield; for Lafayette, La., Ch. 3, by KVOL there. Translator application was for Hawthorne, Nev., Ch. 80, by Mt. Grant TV Booster Service Corp., operators of Ch. 70 translator there. [For details, see *TV Addenda 24-U* herewith.]

Bill requiring courts to open trials to TV-radio coverage has been pigeonholed by Cal. State Senate Judiciary Committee, which referred measure by Democratic Sen. Robert I. McCarthy to interim committee for "further study." Bill Welsh, special events director of KTTV, Los Angeles, testified in favor of measure, maintaining TV entitled to equal press rights and did not seek "sordid presentations."

"True-lease" rental plan is offered by Philco govt. & industrial div. for capital-goods financing of use of such equipment as closed-circuit TV, electronic data processing system, microwave communications system, color X-ray viewing contrastor. Leases run 1-5 years, can be optioned for renewal on year-to-year basis at reduced rentals.

Final court test of "equal time" political broadcast rule in Sec. 315 of Federal Communications Act—long opposed by NARTB—is in works. Appeal to Supreme Court to decide nettlesome issues of law is expected following dismissal May 23 by N. D. state court of $150,000 libel suit by Farmers Union against WDAY-TV, Fargo, for carrying derogatory speech by splinter candidate A. C. Townley in 1956 Senate campaign (Vol. 13:8). Judge John Pollock ruled that station was immune from damage action because Sec. 315 creates legal privilege in "equal time" requirement. At same time, he said special state "defamation" statute (14-0209) limiting broadcasters' liability is invalid because it favors TV & radio over other media. Farmers Union promptly filed notice of appeal of decision to N. D. Supreme Court, indicating it will carry case to U. S. Supreme Court if it loses again. WDAY-TV, which had NARTB cooperation in defending suit, plans similar move if lower court is overturned. In either event, highest court probably will be asked to rule on legality of Sec. 315 itself.

Celler anti-trust subcommittee this week approved report on TV network practices and sent it to printer, to be released within next 2 weeks. Some sections of report have been toned down from language in Celler's original draft, and separate views have been filed by some members on certain topics. Subcommittee majority is said to have disapproved report's comment on BMI, noting that legal action against organization is pending and expressing opinion that comment would be improper at this time. Last significant issue was compromised in May 29 meeting, when subcommittee voted to soften recommendation on option time, requesting that FCC study situation—deleting its original threat to initiate legislation to abolish time options if FCC doesn't outlaw the practice.

Report on Hong Kong's closed-circuit TV system (Vol. 12:22, 13:19) from NBC correspondent Jim Robinson: Rediffusion Hong Kong, subsidiary of British-owned firm, started commercial programming early last month with 1500 sets, is currently installing about 100 sets weekly. Rediffusion supplies sets for $5 installation fee and $10 a month rental. They're 16-in. British-made receivers "tropicalized" for humid climates. TV service offers 4 hours of programming daily—consisting of newsreel, American & English filmed shows, locally produced Chinese programs and on-the-spot public service cut-ins. Rediffusion also operates highly successful wired radio service in Hong Kong (pop. 2,270,000), grossing more than $100,000 monthly on rentals alone.

FCC will get breather before it undergoes new Congressional investigation by House Commerce "watchdog" subcommittee in $250,000 probe of 17 regulatory agencies (Vol. 13:16). Subcommittee headed by Rep. Moulder (D-Mo.) plans no hearings until after 85th session adjourns—probably in Aug. Meanwhile, selection of staff is slowly under way, first being old hand at govt. regulation of industry. He is Dr. Walter M. Splawn, 77, whose appointment as consultant to subcommittee was announced May 27. Now retired, he was ICC member in Truman & Roosevelt administrations, was special counsel for 1930-33 House investigation of holding companies. Dr. Splawn once was pres. of U of Tex.

ABC-TV salutes affiliate KTVI, St. Louis (Ch. 2) with special presentation—"No More St. Louis Blues"—June 12 in Chase Hotel, St. Louis. Hosts to advertisers, agencies, press for report on network's growth will be ABC-TV v.p. Oliver Treyz and KTVI v.p.-gen. mgr. Joseph Bernard.

Add new lines: Russians will show the latest in Soviet monochrome (all red?) TV sets (largest, 17-in.) at Oklahoma Semicentennial Exposition starting June 14 in Oklahoma City.

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Television Digest
with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — June 8, 1957

RATIONING OF NETWORK LINES looms as probability next fall, with demands for circuits twice as great as last year, as result of increased TV networking (p. 1).

CBS-TV HAS WORLD BEAT in Khrushchev interview, but White House views it dimly; President refuses reply to Soviet leader's challenge to U. S. (p. 2).

VIGOROUS CELLER REPORT frowns on option time & must-buy practices, urging FCC & Justice Dept. study; serves notice of continued surveillance (pp. 3 & 6).

REP. HARRIS not satisfied with FCC pay-TV action. Wired system "deals" involving Dodgers-Giants west-coast move still inconclusive (p. 4).

TALL-TOWER CRITERIA approved on one-year trial basis, limiting new structures over 1000 ft. to antenna farms except in special cases (p. 7).

CRAVEN PLAN comments cover spectrum of opinion, stations' self-interest generally apparent. Chairman McConnaughey may be key to final vote (p. 7).

OPTIMISM FOR FALL TV set business is keynote among industry leaders in showings of new lines; full employment, record consumer spending cited (p. 10).

NEW TV SET LINES: Generally higher priced; RCA & Sylvania eliminate tube-cup projection; Philco & Zenith emphasize short 90-degree tubes (pp. 10-12).

COLOR DRIVE to be stepped up by RCA based on lesson learned in Milwaukee "Carnival of Color"; 5 more set makers expected to hike promotion (p. 12).

FCC "PLAYING POLITICS" charge levied by more Congressmen. Madison and Indianapolis decisions cited. Orlando's Ch. 9 goes to WLOF (p. 8).

CABLE THEATRE debate at NCTA convention compares Bartlesville flat monthly fee concept with pay-as-you-see coinbox technique (p. 9).

FIRST SATELLITE IN CHAIN of translators & satellites of Springfield's WWLP begins operation in Greenfield, Mass. 501 TV stations now on air (p. 9).

AT&T MAY RATION CIRCUITS THIS FALL: Network topkicks are keeping their fingers crossed and hoping it won't happen -- but at the same time they're making advance plans for the probability that the AT&T will have to allocate its major inter-city microwave-cable routes among TV users this fall, for first time in 5 years.

Spectre of allocations -- throwback to TV's pioneer days -- materializes once again because of this simple fact: There is every indication that demand for live network circuits this fall will be double that of last fall. Nobody at the networks or at AT&T cares to go into specifics about the situation, and full facts won't be known until July 29 when requirements are weighed against available facilities, but on basis of announced plans for increased use of live video trunk circuits, it appears almost a certainty that old allocation formula will have to be dusted off for some important routes, including east-west trunk lines.

Even for spring & summer, AT&T is being kept humping to fill bigger live TV demands than ever -- as we forecast in our Jan. 5 issue (Vol. 13:1) -- despite fact that facilities are constantly being increased and improved. New daylight time schedules have given phone company some rough moments -- and one sore spot currently is southwest, where cables are already being allocated because demand is greater than facilities, and "protection channels" are being used for regular TV relay.

AT&T refuses specific comment on situation, except to state that it's too early to say anything, because requirements won't be firmed up for almost 2 months. But it's no secret that networks already have given AT&T the word on what they'll be needing in way of relay circuits -- because the contracts with sponsors are specifically contingent on live clearance of programs to affiliates.

The threatened serious shortage of network facilities is due to a large number of simultaneous developments in TV field, most significant being:

(1) Expansion of ABC-TV program schedule and number of live affiliates -- combined with possible programming increase by other networks.

(2) Large increase in coverage planned by Sports Network Inc. (Dick Bailey),

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leading syndicator of live sports events. Sports Network is virtually full-fledged network so far as demand for microwave-cable is concerned, seeking regular full-time 1 p.m.-midnight contract with AT&T. It handles baseball, pro & college (NCAA regional) football, basketball, is adding hockey and stepping up relays of boxing next fall. At least one other sports "networker" may also join this field.

(3) Pat Weaver's Program Service -- if current plans jell (Vol. 13:22) -- will also be a substantial user of network routes, though this week it was reported his programming won't begin July 1 as previously announced, but later in summer. Other live "networks," in talking stage, could aggravate shortage of trunk routes, if anything comes of all the talk.

(4) Closed-circuit TV's demand for network loops should be at least as big as last season, the 2 leaders in business-meeting field next season due to be TNT's Tele-Sessions and Teleprompter's Group Communications -- with such other firms as Closedcircuit Telecasting System (color) likely to become important later.

Another complication which could add to congestion of transcontinental and western regional routes would be move of N.Y. Giants & Brooklyn Dodgers to the west coast -- if it happens. This almost certainly would extend maze of professional baseball networking routes to a full coast-to-coast proposition -- whereas to date principal baseball networking has been confined to area east of Kansas City. Also, with Los Angeles and San Francisco each having a "home" team, demand for western regional network circuits should increase substantially.

* * * *

Note: It's scant solace for immediate future, but AT&T's Bell Labs this week announced development of new type microwave which could go far toward ending video network clearance problems. New "TH" system, based on solid-state technology, using new diodes, promises to more than triple the carrying capacity of present microwave systems -- carrying 12 TV programs and more than 2500 telephone conversations simultaneously. First "substantial installation" on major route is due in 1959.

WHITE HOUSE BRUSHES OFF KHRUSHCHEV TALK: Biggest telecast news coup of year, bringing Soviet boss Nikita S. Khrushchev straight from Kremlin into U.S. living rooms, was scored June 2 by CBS-TV. But unanswered at week's end was big question raised by unprecedented interview: Will it also stand as Russian propaganda beat?

President Eisenhower appeared indifferent to world-wide impact of hour-long, party-line TV debut by First Secretary of Communist Party of USSR on Face the Nation. He dismissed it at June 5 news conference as just case of "commercial firm in this country trying to improve" commercial standing with "unique performance."

White House spurned demands in Congress & press for "equal time" appearance by President to answer Khrushchev, despite quick offers of facilities by all 3 TV networks -- and tentative invitation from Moscow to use Russian air for reply.

"Somebody in the Govt. would be glad to accept" unrestricted Russian offer of TV-radio time, guaranteed against jamming, President said. But he ruled out any personal participation, designated no spokesman. CBS-TV then set up its own counter-broadcast forum, scheduling "Comment on Khrushchev" panel for June 9.

Unrehearsed interview with agile, articulate Khrushchev -- his first on TV anywhere -- was smash page one story in newspapers here & abroad. "Season's most extraordinary hour of broadcasting," Time Magazine called it.

It brought outpourings by editorial writers & columnists from Walter Lippmann to George Sokolsky. Orders to CBS-TV for rerun films came from many non-CBS stations and from Great Britain, Canada, Australia, Sweden, Cuba, Mexico. Even Russians saw & heard interview -- with one dialectical portion edited out for home consumption.

Editorial consensus: Khrushchev is a very clever propagandist ("Let us live in peace, let us compete"); TV performed salutary service in bringing Americans face to face with biggest Communist of them all.

Few protests against program were reported from viewers, estimated by network at 5,000,000 -- who didn't include President or Secretary of State Dulles. CBS-TV counted 81 telephone calls to N.Y. & Los Angeles headquarters in half-hour following

Face the Nation; 47 favored, 34 opposed grant of time to Khrushchev. Formal complaint was filed in advance by Catholic War Veterans commander Wm. J. Gill.

CBS-TV's Kremlin scoop was 2 years in making. When Moscow approval of interview finally came through, Face the Nation crew headed by producer Ted Ayers flew in last week, set up film equipment in 40-ft. office on second floor of Council of Ministers Bldg. Khrushchev was questioned by moderator Stuart Novins, Moscow CBS correspondent Daniel Schorr & B.J. Cutler of N.Y. Herald Tribune.

Interview was carried by Soviet home service & short-wave which purported to give full text. Deleted for Russian listeners, however, was exchange betwen Schorr & Khrushchev on whether any "contradictions" between Marxist-Leninist principles & Soviet practice exist today. Khrushchev said there are none.

* * * *

Network's purposes in producing interview were summed up June 6 by pres. Frank Stanton of CBS Inc. in answers to 9 questions posed day earlier in House by Rep. Anfuso (D-N.Y.), who asked why Khrushchev got "wide forum to reach the American people" with Soviet propaganda. Replying in detail, Stanton concluded:

"We believe that the people of America, if properly informed, are entirely capable of judging & deciding for themselves, and that it is a gross disservice to all of us to withhold or suppress evidence that can in any way help us all to arrive at the truth. It was in this belief that we labored so long & so hard -- and in the end successfuly -- to get this face-to-face interview."

VIGILANCE IS KEY TO CELLER REPORT: The celebrated Celler report on TV industry -- finaly released at week's end -- sniffs possible anti-trust violations in some of the networks' traditional ways of doing business, but by-&-large expresses willingness to leave these problems in hands of FCC and Justice Dept.

The 7-man subcommittee, which held extensive hearings on TV industry last year, made it plain, however, that it intends to watch FCC closely to see that it follows "suggestions" in the report. Group made only one proposal for legislation: Possible amendment of Robinson-Patman and Clayton anti-trust acts to bar quantity sponsorship discounts which are not geared to actual cost savings by networks.

Report is a piercing one in many respects -- and its effects will be felt in the future, as it takes its place alongside the Senate Commerce Committee's Plotkin Report and its forthcoming Cox Report (due in couple weeks) and presumably FCC's Barrow Report. Cumulative effect of this 5-foot reference shelf devoted to subject of "what's wrong with TV" will be difficult to ignore in terms of implications on future FCC -- and Justice Dept. -- actions.

* * * *

If networks were relieved by the report, it wasn't so much because of what was in it as because of what they once feared would be in it. Except for section dealing with ASCAP-BMI -- over which there is strenuous controversy -- the word "reckless" isn't likely to be applied to this report. Networks once had feared that Rep. Celler might insist on taking strong stand against network ownership of stations, programs and film syndicators, against multiple ownership of all kinds, against ownership of networks by theatre chains or manufacturers.

Even as recently as few weeks ago, conclusions & wording of original Celler-endorsed draft were considerably sharper than the version which was finally approved by full subcommittee (Vol. 13:19). In many cases, where specific action or goals were originally directed or demanded, subcommittee substituted more general suggestions -- preferring not to usurp powers of FCC or Justice Dept.

Recommendation on option time is example. Original draft had proposed "study by the FCC with a view toward abolishing time options," and threatened "in the absence of expeditious Commission action, the Committee will be constrained to...recommend appropriate amendment of anti-trust laws to accomplish the same purpose."

In final report, subcommittee substituted conclusion that "it is necessary for the Commission to consider amending the option time rule" and serving notice that "the Committee will maintain a continuing interest" in FCC's actions in this area. Even this language failed to gain support of the 3 Republicans on subcommit-

tee -- Keating (N.Y.), McCulloch (O.) & Miller (N.Y.) -- who objected to stress on word "amendment," feeling that subcommittee shouldn't try to influence FCC.

But report itself takes dim view of option time, stating that "if network survival depends upon [such] curtailment of competition...utility-type regulation [would] be necessary in order to safeguard the public interest." Report goes on to say subcommittee would prefer to see "artificial restrictions" removed.

Must-buy practices met with sharp disapproval of subcommittee, which proposed that FCC "consider" ban on them and instead "permit the networks to prescribe a gross minimum time charge, leaving the advertiser free, however, to select the stations making up the network package." It specifically inserted the proviso that FCC shouldn't have authority to prescribe what the figure should be.

Section on broadcasters' activity in music field was second longest in the 150-page report, but its recommendation was shortest -- proposal for thorough Dept. of Justice investigation into all phases of music field. Text of chapter, however, can hardly be described as favorable to BMI in any way. Five of the 7 members gave "additional views," Democrats Rodino (N.J.) & Rogers (Colo.) stating that section shouldn't be construed as expressing opinion with respect to pending litigation and the 3 Republicans going further by saying that "it is impossible for us to determine [where] the truth lies," noting regretfully that record has bearing on pending songwriters' suit against BMI and expressing confidence in Justice Dept. to "continue to perform its proper functions" without prompting by subcommittee.

FCC took lacing in report for failing to order hearing on NBC-Westinghouse Philadelphia-Cleveland station swap, now subject of govt. civil anti-trust suit, and subcommittee called for "code of ethics" to govern conduct of Commissioners and staff. Section dealing with allocations called for more deintermixture, FCC-backed public education campaign on uhf receivers and excise tax relief for uhf sets.

NBC was only network to comment on report immediately -- taking notice of the subcommittee's recognition of networks' important and beneficial role in history of free broadcasting, but maintaining it would be "inappropriate" to comment on the specific issues raised in report "since they are under active study by the govt. agencies concerned or are in the process of litigation in the courts."

Report is unmistakably a vigorous one, while it largely avoids the pitfalls of threats and precipitous action. Judging from Rep. Celler's past history, it's safe bet that he will continue to scrutinize closely actions of the FCC, networks and broadcasters in fields which he feels present problems with anti-trust implications. [For digest of report's major conclusions & recommendations, see p. 6.]

LOTS OF NOISE on the pay-TV front this week—but nothing conclusive emerged. Consider:

(1) Rep. Harris (D-Ark.), chairman of House Commerce Committee, apparently not too satisfied with FCC's compromise fact-finding action (Vol. 13:21), asked Commission to specify exactly why it thinks it has legal authority to authorize toll TV "if it finds that it would be in the public interest to do so." "This seems particularly important," he said, "in view of the Commission's statements . . . that the Commission leaves for future determination the question whether subscription TV should be classified as 'broadcasting' or some other type of service and that the Commission may desire to take up with Congress any amendments to the Communications Act which the Commission may find necessary or desirable for the purpose of regulating subscription TV in the public interest.

"These statements may lead some to the conclusion that the Commission claims in principle the *general* legal power to authorize subscription TV, but that having authorized subscription TV it may lack the *specific* powers to regulate subscription TV (as a broadcast service or as some other type of service) in such a way that the public interest is protected."

(2) Well-cultivated mystery still surrounds alleged tieup between Brooklyn Dodgers, N. Y. Giants, Skiatron's Matty Fox and talk of moving teams to west coast. There were continued rumors of million-dollar wired pay-TV contracts—signed or unsigned—while N. Y. Mayor Wagner met with Dodgers' pres. Walter O'Malley and Giants' pres. Horace Stoneham in effort to keep teams in N. Y. Meanwhile, Skiatron added piquancy by filing application with city of Los Angeles, asking permission to wire up the town; T. M. Chubb, gen. mgr. of Public Utilities Dept., said he needed more information before he could give recommendation. Still nothing conclusive—while Skiatron stock oscillated between 6 & 7¼ during the week.

(3) Tapping this delightful publicity vein, one Max Kantor, pres. of ITV Inc., N. Y., called press conference to report he was offering $5,000,000 for rights to carry Dodgers' & Giants' games on wired TV in N. Y. Team spokesmen said they'd never heard of Kantor or his offer.

(4) General Federation of Women's Clubs, meeting in Asheville, N. C., found virtually all other business shunted aside while Zenith and CBS tugged & pulled in effort to get resolution favoring their positions. And who, of all people, showed up there as a Zenith lobbyist? Ex-FCC Comr. Frieda Hennock. Group finally resolved to ask Govt. to take cautious approach "while insuring the maintenance of free TV service as it now exists."

Personal Notes: Wm. Seaman promoted to ABC-TV network production mgr., Thomas P. DeVito to program service mgr. . . . **Theodore W. Herbert** resigns as eastern sales mgr. for General Teleradio stations . . . **John B. Poor**, MBS pres., given doctor of laws degree by Wesleyan U, Middletown, Conn. . . . **Harry Pertkin**, ex-ABC-TV & DuMont, named NTA film network sales exec.; **Peter McGovern**, ex-Byron Productions, named director of network promotion . . . **James R. Hoel**, ex-Katz rep Chicago office, named gen. sales mgr. of WTCN-TV, Minneapolis-St. Paul . . . **Gene Walz**, ex-operations chief of KYW-TV, Cleveland, resigns to join WCKT, Miami, as exec. producer . . . **Harold (Hack) Woolley**, sales mgr. of KTVT, Salt Lake City, named pres. of Salt Lake Advertising Club . . . **Victor Ludington**, ex-station mgr. of WOAY-TV, Oak Hill, W. Va. named gen. sales mgr. of upcoming WINR-TV, Binghamton (Ch. 40); **Bill Dorn**, ex-program mgr. of WDAN-TV, Danville, Ill., program director; **Gino Ricciardelli**, ex-chief engineer of WPTV, Palm Beach, technical director . . . **Paul Blue** promoted to program mgr. of KLZ-TV, Denver . . . **Robert L. Larsen** promoted to program mgr. of educational WGBH-TV, Boston . . . **Fred Beck**, mgr. of KVEC-TV, San Luis Obispo, named operations director for KVEC-TV & KSBW-TV, Salinas-Monterey, and will headquarter in Salinas; **Rowena Kimzey**, KSBW-TV, named resident mgr. of KVEC-TV, which has requested change to KSBY-TV and will become satellite of KSBW-TV . . . **Roger N. Cooper** promoted to station relations mgr. of American Research Bureau, headquartering in Washington . . . **Dick Jolliffe**, from CBS Radio network sales service, named sales service mgr. of KTLA, Los Angeles . . . **Reginald P. Merridew**, ex-radio WGAR, Cleveland, named managing director of Storer's radio WJW there, replacing **Jack Kelly**, who moves to Storer's N. Y. sales office . . . **Charles W. (Chad) Mason** promoted to program director of WSUN-TV, St. Petersburg; **Jerome Baker**, ex-American Heart Assn., named sales promotion & adv. mgr. . . . **Eugene J. Muriaty**, former adv.-sales promotion mgr. of WBZ-TV, Boston, appointed promotion mgr. of WTIC-TV & WTIC, Hartford . . . **Mack Edwards** promoted to public service director of WAAM, Baltimore . . . **John B. Jaeger** promoted to exec. v.p. of radio WNEW, N. Y., **John V. B. Sullivan** to v.p. & sales mgr. . . . **George A. Greenwood**, ex-radio WNAX, Yankton, S. D., named promotion mgr. of WSAZ-TV & WSAZ, Huntington, W. Va. . . . **Wm. Lewis Cooper Jr.**, ex-WJAR-TV, Providence, named film mgr. of WPIX, N. Y. . . . **John C. Morris**, ex-radio CKSL, London, Ont., named gen. sales mgr. of CHEK-TV, Victoria, B. C. . . . **Wm. A. Gietz** promoted to local sales mgr. of WTAR-TV, Norfolk . . . **Paul Hill** promoted to program supervisor of WWTV, Cadillac, Mich. . . . **Johnny Carpenter** named public relations director of KOIN-TV, Portland, Ore. . . . **Gene Plotnik**, ex-*Billboard Magazine* assoc. editor, named Screen Gems trade & consumer press editor . . . **A. J. Richards**, ex-gen. mgr. of defunct KCCC-TV, Sacramento, named gen. sales mgr. of radio KROY there; **Wm. R. Furnell**, ex-program director of KCCC-TV, named Sacramento sales rep for KOVR, Stockton . . . **Bette Doolittle**, ex-NARTB and American Women in Radio & TV, joins Grocery Manufacturers of America as director of women's press & TV-radio relations . . . **Irving Waugh**, ex-commercial mgr. of WSM-TV, Nashville, named v.p.-gen. mgr. of WSIX-TV, Nashville, also acquiring minority interest from former v.p.-gen. mgr. **R. D. Stanford Jr.**, who is selling his ⅓ to Waugh and other local residents, including niece of principal owner **Louis Draughon** . . . **Simon Goldman**, pres.-gen. mgr. of WJTN, Jamestown, N. Y., elected to NARTB radio board, defeating **Michael R. Hanna**, WHCU, Ithaca, in special election for N. Y.-N. J. district . . . **Al Sussman** promoted to AAP eastern sales mgr. . . . **Mark Munn**, asst. sales promotion supervisor, WGN Inc., Chicago, receives Ohio State U's first Ph.D. degree in mass communications.

Obituary

Dwight D. Doty, 51, partner in Washington law firm of Haley, Doty, Wollenberg & Kenehan, died suddenly of heart attack at his home June 5. Graduate of Georgetown U Law School, he had worked in Justice Dept., served in Navy during World War II, joined FCC in 1947. He was chief of Broadcast Facilities Branch in Bureau of Law, then chief of Renewal & Transfer Div. of Broadcast Bureau, left for private practice in 1951. Surviving are his widow, 2 sons, daughter, mother.

ADVERTISING AGENCIES: Lawrence Wisser, ex-Emil Mogul, named senior v.p. & creative director of Weiss & Geller, N. Y.; **Max Tendrich** promoted to exec. v.p. . . . **Max D. Anwyl** named financial v.p. & secy. of Needham, Louis & Brorby; **Howard M. Brenneman** succeeds him as treas. . . . **Wm. I. Hoffhine Jr.**, secy.-treas. of Guild, Bascom & Bonfigli, San Francisco, elected a v.p. . . . **Robert LaChance**, ex-Guild, Bascom & Bonfigli, joins Young & Rubicam there in TV production capacity . . . **Curtis Berrien**, ex-Foote, Cone & Belding, Chicago, joins Reach, McClinton, N. Y., as v.p. & copy director . . . **Robert G. Holmes**, ex-WWLP, Springfield, Mass., joins Houck & Co., Roanoke, Va., as TV-radio director . . . **Frank Daniel**, ex-Lennen & Newell, joins Ted Bates as asst. media supervisor . . . **Robert J. Dunn**, ex-C. L. Miller Co., joins Erwin, Wasey & Co. as merchandising director . . . **Peter H. Nicholas**, ex-Benton & Bowles, named research vp. of Charles W. Hoyt Co. . . . **Don Trevor**, ex-ATV Film Productions, joins Doyle Dane Bernbach as TV producer . . . **John F. Klatt** named exec. mgr. of *Media/Scope*, new magazine published by Standard Rate & Data Service . . . **Walter A. Tibbals**, ex-BBDO, named head of TV-radio dept., Anderson-McConnell Adv., Los Angeles . . . **Miss Charlene Hirst** appointed TV-radio media director, Mohr Assoc.

New officers of National Community TV Assn.: pres., George J. Barco, Meadville, Pa.; v.p., Glenn H. Flinn, Tyler, Tex.; secy., A. J. Malin, Rochester, N. H.; treas., Clive Runnells Jr., Williamsport, Pa.

Competence of management is most important single factor in financial success of TV-radio stations, consultant Richard P. Doherty (TV Radio Management Corp.) told Virginia State Bcstrs. Assn. this week in Richmond. He enumerated these failures as "common causes of low profits or loss, and of mediocre broadcast operations": Inadequate financing, mediocre or poor staff, inadequate attention to continuity as major advertising task, lack of sales planning, poor employe morale, lack of management imagination and creativeness, inadequate sales incentive compensation plan, mediocre programming, ineffective cost control, lack of rate integrity. He predicted that increase in total TV revenue would level off to about 10% for 1957, as against average of 30% a year from 1951 to 1956, principally because of decrease in new-station starts.

First TV films of Maine House of Representatives at work in Augusta have been authorized in special permission voted by legislature for cameraman Bruce Nett of Guy Gannett's WGAN-TV, Portland. Representing *Kennebec Journal* of Augusta and other Gannett newspapers in state in addition to stations, Nett won approval to roam floor of legislature with camera—with stipulation that film would be silent, commentator to give narration on TV.

Highest civilian award by Army for exceptional services will be presented June 11 at Pentagon ceremonies to Edgar G. Shelton Jr., asst. to AB-PT Washington v.p. Robert H. Hinckley. Shelton was director of National Security Training Commission.

Highlights of Celler Subcommittee's Report on TV

Major Conclusions & Recommendations of House Judiciary Anti-Trust Subcommittee's TV Investigation Report

(See story on page 3)

Option time: "The Committee concludes that it is necessary for the Commission to consider amending the option time rule. In such consideration, particular weight must be given to the anti-trust principles discussed above [restriction of competitive opportunity by non-network programmers & advertisers, concentration of program control in hands of a few, and parallel with Paramount block-booking case], together with the networks' contention that option time is indispensable to their operations. Because of the importance of this matter from an anti-trust standpoint, the Committee will maintain a continuing interest with respect to the Commission's activities in this area."

Reps. Keating (R-N. Y.) McCulloch (R-O.) & Miller (R-N. Y.), would have substituted different conclusion: "Against this background, the Committee believes that the Commission should consider the option time rule in light of the foregoing principles and the light of the networks' contention that option time is indispensable to their operation."

Must-buy policy: "The Committee, without expressing opinion as to the legality or illegality of 'must-buy' under the anti-trust laws, thinks it clear that one of its effects is to deprive the national advertiser of untrammeled freedom of choice in selecting those stations and markets where he desires to have his advertising message carried.

". . . The Committee believes the FCC should consider issuance of a regulation prohibiting any network practice requiring an advertiser to buy designated stations as a condition to getting on the network . . . To avoid any possibility of network fragmentation, the action by the Commission might well permit the network to prescribe a gross minimum time charge to the advertiser. It might further provide that the figure not be so high as to deprive the advertiser of real flexibility in station selection . . . However, this is not to say that the Commission should be given authority to prescribe what the figure should be."

"First-call" practice: ". . . The FCC should consider amending its chain broadcasting regulations to limit the conditions under which the first-call privilege may be used to delay the broadcast of network TV programs. Among the factors relevant to such limitation are: (1) the nature of the program substituted for the delayed program, whether local or network; (2) the relative desirability of the time period in which the deferred program was originally scheduled and the time period in which it is later broadcast; and (3) the length of the delay . . . The Commission [should] also consider amending its rules to require a network, when its program is not broadcast by the local affiliate, to give appropriate notice of program availability so that other local stations may have opportunity to carry the program."

Network discounts: "To eliminate the competitive advantage obtained by the large network advertiser over the small advertiser solely because of the large advertiser's quantity purchasing ability, the Committee will consider possible amendment of the Robinson-Patman Act [and the Clayton Act] so as to make it applicable not only to the sale of goods but also to the sale of services by independent contractors engaged in trade and commerce."

Network programming practices: "A question not completely resolved by the record is whether the networks tie sales of network and network-owned station time to the sale of network-owned or controlled programs . . . The Dept. of Justice should continue its investigation of these practices."

Network talent contracts: "Network practices with respect to talent raise grave questions of legality under the anti-trust laws in several respects. NBC's talent-development program seems little different in operation and effect from the concert & artist bureau it sold after institution of the Dept. of Justice anti-trust suit in 1941. Provisions in the talent contracts of both major networks restrict business activities of talent-using enterprises outside, as well as within, the domestic radio & TV industry. Accordingly, the Committee believes it necessary for the anti-trust div. thoroughly to investigate these practices of the networks and determine whether the filing of a new anti-trust suit is warranted . . . "

Multiple station ownership: "[It] appears that the multiple ownership of stations has had a recognized anti-competitive influence in the broadcasting field, which may lend itself to the abuses of concentration and tie-ins, and may produce incalculable competitive advantages for multiple owners and a degree of conflict of interest on the part of the networks. It further appears that the Commission has continued to permit this practice only because substantial interests developed in the wake of its earlier tolerance. The Committee concludes that the Commission should give these anti-trust and other factors emphatic consideration in any change in the multiple ownership rules."

Affiliation agreements: " . . . Continued discrimination in the compensation of network affiliates based on consideration of their financial stature will lead to increased concentration in the TV industry and will frustrate the objective of a competitively free system. The Commission should consider the advisability of making public all affiliation contracts filed with it. [It] should also make detailed study of the affiliation agreements a part of its continuing duties . . . "

FCC network study group: "This group appears to be making a conscientious, energetic and objective inquiry. It is imperative that the group complete its study promptly and submit an early report and recommendations for Commission action. It is no less imperative that the Commission act upon its study group's recommendations without delay."

Inter-city relay facilities: "In light of the importance of the issues to the achievement of national objectives for broadcasting, the Committee believes that the length of time during which [FCC] proceedings [on private microwaves and investigation of AT&T charges] have been allowed to drag on is inconscionable."

FCC-Justice liaison: " . . . In approving the NBC-Westinghouse exchange of 1955 without a hearing, without adequate consideration of the specific anti-trust histories of the applicants and their parent corporations and without maintaining adequate liaison with the anti-trust div. of the Dept. of Justice, the FCC fell short of performance fully protecting the public interest . . . The Committee also believes it necessary that, in the future, the FCC adhere to the policy of critically examining the anti-trust background of each license applicant."

FCC practices & policies: "The evidence demonstrates that for at least the past 10 years an air of informality has surrounded cases pending before the Commission. This has permeated the Commission's administrative processes

ONE YEAR TRIAL of new tall-tower criteria to guide Airspace Panel and subcommittees in air hazard clearances (Vol. 13:22) was approved this week by Joint Industry-Govt. Tall Structures Committee (JIGTSC), all TV industry representatives voting in favor of proposal. New criteria, which the JIGTSC document says "are not intended as a rigid standard to be arbitrarily applied," would prohibit all new towers over 1000 ft. unless they are in antenna farm areas or "where existing conditions of terrain, obstructions or other circumstances would make application . . . inappropriate."

JIGTSC voted not to disband, but to watch application of new criteria carefully during the year's trial period. At end of period, group presumably would be called into session again to determine whether further revisions are necessary.

One section of JIGTSC document was not approved, and was referred to CAA & FCC representatives on committee for further work, after which new version will be circulated for approval of all JIGTSC members. Controversial section involved CAA Order No. 18, putting broadcasters on notice that they must consider locations of existing airports when planning towers. Broadcast industry representatives wanted section amended to put shoe on other foot as well—making it necessary for airport operators to consider location of existing TV-radio towers when planning locations of new airports.

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"Tallest man-made structure east of the Mississippi" is sought by WIS-TV, Columbia, S. C. (Ch. 10), which this week applied to FCC for authority to build 1518-ft. tower 13 mi. NE of Columbia and to increase ERP to 316-kw, using RCA's first vhf traveling wave antenna. Cost of improvements would be approximately $500,000.

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to a point where various members of the Commission without reluctance have, during the past decade, repeatedly discussed with one or more interested parties the merits of pending cases—even going so far as to indicate how particular Commissioners would vote. This practice [is] repugnant to fundamental principles of quasi-judicial procedure . . . The Committee believes it imperative that the Commission adopt without delay a code of ethics that would proscribe conduct of this kind by Commissioners and their staff and by attorneys and other representatives of industry alike . . . "

Allocations: "The Committee recommends that, pending the outcome of the proposed program of research & development concerning the feasibility of a major shift to uhf, the Commission vigorously press forward in its program of selective deintermixture . . . The Commission should broaden this program to include many more markets, if feasible in the public interest, and should continue to order the removal or conversion of existing stations where the public interest requires. The Committee will follow closely the pace and progress of the Commission's deintermixture program.

"[This program should be coupled] with a national educational campaign spearheaded by the agency itself. The public must be made to realize that a substantial portion of the TV system will ultimately utilize uhf and that all-channel receivers are essential equipment . . . The Committee recommends that Congress give favorable consideration to legislation that will spur the production of all-channel sets [either by exempting all-channel sets from Federal excise tax or] by increasing the tax on vhf-only sets."

ASCAP-BMI: See story, page 3.

CRAVEN PLAN comments filed June 3 by 100-plus parties displayed great variation in reactions to concept of virtually dropping fixed allocation table. There was large group in favor, large number opposed. In addition, substantial group said, in effect: "If you do make changes, please adopt our suggestions instead."

Naturally, self-interest of each party filing was generally apparent—though there were definite exceptions. Usually, big-coverage vhf stations want status quo, many stating FCC shouldn't tamper with present plan until TASO turns up definitive technical vhf-uhf data. Some vhf operators favored plan, presumably with eye to migrating to larger cities. Uhfs split wide open. Some have little vhf competition and they want to keep it that way; thus, they oppose Craven plan. Others aren't making out, hope to glom onto a vhf channel themselves, and they frequently urged Commission to specify that new vhf channels added in their areas should be earmarked for uhf operators.

Though some parties in favor of plan skirted talk of co-channel mileage cuts, others went all the way and asserted that assignment should be made on a coverage & interference basis—as in AM.

ABC & NBC were generally leery of plan. ABC expressed doubt that plan's objective of speeding administrative procedures would actually be achieved. NBC fretted over possibility that plan would "pose threats" to present mileage separations and to uhf stations.

But CBS came out for it, said it believes that plan will provide "more efficient use of channels"; that allocation plan has served its purpose; that TASO results shouldn't be awaited—because TASO is exploring "problems of much wider scope" and its "date of completion is uncertain."

Biggest question, of course, is how Commission will finally vote. Comrs. Hyde, Bartley & Lee dissented to issuance of proposal, while Comr. Mack expressed doubts though concurring (see Special Report, April 27). If final vote comes before Chairman McConnaughey leaves June 30, it's believed plan has good chance of approval. If vote comes later, much depends on new commissioner.

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FCC's proposed translator rules change—to require cessation of translators when regular stations start in markets involved—drew approximately 70 comments at deadline this week. Comments were clearly divided: (1) Translator operators, grantees & applicants opposed proposal, don't want "death sentence" hanging over their heads. (2) Stations planning to serve translators extending their coverage areas also opposed, for obvious reasons. (3) Stations operating or planning conventional satellites favored proposal, fearing translator competition for audience; same goes for small-town regular-station operators. NBC was sole network filing; it supported proposal "with reservations," said case-to-case determination would be better than "absolute rule." It endorsed objective of promoting establishment of conventional stations.

All-out drive for equal news coverage of public proceedings by camera & microphone was urged June 6 by Howard H. Bell, asst. to NARTB pres. Harold E. Fellows, in speech to Va. Assn. of Broadcasters at Richmond. He said "full recognition & acceptance of electronic journalism" can't be won by individual broadcasters, that all-industry campaign is necessary.

Political broadcasters must identify themselves in Ohio under new law (Vol. 13:21) finally voted by state legislature. Employes of TV-radio networks & stations are exempted from ban on anonymous political material which already applied to newspapers.

OPEN SEASON ON FCC appears to be order of the day in House of Representatives. Following violent attack by Rep. Dingell (D-Mich.) last week (Vol. 13:22), Rep. Reuss (D-Wis.) on June 3 lit into Commission for "political favoritism." Reuss backed complaint of Madison, Wis. *Capital Times* that it lost decision for Ch. 3 (WISC-TV) to Morgan Murphy interests because of politics. He sicked Moulder "watchdog" committee on Commission as "its first order of business."

Then June 4, Rep. Bray (R-Ind.) got worked up about FCC decision giving Indianapolis' Ch. 13 to Crosley, turning down locally-owned applications. He cited facts that Crosley is multiple owner; that coverage of some of its stations overlaps; that its stations are run by employes, not by owners, etc. Bray's position was seconded by Indiana GOP Reps. Harden, Harvey & Brownson. Brownson thanked colleagues for joining him in calling on FCC Chairman McConnaughey to protest grant to Crosley. Rep Bow (R-O.), however, stood up to defend McConnaughey, said fact latter is from Ohio wouldn't prejudice him toward Crosley, which headquarters in Cincinnati.

Congressional complaints didn't affect FCC, for on June 5 it announced intention of denying defeated applicants' petitions for reconsideration.

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One of the few remaining larger-city vhf decisions was wrapped up this week when Commission gave Orlando's Ch. 9 to Mid-Florida TV Corp., interlocked with radio WLOF, denying WORZ and reversing initial decision of examiner Basil P. Cooper.

With Comr. Hyde not participating, Comr. Craven abstaining, FCC denounced WORZ principals for "numerous omissions & misstatements" in application & hearings, found that they tipped scale—otherwise nearly balanced—in favor of WLOF.

Examiner had given WORZ "clean bill of health," FCC noted. But Commission found that station's controlling Murrell family group "intentionally misrepresented the nature & extent" of participation in WORZ management by Wm. O. Murrell Sr., against whom disbarment proceedings had been instituted. Examiner had held that WLOF itself was deceitful in letter calling attention to Murrell's professional status.

Principal owner of radio WLOF is Harris Thompson (52%), Washington financier who bought 37% interest in Feb. from John W. Kluge (Vol. 13:6), who retained approximately 30% in TV applicant. Loser WORZ is controlled by Mrs. Naomi T. Murrell (55.9%), wife of Wm. O. Murrell Sr., and their son, daughter, son-in-law.

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FCC is sticking to its Ch. 3 Hartford decision, it indicated this week, announcing tentative vote denying petition for reconsideration of Hartford Telecasting. Commission also adhered to plans for deintermixing Springfield, Ill., issuing decision turning down efforts of WMAY-TV to keep Ch. 2; grantee gets Ch. 36 instead.

FCC allocations actions: (1) Finalized addition of Ch. 12 to Farmington, N. M., Ch. 10 to Presque Isle, Me. (2) Finally denied shift of Ch. 5 from Ft. Smith to Fayette, Ark. (3) Proposed substitution of Ch. 15 for Ch. 41 in Florence, Ala. (4) Proposed addition of Ch. 2 to Portland, Ore.—to be considered with conflicting proposals to add it to Longview or Vancouver, Wash.

WENS, Pittsburgh (Ch. 16) filed petition seeking addition of either Ch. 9 or Ch. 6 to city. First plan would involve swap of Ch. 16 & Ch. 9 (WSTV-TV) with Steubenville. Second, involving a lot of operating stations, would require shift of Ch. 12 from Erie and Clarksburg to Akron-Cleveland and to Johnstown-Altoona, shift of Ch. 8 from Lancaster to Johnstown-Altoona and to Philadelphia-Camden-Atlantic City-Wilmington, shift of Ch. 6 from Johnstown to Pittsburgh.

Translator grants: Globe-Miami, Ariz., Ch. 77 & 80 to Community TV Project.

Note: TASO advises us it neither supports nor opposes experimental operation on New Orleans' Ch. 12 proposed by WJMR-TV (Ch. 20), correcting our report of opposition (Vol. 13:22).

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Radio Station Sales Reports: WILD, Birmingham, by Sherwood R. Gordon for $335,000 to Bartell Bcstrs. Inc. (Gerald A. Bartell, pres.) . . . **WWPF, Palatka, Fla.** by L. C. McCall & J. E. Massey for $100,000 to George W. Hall, local businessman . . . **KHMO, Hannibal, Mo.** by Mt. Ranier Radio & TV Bcstg. Co. (Lester M. Smith, pres.) for $97,500 to Jerrell A. Shepherd, owner of KLIK, Jefferson City and KNCM, Moberly, Mo. . . . **WNAV, Annapolis,** control by Capital Bcstg. Co. (Albert H. MacCarthy estate and Alfred H. Smith) for $91,000 to Washington Bcstg. Co. (Henry Rau, pres. & 58% owner), operator of WOL, Washington and WDOV, Dover, Del. . . . **KIHO, Sioux Falls, S. D.** by Leslie P. Ware for $65,000 to James A. Saunders, gen. mgr. of St. Paul auto agency (51%) and John W. Hazlett, sales mgr. of WDGY, Minneapolis (49%) . . . **KIHR, Hood River, Ore.** by C. H. Fisher for $60,000 to Clarence J. McCredie, ex-30% owner & employee of KWIE, Kennewick, Wash. . . . **WSTN, St. Augustine, Fla.** by James D. Sinyard for $60,000 to Stanmark Inc., owned 25.5% each by realtors Harry C. Powell Jr. & Simpson R. Walter Jr., 49% by Lawrence R. Pincus, ex-mgr. of WIVY, Jacksonville. Previous sale to Carmen (Jim) Macri (Vol. 13:13) fell through when FCC raised question of overlap with his stations in Jacksonville & Palatka . . . **WORM, Savannah, Tenn.** by owners of WJOI, Florence, Ala. (Joe T. Van Sandt, pres.) for $50,000 to Lexington, Tenn. attorney W. L. Barry (50.67%) and Neal B. Bunn (48.66%); latter will be gen. mgr., is mgr. & 25% owner of WDXL, Lexington, Tenn. . . . **WPUV, Pulaski, Va.** by Mason C. Deaver for $50,000 to co-equal owners John A. Columbus, asst. mgr. & chief engineer; Lawrence R. Schoenfeld, sales mgr.; Carl A. Shufflebarger, business mgr.; Howard R. Imboden, drug store proprietor. **Brokers:** WWPF and WNAV, Blackburn & Co.

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Radio station sales approved this week: KGKB, Tyler, Tex. by Mrs. Lucille Ross Lansing, principal owner of KLTV there, to Ron C. Litteral, ex-sales mgr. of WAFB-TV, Baton Rouge, for $150,000 (Vol. 13:14). **WKYB, Paducah, Ky.** by E. J. Paxton family's *Paducah Sun-Democrat*, operator of WPSD-TV there, to radio WEW, St. Louis (Bruce Barrington, pres.) for $150,000 (Vol. 13:16). KLFY, Lafayette, La. by owners of KLFY-TV (Paul H. DeClouet, pres.) to new Pelican Bcstg. Co. Inc. (headed by Houston businessman Howard Tellepsen, 50%) for $140,000 (Vol. 13:19). **WEGO, Concord, N. C.** by A. W. Huckle and daughter Elizabeth G., also owners of *Concord Tribune*, to Robert R. Hilker, pres. of WCGC, Belmont, N. C., for $102,000 (Vol. 13:16).

CP for KSLM-TV, Salem, Ore. (Ch. 3) is being transferred to Northwest Telecasting Inc., in which radio KSLM (Glenn E. McCormick, pres.) will hold 51%, according to application filed with FCC. Other 49% will be held by Shasta Telecasting Corp. (Geo. C. Fleharty, pres.-gen. mgr.), operator of KVIP, Redding, Cal. (Ch. 7), which also is buying 50% of CP for KHUM-TV, Eureka, Cal. (Vol. 13:20). Oregon Radio Inc. (KSLM) and Shasta Telecasting are to contribute up to $75,000 each.

"CABLE THEATRE" dominated talk at National Community TV Assn. convention in Pittsburgh's Penn-Sheraton Hotel this week—and focal point was debate between Jerrold Electronics pres. Milton J. Shapp and International Telemeter v.p. Carl Leserman over merits of flat monthly charge vs. coinbox pay-as-you-see technique.

After giving details of Bartlesville, Okla. setup (Vol. 13:20), Shapp argued that $9.50 flat monthly fee is basically best because: (1) Home viewer, differing from movie patron, is no captive audience—thus is liable to contrast pay-TV fare with free TV easily available, regret having put coin in slot for inferior movie. (2) Billing monthly fee is simple, cheap—compared with coin collection. (3) Public will break scrambled codes. (4) Set servicing will be terrific headache because of decoder tie-in.

As for cable theatre potential, Shapp cited U of Okla. survey indicating movies may glean 3½ times as much in homes as in theatres. He advised CATV operators to get in touch with local exhibitors—and "lease, rent or share ownership with them, for they know their business."

Leserman, pointing to 35 years movie experience, reiterated Telemeter (Paramount Pictures) claim that public just won't buy entertainment on monthly basis; that it wants to pick and choose; that coinbox method permits producers to be paid according to value of individual pictures far more easily than with flat-fee.

Leserman claimed longer experience with cable-theatre concept by pointing to Telemeter's experiment 4 years ago at Palm Springs, Cal. Tests were "very, very successful," he said. Asked why Telemeter hadn't continued, he stated Palm Springs experiment turned up bugs, sent technicians back to labs—and everything is now ready for big move. Without giving details, he said Telemeter would soon go into a town with plans to feed 10,000 homes. Leserman heads International Closed Circuit TV Inc., successor to Trans-Community TV Network, operator of wired systems in Cedar City, Utah; Miles City, Mont.; Needles, Cal.

Shapp again derided telecast scrambled systems, said they'd fall of their own weight if approved by FCC. Leserman said he believes in both "air link" and wired scrambled methods, plans demonstrations of latter to everyone interested, at Paramount Bldg., N. Y. next month.

During hot question-answer period, Leserman was asked what would replace popcorn & candy in cable theatre. He said that advertising could do the trick. It was also brought out by National Theatre Supply's Jack Servies that Cinemascope could be handled on TV with new GPL equipment, losing only slight portion of picture.

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TV sets-in-use figures for European countries as of May 1, as reported at press conference this week by TPA foreign sales mgr. Manny Reiner, just returned from European trip: United Kingdom 7,000,000, West Germany 1,000,000, France & Italy 550,000 each, Belgium 200,000, Netherlands 100,000, Denmark 76,000, Switzerland & Sweden 25,000 each. He gave these estimates for Iron Curtain countries: USSR 1,300,000-1,500,000, East Germany 55,000, Czechoslovakia 65,000. He said TPA now has sales representatives in every foreign TV market except far east, and reported recent sales of several TPA series in Europe and Latin America. He plans to leave Aug. 1 for Hong Kong, Philippines, Japan & Australia to arrange sales representation there.

CP for KTRB-TV, Modesto (Ch. 14) is being sold for $5000 by radio KTRB (Wm. H. Bates Jr., pres. & 80% owner) to J. E. O'Neill's KJEO, Fresno (Ch. 47), will be operated as satellite with some local programming, according to application filed with FCC.

New and Upcoming Stations: Major link in unique satellite-translator chain was forged June 1 when WRLP, Greenfield, Mass. (Ch. 32) began test pattern operation. Station will repeat programs of parent WWLP, Springfield (Ch. 22), as well as originating some local shows. WWLP has plans for another satellite and 5 translators, and gen. mgr. Bill Putnam reports he expects to have first translator—W79AA, Claremont, N. H.—relaying WRLP schedule by June 18. WWLP also has applied for Ch. 64 satellite in Pittsfield, Mass., and translators in Lebanon & Newport, N. H. and Bennington & Rutland, Vt.

Debut of WRLP brings on-air total to 501 (92 uhf). WRLP has 12-kw RCA transmitter and 620-ft. Ideco tower at Bolton Rd., Winchester, N. H. Wallace I. Green, ex-WWLP program director, is station mgr.; Philip J. Renison, also WWLP, is sales mgr.; Burleigh M. H. Brown, program director; John A. Fergie, chief engineer; Ralph L. Jay, asst. chief engineer. WWLP base hour is being raised from $600 to $700. Reps are Hollingbery and Kettell-Carter (Boston).

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In our continuing survey of upcoming stations, these are latest reports from principals:

KPAC-TV, Port Arthur, Tex. (Ch. 4) has RCA transmitter due Aug. 1, plans Sept. 15 programming with NBC, reports sales mgr. Mack Newberry. It will be 2nd outlet in Beaumont area, where KFDM-TV (Ch. 6) has been operating since April 1955 and KBMT (Ch. 31) quit last Aug. 1 after 27 months. Contractor has plans for studio-transmitter building; 700-ft. Ideco tower with 12-bay superturnstile antenna is to be ready Sept. 1. Julius M. Gordon, from Jefferson Amusement, will be pres.-gen. mgr.; Glenn Boatright, from KPAC, chief engineer. Rep not reported.

KGEZ-TV, Kalispell, Mont. (Ch. 9) has 5-kw RCA transmitter wired and ready at Flathead, plans June 15 test patterns, July 1 programming with CBS-TV, reports Richard V. Vick, v.p.-gen. mgr. & 2.4% owner. Also ready is 300-ft. Ideco tower with 3-bay antenna. Principal owner is Frank Reardon, who controls Montana radio stations KGEZ; KBOW, Butte; KLCB, Libby. Martin Tollberg will be program mgr. Base hour will be $125. Rep will be Donald Cooke.

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Rate increases: KHJ-TV, Los Angeles, July 1 raises base hour from $1500 to $1750, min. $300 to $400. KTVI, St. Louis, April 15, hour $400 to $1000, min. $60 to $250. KFJZ-TV, Ft. Worth, June 1, hour $600 to $1000, min. $100 to $225. WTVT, Tampa-St. Petersburg, June 1, hour $750 to $850, min. $180 to $220. WDAU-TV, Scranton, April 1, hour $500 to $600, min. $100 to $125. WTVH, Peoria, July 1, hour $500 to $550, min. $100 to $110. KELO-TV, Sioux Falls, S. D. June 1, hour $450 to $510, min. $100 to $125. KOB-TV, Albuquerque, June 1 added Class AA hour (6:30-10 p.m. daily) at $410, min. at $85, Class A hour going from $300 to $310. KFDX-TV, Wichita Falls, April 1, hour $300 to $350, min. $60 to $70.

Catholic Broadcasters Assn. holds 10th anniversary conference June 13-16 at U of Detroit. Panel participants will include TV-radio director Rev. Timothy Flynn of N. Y. diocese, U of Detroit pres. Very Rev. Celestin J. Steiner, national CBA director Richard Walsh, production mgr. Thomas Sutton of U of Detroit's educational WTVS, gen. director W. T. Rabe of school's Titan Transcription Network.

Research report on shadow-mask multicolor storage tubes for radar & other applications with low frame rates *(Long-Persistence 3-Color Indicator Cathode-Ray Electron Tube)* is available for 75¢ from Office of Technical Services, Commerce Dept., Washington.

Television Digest with ELECTRONICS REPORTS
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Trade Report
June 8, 1957

OPTIMISM, BETTER PRICES, MARK NEW TV LINES: Bright prospects for TV market this fall, with industry sharing in generally strong economy, was theme of RCA & Philco new-line showings this week. As put by Robert A. Seidel, RCA consumer products exec. v.p.: "TV should get its place in the sun this fall." And Philco pres. James M. Skinner predicted minimum of overproduction and dumping -- manufacturers having shaken down to stable group.

Estimate of fall season being "probably best country has ever known" was based by Seidel on record high employment, peaceful labor scene, consumers spending at record pace. As he put it: "There's no reason why TV shouldn't get its share of excellent business." At the same time, he said, RCA's TV sales are practically even with last year while industry sales are off 15%.

New line has been redesigned inside and out, said Seidel. And RCA Victor TV v.p.-gen. mgr. Charles P. Baxter gave the keynote: "Lean, Clean and Mirror Sharp." Line uses 110-degree tube (Vol. 13:22) in all 17-21-24-in. sets, 90-degree short-neck in 14-in. portable. Featured also are lowboy styling based on survey which spokesman said showed overwhelming consumer preference, 59-lb. 21-in. portables which are 5-in. shallower than previous 21-in. tube table models, "Custom Corner" 21-in. consoles described as "first commercially acceptable corner cabinets."

All RCA sets have picture tube base completely enclosed in cabinet, eliminating so-called "doghouse" and allowing sets to be placed closer to wall. In response to our question, Seidel said sets would not overheat or mark wall if about ½-in. air space was left between wall and set. (For new line, see p. 12.)

"Some prices are the same as last year, some are up a little and the 24-in. sets have been cut $20," Seidel noted. Explaining prices, Baxter said "we cannot escape the fact that costs are up all along the line and that profit levels in the industry have been unsatisfactory."

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"Some firming of TV prices this fall" was predicted by Philco's Skinner, adding that company would show a profit in second quarter, even though gross sales may be down from the first quarter of this year.

Philco prices are about same as last year, but contain "reasonable margins for Philco, distributors and dealers," Skinner said. Prices run $160-$475, have average 3¼% higher distributor discount than last year; this was attributed to engineering advances and switch to automation in TV production.

Skinner said Philco TV inventories were in best shape in 3-4 years and predicted company would exceed last year's production. He declared that he had no plan to limit production of portables which "are here to stay"; that 20-25% of Philco production last year was in portables, and would go somewhat higher this year.

Fall retail business should be pretty good, Skinner stated, adding that there shouldn't be so much overproduction or dumping as last year. He said that most manufacturers are now financially stable; that there should be no more dropping out; that conditions generally should be better for next few years.

Philco new line uses 110-degree picture tube only in its 17-in. series called "Slender Seventeener." Consumer products exec. v.p. Larry Hardy told distributor meeting that company decided 17-in. size was proper place to take advantage of the lighter weight and narrower depth. In other models Philco uses 90-degree short-neck tube with cabinets runing 17-in. or deeper, plus 2-4-in. tube cup projection. Some question of availability of 110-degree tubes was raised by Skinner who told newsmen he thinks tubes may be "scarce to some degree for several months." (For details of Philco line, see page 12.)

Skinner predicted TV manufacturers would have a better year in 1957 than in 1956. And Hardy expressed view industry would produce 6½-7,000,000 sets this year.

He said Philco's plant is geared to turn out 20,000 TV sets weekly on a single-shift basis, thinks it may be necessary to add a shift.

Only one other company (obviously RCA) has spent as much on color as Philco, Hardy said. Skinner declared color TV has a "great future" -- but that today's product is not good enough and price is too high. He thinks color "should be soft-pedaled" until a set is developed which "shows real promise for the future."

Skinner said Philco's "apple" system shows "tremendous amount of promise" but still has flaws and needs continuing research. "I don't think we have the answer today," he declared, but "we're closer to it than any others." And Hardy stated that Philco lost money last year on color and doesn't want to lose any this year. But he said Philco can produce sets with all-glass shadow-mask tube if necessary.

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Other lines coming out this week included Zenith with new "Sunshine" picture tube which spokesmen described as short, aluminized, straight-gun type, which has no ion trap magnet, delivers twice the beam current for the same modulating voltage, avoids "heat and distortion" problems of 110-degree tubes. Prices are $140-$575, reflecting recent $10 price increase on current line. (See p. 12.)

Sylvania started showing 1958 line to series of distributor meetings in Buffalo, expected to release details June 14. Meantime, we have learned line has 8 models -- 4 table, 4 console -- at slightly higher prices. Sets are called "Slimline", use 110-degree tube with tube-cup projection eliminated. Leader 21-in. table model is only 13 11/16-in. deep, weighs 50 lb. vs. similar model last year which was 19⅝-in. deep and weighed 101 lb.

Revolutionary changes in marketing methods, engineering programs and production techniques were predicted by v.p.-operations Marion E. Pettegrew in speech to Sylvania distributors meeting. He predicted annual sales of 9,300,000 TV sets by 1966, with manufacturing and distribution volume at $4 billion.

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Packard-Bell pres. Robert S. Bell also cited growing optimism in TV industry and said final 6 months of the year would see higher prices and more high-end sets. New Packard-Bell line uses 110-degree tube in third of line, has 15 black-&-white 17 & 24-in. models, 2 color sets.

Prediction of a "flat TV wall picture" within 10 years was made to Admiral distributors convention by pres. Ross D. Siragusa. He told Miami Beach meeting that 110-degree tube is cutting cabinets to less than 16-in. deep from the 27-in. of 1951. He foresees renaissance in TV styling and in home decorating incorporating TV with "furniture-styled" cabinets. Details of line are not being disclosed until after distributors hold open house for dealers.

Retail Sales: TV set sales at retail in year's first 4 months were 2,020,876, says RETMA, down slightly from 2,036,808 sold in similar 1956 period. For April alone, sales amounted to 337,965 compared with 347,630 in April 1956. Radio sales at retail, excluding auto sets, totaled 2,362,068 compared with 1,984,915 sold in first 4 months of 1956. Sales in April were 543,092 vs. 471,193 in April 1956.

Production: TV output was 72,770 week ended May 31, reflecting Memorial Day holiday, compared with 86,629 preceding week and 94,578 in corresponding week one year ago. It was year's 22nd week and brought TV production for year to date to about 2,238,000 compared with 2,972,782 in same period of 1956. Also this week, RETMA placed official production of year's first 4 months at 1,835,975 compared with 2,394,264 in similar period last year. April production was 361,246 compared with 559,842 in March and 549,632 in April 1956. Radio production totaled 167,781 (59,041 auto) week ended May 31, compared with 249,720 (93,275) the preceding week and 208,224 (60,477) in corresponding week year ago. Radio output for 22 weeks totaled about 6,267,000 (2,477,000) vs. 5,800,145 (2,076,646) in same 1956 period. First four months production was placed at 5,075,180 compared with 4,525,225 in similar period last year. April production totaled 1,115,813 (380,452 auto) compared with 1,609,073 (597,532) in March and 992,982 (299,253) in April 1956.

Topics & Trends of TV Trade: "We're going to get color TV off the ground, come hell or high water," says RCA exec. v.p.-consumer products Robert A. Seidel in recapping lessons learned in 5-week Milwaukee "Carnival of Color." And he predicted 5 major competitors—which he said he couldn't name—will be actively promoting color within 3 months; that all set makers will be on bandwagon in 9 months.

Details of Milwaukee test—which will be used to cue RCA's interim color campaign this summer and a national campaign in fall—were supplied by RCA merchandising v.p. Martin F. Bennett. Prior to May campaign, color sales averaged 12 a week in Milwaukee County, he said, while for the 5-week drive sales averaged "106 a week, a rise of 783%." He said this "demonstrated conclusively that the public is ready to buy color now in large volume."

Bennett said summer color promotion willl be held in many cities—but on smaller scale than in Milwaukee. Seidel said cities haven't beeen picked yet.

One prime lesson learned in Milwaukee test, said Bennett, is to go directly to consumer, by phone or in person, and ask him to buy color TV, and he added that surveys show 3 of 4 people have never seen color properly demonstrated; that another survey indicates 73% of those buying color sets had to ask to see color.

In Milwaukee, "we found the people wanted home demonstrations," Bennett said, "and once they saw color in their living room two-thirds of them bought sets." An RCA spokesman said about 600 home demonstrations were made in the 5-week period and resulted in about 400 sales.

Milwaukee dealer attitude toward color was described by Bennett in these words: "The dealers—far from being apathetic about color, as has sometimes been said—are actually enthusiastic in their support of it." In other sections of country some dealers who are not sold on color are a bottleneck, said Seidel, but he added that this is being corrected. He reported national color sales for year's first 5 months are twice those of similar period last year (figures undisclosed).

Other facets of Milwaukee test: (1) Timing was bad for program because May is slack month, with dealers liquidating stocks in preparation for new lines. (2) RCA dealers who promoted color also had 50% black-&-white sales increase in May over same month last year; RCA spokesman said this is true on national scale. (3) Some 70% of color sets sold were higher priced than $495 price leader table model.

Role of *Milwaukee Journal's* WTMJ-TV in color was described by v.p.-gen. mgr. Walter J. Damm who said there were some 3300 color sets in station's service area at start of RCA campaign May 1. RCA's Bennett said station's daytime color programs (11 a.m.-3 p.m. daily) "helped immeasurably" in home demonstrations.

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Canadian TV production totaled 117,654 in first 4 months of 1957, says RETMA of Canada, compared with 208,193 in similar 1956 period. April production is listed at 22,823 vs. 36,432 in April last year. Distributor sales totaled 22,093 in April, 130,571 for year's first 4 months, with this breakdown by provinces: Ont. 9166 & 47,887; Que. 5706 & 34,427; B. C. 2318 & 11,429; Alberta 1411 & 10,091; Man. 1075 & 8736; N. S. 1061 & 6934; N. B. & P. E. I. 574 & 4374; Sask. 536 & 5187; Nfld. 246 & 1506.

Attack on $100,000,000 tube counterfeiting racket is planned by RETMA, calling for campaign based on theme: "You never get something for nothing." Main objectives are: (1) Clarify status of legitimate tube reprocessor. (2) End counterfeiters' source of supply and market. (3) Improve identification of reprocessed tubes. (4) Encourage enforcement of laws dealing with fraudulent ads.

Legal battle royal over Cascode tuner appeared to be shaping up this week as Standard Coil Products filed infringement suit in N. Y. Federal Court against GE in what Standard Coil pres. James O. Burke promised was "one of many that will be instituted." He explained that Standard had been unable to file suit earlier with regard to the 1950-51 tuner design because its application for patent had been challenged in U. S. Patent Office since 1951 by RCA, which also claimed to be first inventor of Cascode circuit. Patent office has decided in favor of Standard, according to Burke.

RCA 1958 black-&-white line includes 5 basic portables plus 24 table and console models, at $130 to $395. They are: 14-in. portable at $130 & $150 with 90-degree short-neck tube (rest of entire line has 110-degree); 17-in. portable $170-$190; 21-in. portable $230; 17-in. table $190; 21-in. tables $200, $210, $220, $230, $240; 21-in. consoles $240, $270, $290, $300, $310, $330, $350, $360, $370, $380; 24-in. tables $240, $260; 24-in. consoles $370, $380, $395. One new deluxe color console—"Lockhaven"—at $695 was added, will be shipped in next few weeks. All black-&-white except 24-in. are being shipped.

Philco's new line consists of 3 portables at $180, 4 table models at $160-$175 in 17-in. "Slim Seventeener" series; 21-in. table models $180-$240; 21-in. consoles $240, $250, $280, $330, $340, $370, $380, $390; 24-in. table model $280, consoles at $340, $450 and $475; 21-in. "Carousel Ensemble" $250. All except low-end table models are in wood, with lighter woods running $10 higher; 21-24-in. sets use 90-degree short-neck tube. There are no color sets. All sets are in production except "Slim Seventeeners" which will be shipped about Aug. 1.

Zenith's 1958 TV line, shown to distributors this week in Chicago, includes 60 sets priced $140-$575, TV-combinations to $625. They are: 14-in. portable $140-$195; 17-in. portable $160-$230; 21-in. table $190-$290; 21-in. console $250-$335; 21-in. combinations $425-$460; 21-in. hi-fi console $320-$435; 24-in. console $300-$345; in "Space Command" series, 21-in. table $270-$300; 21-in. console $300-$575; 24-in. console $450. Shipments to dealers scheduled about July 1.

RCA's new hi-fi phonograph line, introduced this week by James M. Toney, v.p. & gen. mgr., radio and "Victrola" div., is priced from $130-$2000. He told press preview in N. Y. that 3 new recorder-"Victrola" stereotape players will be added in late summer. Toney also showed 2 AM-FM shortwave radios, made by unidentified German manufacturer, priced at $230 for table model, $370 for console.

Commerce Dept. appropriation was passed by both houses of Congress this week (Vol. 13:22), carrying sufficient funds to maintain industry divisions of Business & Defense Services Administration on somewhat reduced scale.

Trial date for Zenith's $61,000,000 triple-damage antitrust counterclaim suit against RCA, Western Electric & GE was postponed by Chicago Federal Judge Igoe to Sept. 9 from June 17.

Hoffman's 1958 TV-radio-hi-fi line will be shown at June 18 distributor convention at El Rancho Vegas Hotel, Las Vegas.

Emerson holds annual distributor convention for new TV-radio-hi-fi lines June 25-26 at Lido Hotel, Lido Beach, N. Y.

Philco Mount Clemens, Mich. plant was sold this week to Ford Motor Co. for $1,450,000, its 235,000-sq. ft. to be used in manufacture of upholstery.

National Radio Week next year will be May 4-10 with same sponsors: RETMA, NARTB, NARDA, RAB.

Trade Personals: Theodore A. Smith named exec. v.p., RCA industrial electronic products, a new position, will report to pres. John L. Burns; he's succeeded as exec. v.p., defense electronic products, by Arthur L. Malcarney, v.p.-gen. mgr., commercial electronic products, who will report to senior exec. v.p. Elmer W. Engstrom; name of his successor hasn't been disclosed; Orrin E. Dunlap Jr. appointed RCA v.p., institutional advertising & publications; Sidney M. Robards to press relations director—both reporting to E. C. Anderson, executive v.p., public relations . . . Don G. Mitchell, Sylvania chairman and president, received special management award from National Sales Executives Association at 22nd International Distribution Congress this week in Los Angeles . . . Joseph L. Raffel appointed Webcor exec. v.p., Adolph Wolf manufacturing & engineering v.p. . . . E. W. Seay promoted to gen. adv. mgr. of Westinghouse Electric, S. F. Johnson to apparatus & defense adv. mgr. . . . M. V. Musy, ex-Westinghouse, named Sylvania district sales mgr. for San Francisco area . . . Paul Ritter MacAllister named consultant to Motorola's design dept. . . . Ken Summerfield named Dominion Electrohome Ontario sales promotion supervisor, dealer products div. . . . Wm. H. Miller promoted to Jerrold sales mgr., succeeding Fred Lieberman, resigned; Leon Papernow moves up to head community antenna system operations . . . H. Edwin Dudley, former employe relations mgr., named Stromberg-Carlson wage & salary administrator; Richard S. Heckman, ex-Charles Bruning Co., named personnel mgr.

Obituary

Col. Sosthenes Behn, 75, co-founder and retired pres. & chairman of IT&T, died of a heart ailment June 6 at New York's St. Luke's Hospital. He developed IT&T from modest Cuban-Puerto Rican telephone-telegraph operation to worldwide electronics manufacturing company and telecommunications operating system which grossed half-billion dollars yearly. He retired in 1956, retaining title of honorary chairman. He was noted particularly for skill in handling international finance. He was born in Virgin Islands of Danish father and French mother who gave him Greek first name signifying "life strength." Surviving are his widow, 2 sons, a daughter, 5 grandchildren.

Humphreys O. Siegmund, 61, Bell Labs military development engineer, died June 5 while driving car in Livingston, N. J. He held 23 patents, had written many articles on telephonic devices since starting with Western Electric in 1919. Surviving are his widow, daughter, brother, sister.

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Magnetic Recording Industry Assn. named Irving Rossman, Pentron Corp., as pres., succeeding Joseph F. Hards, Magne-Tronics Inc.; Arnold Hultgren, American Molded Products Co., v.p.; Charles L. Dwyer, Webcor, treas.; Herman Kornbrodt, Audio Devices Inc., recording secy. Hards and Victor Machin, Shure Bros. Inc., were named directors.

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DISTRIBUTOR NOTES: GE Supply Co. to open Denver major appliance branch about Nov. 1, replacing B. K. Sweeney Co. . . . RCA Victor Distributing Corp. appoints Clarence A. Malin mgr. at Los Angeles; Edward Dodelin succeeds him as Chicago mgr.; A. W. Sayers, former TV-radio merchandise mgr. in Chicago, succeeds Dodelin as Buffalo mgr. . . . Ed Germain resigns as merchandise mgr., Philco Distributing Inc., Chicago . . . Graybar appoints Bob Gilbert, ex-Appliance Wholesalers, Portland, Ore., as appliance sales mgr. for Portland & Eugene branches . . . Radio & Appliance Corp. (Admiral), Nashville, has been purchased by Wm. L. Mitchener, pres.

General Instrument Corp. earned $505,407 (37¢ per share) on record sales of $33,254,735 in fiscal year ended Feb. 28 vs. $285,474 (21¢) on $28,928,604 year earlier. Improved position reflects wider product base in TV-radio field and military & industrial electronics, chairman Martin H. Benedek said in annual report, which includes operations of Micamold Electronics Mfg. Corp. and Canadian subsidiary T. S. Farley Ltd., both acquired in 1956. He said "further progress" is expected in fiscal 1958 as result of acquisition of Radio Receptor Co. (Vol. 13:15).

N. V. Philips' Gloeilampenfabrieken, big Dutch TV-radio-electrical combine, earned $10,974,000 on first quarter sales of $189,181,000 compared with $8,361,000 on $147,373,000 in similar 1956 period. Consolidated Electronics Industries, 40% owned by Philips' subsidiary, North American Philips, reports profits of $1,154,803 ($1.47 per share) on sales of $14,800,838 in 6 months ended March 31, compared with $1,174,441 ($1.49) on $13,722,497 in corresponding period year earlier.

General Precision Equipment offers 194,200 shares of $3 dividend convertible preference stock ($9,710,000) to stockholders at $50 per share (Vol. 13:20). Holders of record June 5 may buy one new share for each 6 of common or one for each 9 of $1.60 preference stock. Rights in offer through syndicate headed by First Boston Corp. and Tucker, Anthony & R. L. Day expire June 24.

Dividends: Cornell-Dubilier, 30¢ payable June 25 to stockholders of record June 17; Dynamics Corp., 10¢ June 30 to holders June 14; Decca Records, 25¢ June 28 to holders June 17; Corning Glass, 25¢ June 29 to holders June 17; Universal Pictures, 25¢ June 28 to holders June 14; RCA, 25¢ July 29 to holders June 21.

Erie Resistor Corp. filed registration June 5 with SEC (File 2-13406) for 100,000 shares of $12.50 par 1957 preference stock, public offering at $15 per share to be made through underwriting group headed by Fulton Reid & Co.

General Transistor Corp. earned $50,225 (18¢ per share on 283,966 shares outstanding) on sales of $510,135 in first quarter ended March 31, compared with $41,161 (14¢) on $153,723 year earlier.

Telecomputing Corp. earned $125,000 (8¢ per share on 1,483,920 shares outstanding) in 4 months ended April 30 vs. $185,000 (13¢ on 1,403,920 shares) year earlier.

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"Pulling in of credit horns is not the answer" to tight money economy, Dr. Neil Jacoby, dean of UCLA School of Business Administration, told Packard-Bell annual distributors meeting in Los Angeles this week. He predicted increased TV business—both wholesale and retail—in last 6 months of year, but said profits would not go up proportionately. Consumers' high income, record savings, low debts were reasons he gave for prediction of increased buying.

Surcease from 10% excise tax on color and all-channel sets was asked by RCA tax director John F. Costelloe this week in appearance before Senate-House Economic subcommittee on fiscal policy. He said new products, now burdened with such excise taxes, need relief while they are attempting to establish domestic markets. He told committee black-&-white TV escaped similar tax for several years until market developed.

New Stromberg-Carlson "Electronics Center" and ultra-modern administration building in Rochester will be formally opened June 11, marking completion of $5,000,000 expansion program at main plant, and adding more than 250,000 sq. ft. of plant space.

Andrea ships 21-in. lowboy with sliding doors at $400 for mahogany, $410 blonde or ebony, $420 walnut-fruitwood on cherrywood base.

FCC was jarred back on its heels this week by Court of Appeals in important "economic injury" case involving grant of radio WCLE, Cleveland, Tenn. over protest of WBAC (Vol. 13:12). Commission had stuck out its neck and concluded it lacks power to consider economics in making grants. Judges Edgerton & Bazelon, with Danaher dissenting, this week ordered WCLE off air pending hearing on the appeal of WBAC. In very strong language, court said: "The probabilities of success appear to lie heavily with appellant. The showing of irreparable injury here is sufficient when coupled with such probability of success to justify a stay." WCLE promptly asked Court of Appeals *en banc* review of the 3-judge decision; WCLE was permitted to keep going pending court decision on that angle, expected next week.

Grant of $100,000 to Metropolitan Educational TV Assn., N. Y., by Ford Foundation's Fund for Adult Education to buy equipment for production center in Carnegie Endowment Bldg. was announced this week. META plans programs for distribution to N. Y. stations and to educational outlets throughout country, will receive additional $50,000 from FAE if it can achieve on-air operation itself. Boston's educational WGBH-TV & WGBH also received FAE grant—$15,000 for staff to plan in-school TV there. Meanwhile, *TV Guide* established one-year fellowship for mgr. Harold Metcalf of Kentucky edition to work in Hagerstown, Md. pilot closed-circuit TV school project, supplying students with printed information on instruction programs.

Penal legislation against "leaks" from FCC & other govt. regulatory agencies will be drafted by Senate investigating subcommittee headed by Sen. Jackson (D-Wash.), aided by agencies themselves. He said conference June 4 (Vol. 13:22) with agency heads, including FCC Chairman McConnaughey & gen. counsel Warren Baker, produced no objections to proposed law outlawing unauthorized disclosures and "improper influence or pressure" on agencies. Probe so far has centered on stock-profit "leaks" from CAB.

FCC issued "or else" order this week to the 4 TV programmers challenging Network Study Committee's power to subpoena them and their documents, upholding chief hearing examiner James D. Cunningham and directing them to appear at June 12 hearing at N. Y. Federal Court House with the items requested in subpoena. If not, said Commission, it will "forthwith institute appropriate proceedings to enforce compliance." Reluctant firms are Screen Gems, Ziv, MCA-TV & Revue Productions; 3 other companies which originally challenged subpoenas have agreed to supply data.

New one-inch diameter vidicon tube with extremely high sensitivity is being developed by RCA for monochrome & color broadcast and industrial use. RCA says tests show new tube can be operated to produce picture having good signal-to-noise ratio and fast response to moving objects with as little as one foot-candle of highlight illumination.

International TV-radio seminar sponsored by State Dept.'s International Educational Exchange Service will be held June 10-Oct. 11 at Boston U's school of public relations & communications. School will be host to 30 TV-radio experts from 25 countries.

Nobody was appointed an FCC commissioner this week. Couple more names "mentioned": Mary Jane Morris, FCC secretary; Clifton Young, former Nev. congressman.

FCC will observe usual Aug. vacation procedure, holding no hearings or oral arguments during month. Only full Commission meeting will be held Aug. 1.

Licensed TV sets in Great Britain totaled 7,050,308 at end of April, increase of 84,052 during month.

Paramount intends to release its 700-film library of pre-1948 features to TV before year is over, pres. Barney Balaban told stockholders meeting this week, adding that the company "intends to become an important supplier of motion pictures for TV." He devoted much of his statement to "the potential that lies in pay TV." He added: "There are many persuasive reasons for believing that the [closed-circuit] cable approach will be most effective in getting pay TV off the ground." Pay system of Paramount's 90%-owned subsidiary International Telemeter is now technically ready, he said, and has been submitted to manufacturers for bids. He also said Paramount is considering public financing for Telemeter in near future, and revealed that the movie company's investment in Telemeter totals $5-$6,000,000.

Criminal libel on TV is hard to prove in N. Y. without script, District Attorney Frank S. Hogan decided June 6, suspending grand jury investigation of statements made by ex-gambler Mickey Cohen May 19 on ABC-TV's *Mike Wallace Interviews* (Vol. 13:22). Promising to draft law to close loophole, Hogan said study of N. Y. penal code shows that TV performers apparently can say what they please without committing criminal libel—so long as they don't read from prepared script or record defamatory statements for kinescope. "Mere speech" may be cause for civil action for slander but not for criminal action in state, he said. Grand jury inquiry was started on complaint of Police Capt. James Hamilton of Los Angeles, one of persons excoriated by Cohen.

Three applications for new TV stations and 2 for translators were filed with FCC this week, bringing total to 127 for stations (33 uhf) and 54 for translators. Applications were for St. Louis, Ch. 42, by group headed by Milwaukee furniture manufacturer Bernard Heifetz; two for Weston, W. Va., Ch. 5, one by owners of WENS (Ch. 16), Pittsburgh, the other by WAJR, Morgantown, W. Va., owners of off-air WKJF-TV (Ch. 53), Pittsburgh. Translator applications were for Shelby, Mont., Ch. 72, by Shelby T. V. Club, operators of Ch. 76 translator there; for San Saba, Tex., Ch. 77, by Norman R. Phillips. [For details, see *TV Addenda 24-V*, herewith.]

NBC is again changing format—and perhaps name—of its *Tonight* show, officially confirming earlier reports. Maintaining its faith in late-evening live programming, network announced that comedian Jack Paar will star in the new show Mon.-Fri. 11:30 p.m.-1 a.m. beginning in mid-July, with format "hinged on comedy, music, guests and audience participation." Show will have tie-in with recording industry, featuring top disc stars.

Another group of 20th Century-Fox features is being offered to TV by NTA. This one is called "Big 50" package and includes 39 Class A features which will have been shown on NTA Film Network this year, plus 11 first-run-on-TV films. NTA announced it had already sold the package to WCBS-TV, N. Y.—price said to be $700,000.

First 2 movies produced by AB-PT Pictures Corp., new subsidiary of American Broadcasting-Paramount Theatres, have been booked in more than 240 theatres starting June 20. They are *Beginning of the End* and *The Unearthly*. AB-PT announced this week that its productions will be distributed in U. S. & Canada by Republic Pictures.

Advertising costs average 5% more in 1957 than 1956 for all big media, including TV, June 7 *Printers' Ink* says. Predicting continuing rise rest of year, magazine estimates advertisers spend $143.14 now for every $100 spent in 1950.

Commercial TV has spread to—of all places—Czechoslovakia. Advertising of products began late last month on stations in Prague & Ostrava. All advertising is handled by same agency—the Govt.

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SUMMARY-INDEX OF THE WEEK'S NEWS — June 15, 1957

NO FEE-TV DEAL MADE with Skiatron, AT&T pres. says. Thurmond introduces anti-subscription bill; Comr. Craven and Hollywood film unions plug for tests (p. 1).

KHRUSHCHEV TV INTERVIEW lights fire for reciprocal program trade between U. S. & Russia, but Dulles sees little new in "Johnson Doctrine" (p. 2).

NETWORKS WAIT & HOPE that inter-city circuit shortage will loosen before deadline date, through cut in requirements or boost in facilities (p. 3).

SENATE REPORT on network practices due for Committee action June 18. Senate bars further funds for FCC network probe; film firms face court order (p. 6).

FCC CLEANING UP BACKLOG, disposing of petitions for reconsideration, rarely changing mind. Adding 2 vhf's in Schenectady area under consideration (p. 7).

GOOD INVENTORY POSITION documented, set sales paralleling 1956 rate but production kept in bounds. Year's sales prospects put at 6½-7,000,000 (p. 10).

NARDA SURVEY shows record high costs and low profits in 1956; 28% report net loss for year. Many dealers apprehensive about 1957 prospects (p. 10).

RCA CHARGES PHILCO with patent infringement, seeks treble damages, is joined by GE, AT&T, Western Electric & Bell Labs in denial of Philco charge (p. 11).

23-MARKET STUDY of brand names, conducted by newspapers, shows RCA still far in lead with 19 first places, one tie for first (p. 12).

LAMB FINALLY VINDICATED, Commission renewing license of his WICU, Erie, by 5-1 vote—Lee dissenting, Doerfer absent—ending weird 3-year fiasco (p. 14).

NO SKIATRON DEAL MADE, AT&T CHIEF SAYS: No commitment has been made by AT&T or any of its affiliated companies for transmission of any closed-circuit scrambled-picture fee-TV programs. This is the one island of fact we have been able to locate in the floodtide of rumors, surmises and unverified reports.

The statement comes from Frederick R. Kappel, pres. of AT&T, who supplied us with answers to series of questions arising from west coast reports of proposed tie-up between AT&T's Pacific Telephone & Telegraph Co. and Matty Fox's Skiatron TV for wired pay-TV transmission of games of Giants and Dodgers to California homes if the teams move to west coast (Vol. 13:22-23).

Kappel's statement did not preclude such action in future -- and we don't doubt that negotiations have been or are being held between telephone companies and subscription-TV entrepreneurs; but fact is, no action is yet in sight.

Our specific question to Kappel: Have AT&T or Bell companies made any commitments or signed any agreements with such pay-TV organizations as Skiatron, Zenith or International Telemeter, involving transmission of programs intended to be viewed on a per-program basis? Reply was "No" -- with exception of the experimental wired "Telemovies" operation in Bartlesville, Okla.

AT&T has no policy rule against carrying pay-TV programs on its inter-city lines, Kappel made clear -- pointing out that it has been relaying other types of closed-circuit programming for some time. As to AT&T's anticipated role in distribution of wired TV programs to subscribers' homes, he indicated that it's still too early to tell, but that it would probably be limited to supplying transmission channels. AT&T has no desire to get into the entertainment business, he emphasized.

Queried as to cost of wiring Los Angeles & San Francisco to bring pay TV to existing receivers there, he and other company officials declined to guess.

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Controversy over broadcast subscription TV was kept alive this week by proponents and opponents, both in and out of Govt. There was action again on Congres-

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sional front, where Senate got a bill to outlaw fee TV -- S-2268, introduced by Sen. Thurmond (D-S.C.) and identical with Rep. Celler's HR-586 in House.

Assailing pay TV as "a new tax on the people," Thurmond said in Senate speech that experimental toll-TV program would be difficult to call off, once started. He advised FCC to stick to "matters of scientific concern" and leave "matters of policy" to Congress. His bill was referred to Senate Commerce Committee -- of which he is a member -- where it faces doubtful future, inasmuch as several members are on record as favoring at least a limited public trial of subscription TV.

NARTB backed Thurmond's stand, pres. Harold Fellows urging Congress to take pay-TV issue out of hands of FCC. As to public trial of fee TV, he said nothing significant can be learned from broadcast tests that won't be demonstrated in the Bartlesville closed-circuit project.

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Comr. Craven, who has been plumping within Commission for fee-TV tests, came out publicly for trial at week's end in strong speech to Md.-D.C. Broadcasters Assn. at Ocean City, Md. "Should broadcasters be allowed to stop subscription TV if it constitutes real progress?" he asked. "The realistic way to ascertain whether or not this new service is real progress is to give the public an opportunity to express its preference based on field demonstrations."

Public test will supply answers to most questions about fee TV, he said. As a clincher, he referred to FCC's sprawling May 23 subscription-TV notice (Vol.13:21): "As you know, the Commission has already agreed that such a trial demonstration is necessary. We need only to determine the parameters of that trial."

He gibed at broadcasting spokesmen who endorse closed-circuit pay TV but oppose scrambled telecasting. Said he: "I question whether [telecasters] will be really as protected from the economic effects of competition by this method as they may hope. In fact, it is difficult to understand how TV broadcasters can gain much comfort in the long run from this so-called freedom from competition."

* * * *

Pro & con lobbyists haven't been confining their big efforts to Congress and FCC. Though they fought to a draw last week at convention of General Federation of Women's Clubs (Vol. 12:23), the fee-TV proponents won clear-cut victory this week when Hollywood AFL Film Council, representing more than 24,000 movie and TV film industry workers, unanimously approved resolution urging FCC to authorize extensive tests of subscription TV "at the earliest possible moment" -- taking stand diametrically opposed to parent AFL-CIO which twice has urged FCC to reject pay TV.

Note: Lest anyone be laboring under the delusion that Zenith, Skiatron and International Telemeter would have a monopoly -- or even an inside track -- if FCC should approve subscription TV, RCA pres. John L. Burns this week confirmed what industry observers had known all along. In answer to question at Hollywood press conference, he reiterated RCA's belief that toll TV wouldn't be successful, but added that if it did succeed "all vested interests will get into it with both feet."

CBS-TV KHRUSHCHEV INTERVIEW REVERBERATES: Regular U.S.-Russian TV-radio exchanges, bringing new turn to east-west relations, were urged by powerful voices in Washington this week as result of Nikita Khrushchev interview which won world attention -- and general plaudits -- for CBS-TV's Face the Nation show June 2 (Vol. 13:23).

Inspired by CBS news beat and possibility of people-to-people communication it raised, Senate Majority Leader Johnson (D-Tex.) revived long-dormant proposals for Iron Curtain breakthrough via reciprocal broadcasting. Idea caught fire -- or at least smoldered -- all around Capital.

Johnson's "open curtain" plan (promptly hailed as "Johnson Doctrine" in Congress by supporters on both sides of aisle) was advanced June 8 in N.Y. speech, seconded next day by Senate Minority Leader Knowland (R-Cal.), who followed Soviet leader Khrushchev as Face the Nation guest.

Plan was welcomed -- but with restraint, and not as something new -- by Secy. of State Dulles at press conference June 11. Reflecting initial White House coolness to sensation stirred by Khrushchev interview, Dulles praised "Johnson Doctrine" as "demonstration of the bi-partisan character of our foreign policy," but maintained administration had been "pressing" for it all along.

Press across country was enthusiastic. N.Y. Times pundit Arthur Krock said "Johnson speech projected definite ideas, contrasting with the lack of them in administration suggestions how to deal with the issues raised by Khrushchev." Krock thought it was "sound, shrewd program to counteract Soviet propaganda." Christian Science Monitor said it could be "exploited into a larger exchange of fusillades in this 'war of ideas.'" Washington Post termed it "admirable."

Encouraged by reception to plan, seeing Dulles "in such complete agreement," Johnson told Senate June 12 he would proceed "to determine methods by which Congress" can act to implement it -- with "united backing of our people."

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But doubt over chances of Soviet cooperation, despite TV pleas by Khrushchev for more east-west "cultural" exchanges, was expressed at news conference by Dulles. He pointed out that similar proposals -- including 30-min. monthly radio trade between U.S. & Soviet -- were advanced at 1955 Geneva Conference, reiterated year ago in 17-point White House statement with little response from Kremlin.

Most direct reaction by Moscow, Dulles said, had been rejection of offer at Geneva by then Foreign Minister Molotov on ground American broadcasts would subject Russians to "social scum." Dulles said U.S. nevertheless has "been pressing them since the original formulation," that it continues to be "one of the items which is on the list" at Russian desk in State Dept.

"Supercilious" is word for Dulles, Sen. Fulbright (D-Ark.) retorted June 13, deploring apparent administration effort to dampen TV-radio plan down. "Indication of weakness," Sen. Mansfield (D-Mont.) agreed. And Fulbright, member of Foreign Relations Committee, added "it is the best kept secret since the first atomic bomb was made" if administration had been pursuing reciprocal broadcast arrangement.

"Wholehearted & enthusiastic backing of Congress" was promised by Fulbright if administration grasps "this opportunity to join in a proposal for action now." No immediate move was made by Dulles, but other State Dept. officials indicated earlier that it soon may try new, formal approach to Kremlin -- perhaps in several weeks.

Formal U.S. offer is all Russia is waiting for -- if First Deputy Premier Mikoyan could be believed. He told western newsmen in London June 13: "If you want to make such a proposal, go ahead. We are not afraid of competition in ideas." Moreover: "It's harder to tell lies on TV because you cannot only be heard but seen." Molotov, also in London, was less vocal but said he, too, favors idea now.

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What stands out painfully in the whole picture is silence of CBS, other networks and stations, in face of presidential criticism -- demonstrating anew the traditional industry fear of antagonizing any administration -- GOP or Democratic -- and the FCC it tends to control. Print media wouldn't take it.

Though a good friend of Eisenhower administration, Time Magazine took TV to task. Congratulating CBS-TV for "obviously enterprising, informative journalism" and noting tartly that the networks "constantly demand equal treatment" with print media, it stated: "Such a demonstration of eggshell caution under fire suggested that TV may be getting no worse than it deserves."

NETWORK ROUTE SQUEEZE—WATCHFUL WAITING: There's nothing to do now but wait and hope things aren't as bad as they look. That sums up attitude of network traffic chiefs toward threat of serious shortage of important inter-city microwave routes next fall, as revealed in Television Digest last week (Vol. 13:23).

Time-period allocation of AT&T lines among TV users seems probable because of unprecedented demand for network routes by major networks, closed-circuit en-

terprisers, proposed new "network" operations such as Pat Weaver's Program Service and specialized live TV services like Sports Network Inc.

Officials of all networks, contacted this week, said there's nothing they can do now but wait until after July 29, when AT&T weighs availabilities against requirements. They pointed out that there was tight squeeze for spring & summer--which was relieved only through inter-network cooperation, all 3 cutting way back on original plans for daylight time zone repeats. Even so, they stated, quality of network picture in some areas this spring is "substandard," because telephone company had to throw old L-1 cable into circuit to accommodate heavy demands.

They're all hoping things might loosen up -- that some of the preliminary time requirements filed (by others) were inflated and will be toned down later, or that maybe AT&T has something up its sleeve and can squeeze more transcontinental and/or regional channels into the system. There were doubts, too, that Pat Weaver would actually reserve as much time as he now is seeking -- when the chips are down. There was also some speculation that Weaver may consolidate his time demands with those of another video circuit user. Weaver, as usual, was unavailable for comment.

If next fall's going to be bad, next spring will be well nigh impossible. That was another view held universally by network officials -- based on their hopes of going close to 100% "clock time" next year, relying heavily on Ampex playbacks for daylight time zones. This will require heavier use of intercity routes, and, barring near-miracle, networks will have to make heavy compromises then, too.

AT&T is required by law to treat all customers alike -- therefore, established networks get no special privileges for being "old customers." Under microwave-cable allocation procedures, video channels are shared by all users on basis of schedule worked out cooperatively among telephone company's TV customers who are affected.

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"The situation could be very serious," ABC traffic coordinator George Milne told us this week, "depending on which way the ball bounces." Networks can do nothing now but "guess and surmise," he added. "Allocations would take us back to where we were in the late '40s." However, he pointed out that mutual 3-network cooperation could make a bad situation much more palatable.

Sit-tight attitude was also taken by CBS traffic mgr. L.B. Gumbinner, who said his network's requirements for next fall are about same as last season. "We just don't know how bad it will be; the telephone company hasn't said anything about it yet." He expressed hope that CBS wouldn't have "too much trouble" in fall, but ruefully added he's already looking to next spring-summer as "the big problem."

"There's no use getting excited now," said NBC's John A. Hilton, asst. mgr., traffic. "There's not much to do until July 29." Perhaps, he said, AT&T will be able to turn some message (telephone) circuits over to TV use during heavy periods next season -- or maybe some early demands will be toned down before July 29.

"The situation is very delicate...very grave," from standpoint of pres. Dick Bailey of Sports Network Inc., which supplies live sporting events to stations and networks. "We'll probably squeeze by this summer with only a few preemptions, but the situation looks real difficult for next fall -- particularly on Sundays when we carry pro football. Of course, things will be much rougher next spring if the Giants and the Dodgers move to the west coast."

"Six-figure" salaries for top flight lecturers on closed-circuit TV were envisioned this week by RCA pres. John L. Burns in commencement address at his alma mater, Northeastern U. Receiving honorary doctor of business administration degree, Burns said use of closed circuit TV for education would: (1) Elicit highest quality of instruction by making it possible for teachers at one school to lecture on nationwide hookup. (2) Permit calling on outstanding business and govt. leaders as speakers. (3) Enable educational institutions to compete with highest salaries now paid in other fields by sharing costs.

First educational TV closed-circuit system sponsored by a state education dept. will be installed this summer by RCA in Conley Hills elementary school, Fulton County, Ga. Multi-channel installation, including 4 camera chains, 26 receivers in classrooms, will go into operation in Sept. as pilot project for state, with Mrs. Mary Grubbs as TV coordinator for Ga. school supt. Dr. M. D. Collins.

Boyce Nemec, film & TV consultant, has been retained by Video Independent Theatres for planning of studio operations and programming of "Telemovies" wired TV experiment in Bartlesville, Okla.

Personal Notes: **John B. Green**, ex-NBC-TV, named ABC-TV program mgr., succeeding **J. English Smith**, resigned . . . **Ernest Fladell** promoted to NBC-TV sales promotion mgr. . . . **Thomas C. Harrison**, ex-radio rep John Blair & Co., elected sales v.p. of ABC Radio; **Stephen Labunski**, from radio WDGY, Minneapolis, elected programming v.p., replacing **Wm. S. Morgan Jr.**, who returns to radio KLIF, Dallas, as gen. mgr. . . . **Lester A. Loeb**, ex-radio WMGM, N. Y., named eastern sales representative of ABC Film Syndication . . . **George C. Stevens**, ex-radio WRCA, N. Y., named gen. sales mgr. of Transcontinent TV Corp. . . . **Stanley L. Yentes** promoted to sales service mgr., NBC TV Films div., California National Productions . . . **Harold Graham Jr.**, ex-McCann-Erickson, joins CBS-TV, Hollywood, as program executive for liaison with advertisers . . . **Robert J. Burton** promoted to v.p. of BMI in charge of domestic performing rights administration, **Robert Sour** to v.p. for writer relations, **Mrs. Theodora Zavin** to asst. v.p. for publisher relations, **Richard L. Kirk** to asst. v.p. for publisher & writer relations, Hollywood . . . **Charles C. Crockett** named gen. sales mgr., **Robert Costa** local sales mgr., **Sheridan (Dar) Reid** program supervisor, of KGMB-TV, Honolulu, and satellites KMAU-TV, Wailuku, and KHBC-TV, Hilo . . . **Howard K. Smith** reassigned by CBS to Washington news staff after 11 years in London; **Charles Collingwood** replaces him as London bureau chief; **Peter Kalischer**, ex-*Collier's*, assigned to Tokyo, replacing **Bob Pierpoint**, who joins Washington staff . . . C. R. **Bramham** promoted to commercial mgr. of WSM-TV, Nashville, succeeding **Irving Waugh**, now v.p.-gen. mgr. of WSIX-TV there; **Tom Griscom Jr.** promoted to local sales mgr. . . . **Guy Tiller**, ex-WLWA, Atlanta, named gen. mgr. of WTVM, Columbus, Ga. (formerly WDAK-TV), with **Joe Windsor**, local sales mgr., promoted to asst. gen. mgr. for network relations & national sales; **John Hughes**, program director, succeeds Windsor . . . **Cecil L. Heftel**, gen. mgr. of radio stations KLO, Ogden, Utah and KGEM, Boise, Ida., named v.p.-gen. mgr. of KLIX-TV & KLIX, Twin Falls, Ida., succeeding **Frank C. McIntyre**; **Gordon O. Glasmann**, ex-*Ogden Standard-Examiner*, named asst. gen. mgr., **Joe Gibney**, station mgr. . . . **Herbert W. Holtshouser**, ex-chief engineer of KUTV, Salt Lake City, named chief engineer of upcoming KUED (Ch. 7, educational) there . . . **James F. O'Grady** promoted to midwestern sales mgr. of rep Young TV Corp. . . . **Judd A. Choler**, ex-WSBT-TV & WSBT, South Bend, named promotion mgr., WFMY-TV, Greensboro, N. C. . . . **Charles Sinclair**, ex-Rogers & Cowan and *Sponsor*, joins *Billboard* as assoc. editor, replacing **Gene Plotnik**, now on Screen Gems publicity staff . . . **Del Leeson** promoted from promotion mgr. of KTVT & KDYL, Salt Lake City, to mgr. of KDYL . . . **Charles A. Wilson**, adv. & sales promotion mgr. of WGN-TV, Chicago, appointed to management group of WGN Inc. . . . **Ted Oberfelder** resigns as pres. of rep Burke-Stuart, plans undisclosed, sales v.p. **Allan Kerr** becoming acting pres.

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Honorary degrees: **David Sarnoff**, RCA chairman, LL.D, U of R. I., Kingston . . . **Wm. S. Paley**, CBS chairman, LL.D, and **Edward J. Noble**, LL.D, Adelphi College, Garden City, N. Y. . . . **Edward Lamb**, pres. of WICU, Erie, doctor of humanities, Wilberforce U, Wilberforce, O. . . . **Joseph M. Bryan**, pres. of WBTV, Charlotte, and WBTW, Florence, S. C., LL.D, Belmont Abbey College, Belmont, N. C.

AFA officers elected June 12 at Miami Beach convention: pres. & gen. mgr., C. James Proud, asst. to retiring pres. Elon G. Borton; chairman, Robert W. Feemster, *Wall Street Journal;* vice chairman, James S. Fish, General Mills; treas., Ralph Winslow, Koppers Co.; secy., Loretto J. Fox, Falk Corp.

All TV test signal proposals will be examined by special subcommittee appointed at meeting held this week by RETMA broadcast TV systems committee in New York. Subcommittee, headed by GE's Dr. Lyman Fink, consists of representatives of the 3 TV networks, subscription TV proponents Zenith, Skiatron & International Telemeter, AT&T and RETMA's receiver div. Subscription-TV organizations have expressed interest in the test signals to be transmitted in vertical blanking period (Vol. 13:12, 14-15, 17), because pay-TV systems also make use of blanking interval to transmit decoding information. Subcommittee was asked to report back to full committee in August with recommendations for FCC standards.

Upcoming WFGA-TV, Jacksonville (Ch. 12), planning to be on air by Sept., will become basic NBC-TV affiliate, succeeding WJHP-TV (Ch. 36). National Airlines' upcoming WPST-TV, Miami (Ch. 10), due on air Aug. 1, will be primary ABC-TV affiliate.

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ADVERTISING AGENCIES: **Thomas D'Arcy Brophy** retires Sept. 30 as chairman of Kenyon & Eckhardt . . . **Deane Uptegrove**, exec. v.p. of H. B. Humphrey, Alley & Richards, named head of N. Y. office . . . **Werner Michel**, ex-Benton & Bowles, joins Reach, McClinton as TV-radio director . . . **Wm. A. Sittig** named gen. mgr. of Clinton E. Frank Inc., continuing as v.p. & marketing director . . . **James Chapman**, ex-J. B. Rundle Inc., appointed *Electronic News* sales mgr.

First "communication award" of U of Chicago has been presented to chairman Earle Ludgin of Earle Ludgin & Co. as "outstanding alumnus in the field of communication." NBC's Clifton Utley headed awards committee.

Criminal conspiracy case against Philadelphia Radio & TV Broadcasters Assn. and 9 member radio stations accused by Govt. of rate-fixing (Vol. 12:26, 31, 37) ended June 13 when Federal Judge Allan K. Grim fined organization $5000 and stations $1000 each. Assn. pleaded guilty, stations no-defense, to charges they agreed "to maintain rates for sale of broadcasting time in Philadelphia in violation of the Sherman Act." At same time, Judge Grim dismissed conspiracy charges against 9 executives of stations. He said there had been "no moral turpitude involved" and that: "I believe also what was done by the men involved in this case was done with what they believed to be the best interest of their employers & the public." Stations fined: WHAT, WDAS, WIP, WIBG, WFIL, WCAU, WJMJ, Westinghouse (KYW, now NBC's WRCV), WPEN. Original charges against WFLN had been dropped.

Victory for community antenna operators was completed this week when Internal Revenue Service confirmed that it planned shortly to revoke 8% excise tax in accordance with court decisions. For psychological effect, most CATV operators plan to give subscribers rebates in cash. Operators also took comfort in report this week that Cal. legislature is tabling bill proposing to permit municipalities to finance translators out of taxes.

Flamingo Films, one of oldest TV film companies, reportedly is being sold by principal owner Sy Weintraub and his partner Joe Harris, for total of around $3,000,000. Purchaser is said to be Continental Thrift Co., west coast financing firm, which will take over Essex Universal Co., which owns Flamingo. Weintraub also owns 15.9% of KMGM-TV, Minneapolis (Ch. 9).

TWO MORE INVESTIGATIONS of TV were in the finishing-touch stage this week, following issuance last week of Celler subcommittee report (Vol. 13:23). Senate Commerce Committee met this week, briefly discussed Cox report on network practices—endorsed by both Chairman Magnuson (D-Wash.) & Sen. Bricker (R-O.)—and then postponed further consideration until June 18, since several Committee members hadn't read it.

Committee is expected to refer report to FCC and Justice Dept. for appropriate action. It is said to be somewhat milder than Celler report, devoting most space to option time and must-buy practices. Report is understood to conclude that option time operates to transfer some of station's program control to network—subject, however, to veto by station—and to blanket prime hours on most stations to detriment of independent programmers. As to must-buy practices, report is said to conclude that some minimum network requirement is necessary, but to recommend—as does Celler report—that minimum dollar purchase be substituted for "basic" list of stations.

Whether Dean Roscoe Barrow's FCC network study will be completed by June 30 deadline or not, Senate this week gave the word that it would appropirate no more funds for it. Appropriations Committee report on funds for independent govt. offices submitted by Magnuson as chairman of independent offices appropriations subcommittee stated that if network study runs past deadline, regular FCC funds will have to be used for "completion [or] any implementation thereof."

Dean Barrow told us this week he still doesn't know whether deadline can be met—but best guess is that study group will have rough draft ready by June 30, to be polished up over the summer by permanent FCC staffers currently assigned to study.

Network study committee's efforts to get financial information from 4 reluctant independent film programmers proceeded another step—to court—when the group again refused to produce the data at FCC hearing in New York this week. Whereupon, Commission promptly got order from N. Y. Federal Court ordering that the firms appear June 25 to show cause why they shouldn't produce the material. The 4 are Screen Gems, Revue Productions, MCA-TV & Ziv.

Comr. Craven, meanwhile, told Md.-D. C. Bestrs. Assn. this week that "certain elements of the broadcast industry itself" are largely to blame for rash of investigations and Washington interference. "After acting with what was supposed to be prudent business judgment," he said, "certain entrepreneurs discovered that their judgment just didn't pan out as they originally expected. Consequently they ran to the Govt. to bail them out. A few others who enjoyed more fortunate economic situations took advantage of every legal procedural device in the Communications Act to stop competition. Still others seek and encourage the Commission to engage in economic planning through the assignment of channels to the various markets."

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Celler subcommittee report on TV industry this week became rallying point of ASCAP-member songwriters in their battle against BMI. "Songwriters' Protective Assn.," which has been plumping for Congressional investigations of BMI, held big press conference in New York March 10, with such celebrities as W. C. Handy, Oscar Hammerstein, Helen Hayes, Paddy Chayefsky and Paul Whiteman as guests, to hail Celler report recommendation for Justice Dept. investigation of music business (Vol. 13:23). Meeting was widely covered by press, but on June 13 Authors League came out with blast at TV-radio networks for ignoring meeting. BMI spokesmen said they were satisfied with conclusions expressed in section of Celler report devoted to music business but not necessarily with full text of report. They pointed out that 5 of the 7 members of subcommittee filed "additional views" specifically mentioning pending $150,000,000 suit against BMI and TV networks & stations by 33 ASCAP members and warning against any action which might be construed as prejudicial to court case.

Sessions on broadcasting and TV receivers will be among the 48 at which 225 papers will be presented at WESCON-1957 Aug. 20-23 in San Francisco's Cow Palace. Broadcasting session Aug. 21 will feature symposium on Videotape recorder by Ampex's Ross Snyder & Charles Ginsburg and representatives of TV networks, and papers on traveling-wave vhf antenna by RCA's M.S.O. Siukola, artists' problem in telecasting by Wm. Wagner of San Francisco's KRON-TV, compatible single-sideband AM broadcasting by Kahn Research Labs' Leonard R. Kahn, stable precision TV demodulator by Herb Hartman of Sacramento's KCRA-TV, quadrature-fed antennas by Harry Jacobs of San Francisco's KGO-TV. Session on TV receivers & televisual devices will hear papers on "securing 110-degree sweep for the public domain" by Sylvania's E. O. Stone & Rola Co.'s C. E. Torsch, brightness-enhanced color receiver employing automatic decoding in the Chromatron by Litton Industries' R. H. Rector, 21-in. direct-view storage tube by Hughes Research Labs' N. J. Koda, N. H. Lehver & R. D. Ketchpel, TV color translating microscope by RCA's V. K. Zworykin, automatic fine-tuning for TV receivers by Westinghouse's C. W. Baugh Jr.

Construction of new studios of KFSD-TV & KFSD has started at 47th St. & Federal Freeway, San Diego. Building on 7-acre site in new Broadcast City subdivision is scheduled for completion in 7 months.

Chicago's educational WTTW (Ch. 11) is paying more than half of its own way from sales of its TV recording service, station has announced. Of its current annual budget of $723,000, some $411,000 is expected to come from on-the-side business of producing TV announcements, closed-circuit programs and shows for distribution to other educational stations and institutions. Remaining $312,000 will be paid by public subscription.

TV is establishing itself as international advertising medium—but it still lags far behind radio—according to survey released this week by International Advertising Assn. Of total international advertising expenditures of $478,000,000 by 3600 U. S. companies in 1956, TV accounted for 5% or about $24,000,000. Radio was 22% ($105,160,000), foreign magazines & trade journals 24%, point-of-sale materials 19%, foreign newspapers 11%, direct mail 4%.

TV's "chaotic effect" on book buying has worn off as "people became more discriminating about what programs they watched," according to Chicago book seller Max Siegel. He cited U. S. book business of $750,000,000 last year, up $10,000,000 from 1955, said bookstores are enjoying boom despite TV.

Orradio Industries has begun construction of new $500,000 plant at Opelika, Ala., for manufacture of magnetic recording tape for TV, instrumentation and sound recording—to employ 150-200 and increase company's capacity 400%.

MOPPING UP PROCESS is underway at FCC, with Chairman McConnaughey leaving June 30 (and no successor in sight yet). Commission gave particular attention to unraveling knotty petitions requesting reconsideration of vhf grants.

Commission's decisions are mighty hard to change. For example, Commission instructed staff to draft decisions denying petitions seeking to reverse grants to: WCKT (Ch. 7) & WPST-TV (Ch. 10), Miami, and WFGA-TV, Jacksonville (Ch. 12). It issued final order denying petition to reconsider grant of WPSD-TV, Paducah, Ky. (Ch. 6).

FCC is also sticking by its deintermixture decisions, instructing staff to come up with final documents denying petitions to reconsider deintermixture of Springfield, Ill. and Evansville, Ind.

Another litigious case was terminated when Commission finally granted Ch. 31 to WMBD, Peoria. Station had asked for Ch. 31 after it lost Ch. 8 fight to WIRL-TV; WIRL-TV, in turn, lost Ch. 8 when Peoria was deintermixed—getting Ch. 25 instead. Uncontested CP was awarded for satellite on Ch. 11, Garden City, Kan., to KCKT, Great Bend (Ch. 2). Ch. 80 translator CP was issued in Madras, Ore.

FCC is considering resolution of tough Albany-Schenectady-Troy situation through addition of both Ch. 10 & 13, instead of deleting Ch. 10 from Vail Mills and shifting WRGB (Ch. 6) to uhf. Shift would require giving Ch. 2 to WKTV, Utica (Ch. 13), putting Ch. 13 north of Albany to meet minimum co-channel spacing with N. Y.

In other developments, Commission: (1) Told staff to draft rule-making shifting Ch. 10 from Terre Haute to Lafayette. (2) Finalized shift of Ch. 12 from Coeur d'Alene to Moscow, Ida. (3) Proposed substitution of Ch. 62 for Ch. 4 in Columbus, Ga. (4) Received petition from WICS, Springfield, Ill. (Ch. 20), seeking deletion of Ch. 3 from Champaign, shifting WCIA to uhf.

Fighting "Craven Plan" to abandon allocations table, Assn. of Maximum Service Telecasters this week asked FCC to extend from June 18 to July 18 the deadline for replies to comments filed June 3 (Vol. 13:23), but Commission denied it immediately—though Comrs. Hyde & Lee wanted to give 2-weeks grace. AMST also analyzed last week's comments, reported: (1) 40 against plan, 29 for, 8 neither. (2) 19 law firms against, 8 for, 4 neither. (3) 46 operating stations against, 32 for. (4) 6 applicants & CP-holders against, 2 for. (5) 32 TV station "interests" (each multiple owner counted as one interest and excluding networks) against, 21 for. (6) 5 networks and organizations (ABC, NBC, JCET, NAEB, AMST) against, 2 (CBS, Committee for Competitive TV) for.

Radio station sales approved this week: KODY, North Platte, Neb. by John Alexander, George B. Dent Jr. & Townsend E. Dent for $210,000 to Mr. & Mrs. Hartley L. Samuels and his sister-in-law Judith S. Scofield (Vol. 13:13). Hartley, ex-WINS & WABC, N. Y., now is pres.-gen. mgr. & 25% owner of WDLB, Marshfield, Wis. . . . **WBMS, Boston,** by Friendly Group (Jack N. Berkman, pres.)—owners of WSTV-TV, Steubenville, O. and KODE-TV, Joplin, Mo.—for $200,000 to Gerald A. Bartell & family (Vol. 13:19). Bartells are selling WMTV, Madison (Ch. 33), also owns 4 AMs . . . **WONN, Lakeland, Fla.** by co-owners Robert S. Taylor, Duane F. McConnell & E. D. Covington Jr. for $169,000 to Theodore P. Noyes Jr. (90%), of WMAL-TV, Washington, and Robert W. Jonscher (10%), mgr. of radio WMAL (Vol. 13:14) . . . **KTIX, Seattle,** by W. Gordon Allen (owner of 4 other AMs) for $180,000 to H. Scott Killgore interests, operators of 5 AMs (Vol. 13:19) . . . **WGGG, Gainesville, Fla.** by R. M. Chamberlin and associates for $100,000 to T. K. Cassel, who has interest in off-air WTVE, Elmira, N. Y. (Ch. 24) and in 6 eastern AMs (Vol. 13:19) . . . **WKXV, Knoxville,** by H. Scott Killgore interests for $100,000 to co-equal owners attorney Henry T. Ogle and accountant Bill L. Boring (Vol. 13:20) . . . **WRNY, Rochester, N. Y.** by David A. Kyle and associates for $90,000 to radio WFEC, Miami, owned by Harry Trenner & Herbert Schorr (Vol. 13:16) . . . **WKTM, Mayfield, Ky.** by Fred L. Thomas for $55,000 to co-equal owners Charles W. Stratton (also ⅓ of WKOA, Hopkinsville, Ky.) and brother H. D. & Mose Bohn (Vol. 13:19).

WREX-TV, Rockford, Ill. (Ch. 13) is being acquired for approximately $3,000,000 by Bob Hope and associates—his attorney Martin Gang and his TV-radio agent James Saphier, plus Albert Zugsmith, Arthur Hogan and Ashley Robison. Hope interests control approximately 50% of KOA-TV, Denver (Ch. 4), with KOA. Zugsmith and Hogan own 25% each in KULA-TV, Honolulu (Ch. 4) & KULA and KSHO-TV, Las Vegas (Ch. 13) & KBMI, Henderson, also have interests in 4 west coast radio stations, as well as being associated with Robison in purchase of radio KBYE, Oklahoma City (Vol. 13:11). Plans are to retain gen. mgr. J. Michael Baisch and key staff members.

Radio station sales reported this week: WLOW, Portsmouth, Va. by owners of WTOB and off-air WTOB-TV, Winston-Salem (Ch. 26) for $250,000 to James Bcstg. Co. (John Quincy, pres.), owners being 5 Boston businessmen, ownership interlocking with Boston radio WORL (including mgr. Arthur E. Haley) . . . **WMRO, Aurora, Ill.** by Martin R. O'Brien for $85,000 to equal partners Vincent G. Cofey, WMRO commercial mgr., and Benjamin A. Oswalt, sales mgr. of Batavia cosmetic firm . . . **KOVE, Lander, Wyo.** by Edward J. Breece for $75,000 to Fremont Bcstg. Inc., in which he has 4% interest, son Daniel E. Breece, gen. mgr., 32%; son John L. Breece, owner of KATI, Casper, Wyo., 32%; sister-in-law Mrs. Dorothy L. Reed, sales mgr., 32% . . . **WKBL, Covington, Tenn.** by R. William Hoffman (owner of WGFS, Covington, Ga.) and Charles K. Sparks for $55,000 to Robert C. Whiteley Jr., chief engineer & news director of WBOP, Pensacola, Fla. Brokers: WLOW, R. C. Crisler & Co.

CP for WTLM, Laurel, Miss. (Ch. 7) will be majority-controlled by Mayor Wm. S. Smylie and son W. S. Smylie III under terms of transfer proposed in application filed with FCC. Mayor Smylie is acquiring 16.67% from Jack Rose for $1750, increasing holdings to 41.67% while son retains 25%. Other stockholders, with 16.67% each, are furniture store owner D. B. Marcus and *Laurel Leader-Call* publisher T. M. Gibbons.

Senate approved $8,300,000 to run FCC for fiscal 1958 this week—same amount voted by House. It was $472,000 more than FCC received for fiscal 1957, but $650,000 less than recommended in President's budget. Appropriation bill (HR-6070), which covers all independent offices, now goes to Senate-House conference to iron out other differences, but FCC appropriation won't be changed.

Entries for history contest sponsored by Westinghouse Bcstg. Co. for local historical societies & non-affiliated TV-radio stations close next Jan. 15. Prize of $1000 in first annual competition will be split by winning society & station for best program or series "making known the historical & cultural heritage of their localities."

Radio Kyusho (JOFO, Kyusho, Japan) has ordered Philco Cinescanner TV studio system, plans to go on air early next fall.

Notes on Upcoming Stations: Scanning reports from CP-holders, we find only about 25 more likely to make it this year—to add to the 12 that threw switch since Jan. 1. One factor slowing up rate of debuts is FCC's new requirement that grantees fulfill all requirements for full license before getting permission to start. Heretofore, CP-holder could begin transmissions with as little as low-power transmitter unit, a telephone pole tower and a dipole antenna.

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In our continuing survey of upcoming stations, these are latest reports from principals:

WOWL-TV, Florence, Ala. (Ch. 41), seeking modification to Ch. 15, has ordered 1-kw GE transmitter, plans Sept. 1 test patterns, Sept. 15 programming, writes pres. & 25% owner Richard B. Biddle, also chairman of radio WGAD, Gadsden, Ala. Wing for TV studio and control room is currently being added to present radio building, with remainder of TV operation in radio building. It will use 300-ft. tower, but hasn't ordered antenna pending FCC action on Ch. 15. Base hour not set. Rep will be Rambeau.

WSUR-TV, Ponce, P. R. (Ch. 9) has Adler transmitter installed in building atop Mt. Maravilla and has changed target to end of June, reports gen. mgr. Mariano Angelet Escudero for owner Ralph Perez Perry who also owns WKVM, San Juan. Lehigh 200-ft. tower and RCA antenna are ready. Studio equipment is to be delivered by mid-June. Base hour will be $120-$150. Rep will be Pan American Bcstg.

WGTV, Athens, Ga. (Ch. 8, educational) has set delivery date for 25-kw RCA transmitter, still plans Nov. start, writes Gerald L. Appy, assoc. director of communication services for grantee U of Georgia. Transmitter house construction on Jacks Creed Mt. is in design stage and delivery date for 1000-ft. Stainless tower hasn't been set. Studios in $2,500,000 Center for Continuing Education are complete—closed-circuit programming having begun April 30.

WJCT, Jacksonville, Fla. (Ch. 7, educational) has changed programming target to Sept.-Oct., reports Heywood C. Dowling, pres. of Educational TV Inc. GE 5-kw transmitter donated by WMBR-TV is scheduled for installation about July 15 in building of upcoming WFGA-TV (Ch. 12); Alford single-section antenna is to be installed within 6 weeks at 843-ft. level of WFGA-TV tower. Educators will use WMBR-TV studios; film equipment and transmitter will be located at WFGA-TV transmitter house. Dr. Wm. K. Cumming, ex-Stephens College, Columbia, Mo. will be mgr.-director.

CKRN-TV, Rouyn, Que. (Ch. 4) has 35-kw Canadian GE transmitter due Aug. 1, plans Aug. 15 test patterns, Sept. 2 programming, reports pres. David A. Gourd. Construction of studio-transmitter building has begun and 660-ft. Trylon tower from Wind Turbine is due July 1, 4-bay GE antenna later that month. Licensee Northern Radio Inc. also operates radios CKRN, Rouyn; CKVD, Val d'Or; CHAD, Amos; CKLS, LaSarre. Base hour will be $160. Reps will be Weed and Joseph Hardy & Co.

WIPR-TV, San Juan, P. R. (Ch. 6, educational), often delayed, has changed target to Oct. 1, reports R. Delgado Marquez, gen. mgr. of TV-radio for Puerto Rico Dept. of Education. RCA 25-kw transmitter is to be installed June 30 and elaborate TV-radio plant 15-mi. from San Juan is to be completed by July 15. Blaw-Knox 200-ft. tower with 6-bay antenna is ready.

GE shipped 3-bay batwing antenna May 28 to upcoming KSPR-TV, Casper, Wyo. (Ch. 6), due on air soon; 12-bay batwing to KPLC-TV, Lake Charles, La. (Ch. 7). RCA shipped 6-section superturnstile antenna June 7 to upcoming WTIC-TV, Hartford (Ch. 3) due this summer; 5-kw transmitter June 4 to upcoming KOAC-TV, Corvalis, Ore. (Ch. 7, educational), due in Oct.—6-bay antenna having gone June 3; 50-kw amplifier June 11 to KOVR, Stockton (Ch. 13); 25-kw amplifier June 10 to WLBR-TV, Lebanon, Pa. (Ch. 15); 10-kw transmitter June 12 to KNTV, San Jose (Ch. 11).

John Day, Ore. translator K72AG began equipment tests June 2, repeating KBOI-TV, Boise, it has notified FCC; grantee John Day Valley TV Inc. also has CP for K77AC, to repeat KIDO-TV, Boise. Rock Springs, Wyo. translators K78AB & K74AF expect to begin in mid-June, repeating KSL-TV & KTVT, Salt Lake City, reports John E. Wendt, secy. of Translator T.V. Bcstg. Coop. Inc.

Power & facilities changes: WHTN-TV, Huntington, W. Va. (Ch. 13) has resumed 316-kw ERP operation, from new 1000-ft. tower on Barkers Ridge. Changes planned: WJTV, Jackson, Miss. (Ch. 12), to 316-kw Sept. 1; WDSM-TV, Duluth-Superior (Ch. 6), to 804-ft. tower Aug. 1; WHEN-TV, Syracuse (Ch. 8) to 316-kw week end of June 15.

WTHS-TV, Miami (Ch. 2, educational) has notified FCC it will be off air during public schools' summer recess June 14-Aug. 26.

WTPA, Harrisburg, began operation on Ch. 27 June 2, reports gen. mgr. Donald D. Wear.

Rate increases: WFLA-TV, Tampa-St. Petersburg, June 15 raised base hour from $750 to $850, min. $180 to $210. WITI-TV, Whitefish Bay-Milwaukee, July 1, hour $500 to $600, min. $100 to $110. KOOL-TV, Phoenix, hour $500 to $550, min. remains $100. KSBW-TV, Salinas-Monterey, July 1 adds Class AA hour (7:30-9:30 p.m. daily) at $425, min. at $90, Class A hour going from $350 to $400. KGGM-TV, Albuquerque, Aug. 1 adds Class AA hour (6:30-10 p.m. Mon.-Sat., 6-10 p.m. Sun.) at $400, min. at $85, Class A hour remaining $300. WTVO, Rockford, Ill. May 1 added Class AA hour (7-10 p.m. daily) at $350, min. at $70, Class A hour remaining $300. KOSA-TV, Odessa, Tex. July 1, hour $250 to $300, min. $50 to $60. KHAD-TV, Laredo, Tex. April 15 added Class AA hour (7:30-9:30 p.m. daily) at $187.50, min. at $37.50, Class A hour going from $150 to $180. KREX-TV, Grand Junction, Colo. May 1, hour $120 to $150, min. $24 to $30. Spot increase: WOOD-TV, Grand Rapids, June 1 raised base min. from $200 to $250. Canadian increases: CKCO-TV, Kitchener, Ont. July 1, hour $400 to $450, min. remains $90. CFRN-TV, Edmonton, Alta. July 1, hour $325 to $400, min. $80 to $110. CHCT-TV, Calgary, Alta. July 1, hour $250 to $350, adding Class AA min. (7:30-10:30 p.m. daily) at $90. CKCK-TV, Regina, Sask. July 1, hour $250 to $300, adding Class AA min. (7-10 p.m. daily) at $75. CJBR-TV, Rimouski, Que. July 1, hour $240 to $260, min. $40 to $55. CFQC-TV, Saskatoon, Sask. July 1, hour $230 to $260, adding Class AA min. (7-10 p.m. daily) at $60. CFPA-TV, Port Arthur, Ont. hour $170 to $225, min. $35 to $55.

All-Industry TV Music License Committee, organized in April to negotiate new industry-wide licensing agreement with ASCAP (Vol. 13:15), has unanimously elected its 15-man temporary negotiations subcommittee as a permanent unit, chairman Irving R. Rosenhaus, WATV, Newark, announced this week. RKO Teleradio's Elisha Goldfarb is treas. and Simon H. Rifkind has been retained as counsel. Current ASCAP TV contract expires Dec. 31.

Telecasting Notes: Precedent may be in the making in TV film field with announcement this week that 6 stations are helping finance and sharing in distribution profits of new high-budgeted Screen Gems syndicated series *Casey Jones*. The stations reportedly are putting up some $500,000 to help finance show, which already has been sold to some stations outside the "family." Participants are WPIX, N. Y.; KTTV, Los Angeles, and Westinghouse's KDKA-TV, Pittsburgh; WBZ-TV, Boston; KPIX, San Francisco, & KYW-TV, Cleveland . . . **Universal's 550-feature backlog** will be leased to Columbia Pictures' Screen Gems for TV on 10-year basis for some $18,000,000, June 12 *Variety* reports; Universal denies any deal has been closed, but promises announcement on negotiations soon . . . **MGM now preparing** its 950-program short subject library for direct-to-stations syndication . . . **Biggest single re-run package** sold to TV station by Ziv's Economee TV was sealed up this week with $500,000 order by New York's WOR-TV for multiple-showing package of 7 series, or 331 half-hours . . . **NBC-TV's college football schedule** of 9 nationally telecast NCAA dates next fall is 75% sold out, sponsors being Bristol-Myers, Sunbeam & Zenith Radio; NBC-TV also will televise 4 eastern regional games, with Sunbeam and American Machine & Foundry each signed for one-fourth sponsorship . . . **Magnitude of public service job** done by networks is illustrated by these figures from new NBC booklet on public service announcements in 1956: Last year, NBC-TV broadcast more than 1000 one-min. TV announcements & 2600 radio announcements on behalf of more than 100 different projects. These announcements created 12 billion viewer & listener impressions and if paid for would have cost $9,000,000 . . . **Special CBS-TV series** of 30 & 60-min. shows, *The Twentieth Century*, debuts Oct. 20 with hour devoted to Sir Winston Churchill . . . **NBC-TV's excellent and successful** *Matinee Theatre* "experiment" in daily live 60-min. nighttime-calibre dramas gets 52-week renewal order from Procter & Gamble, which will step up number of its daily parties. . . . **Theatremen are sold on TV**, survey by Allied Theatre Owners of N. J. indicates. Some 82% of members felt TV advertising was helpful to pictures, but 90% thought radio advertising didn't help—and 98% called TV their No. 1 competitor . . . **Costs have risen 128%**, on the average, for network shows which have lasted for 5 years, June 15 *Sponsor* reports, while number of TV homes has increased only 78% . . . **Loyalty**: 6 waitresses at Cooky's Grill, Morro Bay, Cal., chipped in and bought a present for their boss—three 10-sec. spots on KEYT, Santa Barbara.

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NTA Film Network announced 3 new 30-min. program series and "triple exposure" time sales plan whereby each of 3 advertisers can participate in all 3 shows. Under the plan, each sponsor receives a 60-sec. commercial and opening & closing billboards on each of the shows weekly. New programs being offered are *How to Marry a Millionaire*, produced by 20th Century-Fox; and *This is Alice* and *The Last Marshal*, both by Desilu. NTA is shooting for prime-time exposure on 110-station lineup. Network's *Premiere Performance* feature film show currently is being carried by 134 stations.

TV telescope developed by 2 astronomers and pres. John H. DeWitt of WSM-TV, Nashville, has received official recognition by American Astronomical Society. In paper presented at society meeting in Cambridge, Mass., Dr. Carl K. Seifert, co-developer of device, explained that it stepped up sensitivity of ordinary telescope 100 times. TV device uses commercially available camera tube and other components, compensates for "twinkle" effect of stars and planets and makes planets more easily visible by stepping up contrast.

List of top 100 national advertisers of 1956, with breakdown of dollar expenditures in network & spot TV, newspapers, magazines and outdoor advertising, is featured in June 3 *Advertising Age*. Analyzing table, TvB reports TV represents over half total advertising budgets of 45 of the 100.

New reps: WIBW-TV, Topeka, to Avery-Knodel June 1 (from Capper Publications); KTAG-TV, Lake Charles, La. to Raymer (from Young); KLRJ-TV, Las Vegas, to Avery-Knodel July 1 (from Pearson).

ELECTRONICS PERSONALS: Dr. **Myles L. Mace**, Litton Industries v.p., named chairman of management committee; v.p. **George Friedl Jr.** succeeds him as gen. mgr. of electronics equipment div. . . . **Sigurd F. Varian** elected vice chairman of Varian Associates, succeeded as pres. by H. Myrl Stearns . . . **Robert I. Mendels** elected pres. of Electronic Devices Inc., Brooklyn . . . **Joseph W. Poliseo** named chief engineer of new Bendix Aviation electronics engineering dept. . . . **R. E. Peterson**, mgr. of Westinghouse Research Labs, elected a director of American Society of Testing Materials.

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High-speed facsimile equipment, easily adaptable for TV news purposes, was unveiled this week by Army Signal Corps and Times Facsimile Corp. Portable gear, suitable for mounting in jeep or helicopter, puts high-quality photo in hands of person miles away 5 min. after photographer clicks shutter. Set combines high-speed facsimile techniques with polaroid picture-in-a-minute principle, transmits 3¼ x 4¼-in. picture in 3 minutes.

Stepped-up activity in video storage and magnetic tape & film recording of TV signals is planned by Stanford Research Institute, according to group's annual report. "It is anticipated," says report, "that new techniques of storing picture information can be improved and extended to a wide variety of applications in industrial and TV fields."

Philco govt. & industrial div. adds 5 regional sales representatives in expansion program aiming at 17 representatives covering country by year's end. As announced by gen. sales mgr. Marshall A. Williams, new reps are: Sol J. Levy, Bradley Beach, N. J., for Conn., N. Y. and central & western Pa.; Carl A. Stone Assoc. Inc., Los Angeles, for Ariz., Cal. & Nev.; Foster Electronics, Escanaba, Mich., for Wis. & Mich.; Private TV Systems, Indianapolis, for Ky. & Ind.; Exec-U-Phone Systems Inc., Boston, for Me., Mass., N. H., R. I. & Vt. Reps will be responsible for sales, installation & service of Philco's industrial TV systems and Audipage pocket paging system. Communications & broadcast equipment will continue to be handled by Philco Corp. regional offices.

New testing lab, designed to take some of work load from Govt.'s National Bureau of Standards, was dedicated this week at Clifton, N. J., by IT&T. Among lab's aids to industry will be determination of accuracy of master gauges, precise electrical & mechanical measurements, etc.

New peak in military electronics spending is seen by RETMA in reporting $2.492 billion spending in first 9 months of current fiscal year. RETMA says full year's spending should reach $3.5 billion if present rate continues.

One of biggest contracts ever awarded by CAA for electronics equipment—$9,777,287 for 263 TACAN units—was won June 14 by Stromberg-Carlson.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
June 15, 1957

LOW INVENTORIES BOLSTER SET SALES OUTLOOK: Best receiver inventory position in 2 years -- at factory, distributor & retail levels -- tends to support industry-wide expressions of optimism as new TV lines continue to be introduced and on eve of June 17 opening of mid-summer Chicago marts where most 1958 models will be shown.

RETMA report to members puts total TV inventories at 2,200,000 as of June 1, compared with 2,400,000 same date last year, 2,250,000 year before. As one able market researcher put it: "The industry is in a very nice spot to take off."

Inventory drop is attributed to reduced production in May (335,000 vs. 467,-913 in May 1956) while May sales to consumers were only slightly under same month last year (400,000 vs. 403,487).

Retail sales for first 5 months are estimated at only 2% less than for same 1956 period, while production this year is down about 24%. And most of the 2% sales decline, we're told, probably is in export sales.

Prospects seem good for 6½-7,000,000 set sales this year, based on movement of 2,020,876 during first 4 months, compared with 2,036,808 in similar 1956 period; 1956 total was 6,804,783. Industry is putting considerable faith in promotability of new "slim look" to spark spurt in latter part of year.

Prices of lines we've seen range from about same as last year's to somewhat higher (mostly because of new, more costly, 110-degree tube) with indications of better profit margins across the board (For this week's new lines, see p. 12).

Retail stocks are in good shape, with average dealer estimated to have 8 sets in inventory -- same level, or lower, than at any time since 1952.

Incidentally, decline of the 24-in. was documented this week when statisticians reported they comprised only 5% of first 4 months' production, compared with 8½% same 1956 period -- and percentage is still dropping.

Retail Profits: Despite improving inventory situation and generally optimistic talk, dealers showed apprehension about 1957 prospects as NARDA released its 11th annual "Costs of Doing Business Survey" to document their 1956 performance.

Net operating profit ratio of TV-appliance dealers dropped to 1.2% on 1956 net sales compared with 3.4% in 1955, says report compiled by Chicago consulting economist Richard E. Snyder. Cost of goods sold amounted to 67.7% in 1956 vs. 65.7% in 1955. Of dealers answering, a record 28% reported net loss for the year.

Study brought this comment from NARDA pres. Ken Stucky: "These findings show a serious threat to the continuance of many needed dealers in this industry as well as most of the marginal ones." He went on to say "a new high in teamwork between dealers, distributors and manufacturers is proved necessary by this business analysis and...NARDA expects to play a key part in bringing this about."

Other highlights of NARDA report: (1) Year-end inventories up 14.8% in dollar value over beginning of year. (2) Inventories were turned over only 4.2 times compared to 5.5 times in 1955. (3) Gross margin declined to 32.3% from 34.3% in preceding year. (4) Total operating costs hit 31.1% of sales compared with 30.9% in 1955. (5) Net profit declines were shown in all 5 volume groups and geographical areas. (6) TV-radio-phonos accounted for 31.7% of 1956 sales vs. 28.8% preceding year.

Dealers report main operating problems in 1956 were: Price-cutting & discount houses; "too low" factory and distributor margin allowances; "builder sales" by manufacturers and distributors. For 1957, they expect same problems to continue, plus: tight money; shortage of good salesmen; overproduction by manufacturers; unfavorable manufacturer selling practices; poor quality products.

Sales expectations for year were supplied by 79% of those reporting -- with

41% expecting an average 14% sales increase, 24% predicting 13% drop, 35% foreseeing no change. Of dealers answering, only 59% would talk about profits: 46% of these predicting 11% average increase; 11% seeing 10% average drop; 43% no change.

Production: TV output was 90,655 week ended June 7, compared with 72,770 preceding week and 136,020 in corresponding week one year ago. It was the year's 23rd week and brought TV production for year to date to about 2,329,000 compared with 3,083,387 in same period of 1956. Radio production totaled 237,106 (96,523 auto) week ended June 7, compared with 167,781 (59,041) the preceding week and 245,155 (70,837) in corresponding week year ago. Radio output for 23 weeks totaled about 6,504,500 (2,574,100) vs. 6,014,900 (2,135,897) in same 1956 period.

RCA COUNTERATTACKED this week against anti-trust suit by Philco (Vol. 13:3, 4) for $150,000,000 treble damages against RCA, GE, AT&T and two of its subsidiaries charging "monopolistic practices" in RCA TV-radio-electronics patent pool. RCA charged Philco and subsidiary Lansdale Tube Co. had infringed on RCA patents since Jan. 1955, requested treble damages.

Denials of Philco charges in Jan. suit in U. S. District Court at Philadelphia also were filed by RCA, GE, AT&T, Western Electric and Bell Telephone Labs—all asking dismissal of suit. RCA also said it will file an additional claim for royalties on RCA patents it claims Philco used prior to Dec. 31, 1954.

RCA's reply said it has operated its "manufacturing, broadcasting, research and patent licensing activities in furtherance of competition in all aspects of the radio-television industry, as well as in the electronics industry generally and in no way in hinderance thereof." Reply went on to say "no industry in which there existed the restraint or attempts to restrain alleged in the [Philco] complaint could have increased and multiplied at such a dynamic pace."

Philco and Zenith are only major TV-radio manufacturers which are not RCA licensees. Philco did not renew RCA license when it expired in 1954; Zenith and RCA have been tied up in patent litigation since 1945.

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RCA earnings are running about same as at this time last year, higher costs negating 5% sales increase, pres. John L. Burns said during west coast visit this week. He added that RCA total backlog is some 5% higher than for similar period in 1956. Burns said: (1) Color TV is going "pretty well for a new product." (2) Half-dozen major TV manufacturers "are planning to get into color in a big way" by fall—but wouldn't name them. (3) West coast electronics firms increased share of industry's dollar output from 2% to 16% in last 10 years; California is 3rd largest electronics center in dollar volume.

Uhf converters are exempt from 10% manufacturers' excise tax unless manufacturer sells converter on or in connection with a TV set, Internal Revenue Service ruled this week. If converter is sold by manufacturer in connection with set, 10% tax is computed on total manufacturer's price of entire outfit. Long-awaited ruling is #57-252, on p. 21 of Internal Revenue Bulletin No. 223.

Westinghouse Appliance Sales div., 207 W. Huron St., Buffalo, is taking over western N. Y. distributorship of major appliances from Buffalo Electric Co. which will continue to distribute Westinghouse radios, lighting fixtures, lamps, fans, etc. Buffalo Electric v.p.-merchandising Charles E. Schuster will become Westinghouse district mgr. for Buffalo wholesale branch.

Trade Personals: Robert M. Fichter promoted to TV sales mgr., Westinghouse TV-radio div, succeeded by Jack Rindner as market planning manager . . . F. P. Rice resigns as manager of DuMont TV receiver division, plans to be disclosed later this month . . . **Robert Howard** appointed director of Admiral commercial electronics div.; **Samuel Schwartzstein** succeeds him as gen. mgr. of Admiral Distributor Inc.'s metropolitan N. Y.-N. J. div. . . . **Philip E. Cunningham** named RCA color market development mgr. for New England . . . **Charles A. Morrison**, Canadian GE v.p. who has been gen. mgr., wholesale dept., Toronto, has been assigned to marketing problems, reporting to chairman Harold M. Turner; **Walter G. Ward** succeeds Morrison . . . **Robert F. Marlin** promoted to purchasing agent, Sylvania parts div. . . . **John A. Chichester**, ex-DuMont Illinois, named Warwick Mfg. Corp. industrial sales mgr. . . . **Herb Fletcher**, ex-Admiral, N. Y., named national sales mgr., N. Pickens Import Co., Blaupunkt line (German) importer . . . **Sydnel W. Morrell**, ex-Ford Motor Co., named v.p.-public relations, IT&T . . . **Alex McKenzie**, ex-*Electronics Magazine*, named McGraw-Hill industrial book dept. editor . . . **Edwin Cornfield**, ex-DeJur-Amsco, named exec. secy. of Institute of High Fidelity Mfrs., succeeding **Sanford L. Cahn** who continues as director of shows.

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Dr. W. R. G. Baker, RETMA pres. and GE v.p., seriously ill since June 9, now undergoing tests at Ellis Hospital, Schenectady, to determine nature and extent of illness. At week's end, hospital reports no change in his condition.

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"Advanced instruction" in TV maintenance is being offered technical school teachers in 3-week course by New York State Department of Education, New York Trade School and RETMA. Full-time course will be held July 8-26 in TV lab of N. Y. Trade School, costs $30 for N. Y. residents, $37.50 for others. Applications with tuition fee payable to Bureau of Accounts should be addressed to State Education Dept., Albany, N. Y. or to RETMA.

Four Zenith distributors given special awards this week for total of 75 years' affiliation: H. R. Basford Co., San Francisco; Tri-States Distributing Co., Shreveport; Morley-Murphy Co., Milwaukee; Chapin-Owen Co., Rochester, N. Y.

Striking transistor growth is emphasized by RETMA Jan.-April factory sales figures—6,899,300 units worth $19,492,000 vs. 2,730,000 worth $7,884,000 during similar 1956 period. April 1957 sales amounted to 1,744,000 valued at $4,880,000 vs. 1,904,000 worth $5,321,000 in March 1957.

Trade show questionnaire was sent by RETMA to its members this week (Vol. 13:14) following board approval. Members are asked number, cost, desirability, type of such shows—and how many they think there should be.

Topics & Trends of TV Trade: RCA sets are overwhelming choice—with 19 first places, one tie for first—in 12th annual Consolidated Consumer Analysis of 23 markets. Survey is conducted by local newspapers (Vol. 13:20, 22), with individual studies and consolidated report available from them or their national sales reps. The 130-page consolidated report covers all important consumer products in addition to TV. Here's tabulation of top 3 TV choices (study goes as far as 18th choice), with percentage of brands owned in each market in parentheses:

City	First	Second	Third
Chicago	Admiral (18.5)	RCA (16.8)	Motorola (11.2)
Cincinnati	RCA (20.6)	Philco (15.7)	Admiral (12.4)
Columbus	RCA (23.3)	Philco (12.9)	Admiral (11.1)
Denver	RCA & Motorola (9.5 each)	——	Admiral (8.5)
Duluth-Superior	RCA (15.1)	GE (11.3)	Admiral (8.2)
Fresno	RCA (13.0)	Philco (10.2)	Hoffman (9.0)
Honolulu	RCA (14.9)	Zenith (10.8)	Silvertooe (10.0)
Indianapolis	RCA (15.2)	Admiral (11.9)	Philco (8.8)
Long Beach	RCA (15.7)	Packard-Bell (9.7)	Hoffman (8.9)
Milwaukee	RCA (21.9)	Admiral (15.1)	Motorola (8.0)
Modesto	Hoffman (14.3)	Philco (11.6)	RCA (10.9)
Newark	RCA (26.6)	Admiral (11.3)	DuMont (8.7)
Omaha	RCA (19.4)	Philco (13.5)	Motorola (10.2)
Phoenix	RCA (10.6)	Admiral (10.2)	Emerson (7.3)
Portland, Me.	RCA (16.9)	GE (13.1)	Zenith (12.1)
Portland, Ore.	RCA (11.9)	Zenith (9.5)	Admiral (9.4)
Sacramento	RCA (15.4)	Philco (9.8)	Packard-Bell (9.0)
Salt Lake City	RCA (14.9)	Admiral (11.4)	Motorola (8.7)
San Jose	RCA (11.0)	Packard-Bell (9.1)	Philco (8.9)
Seattle	RCA (16.6)	Packard-Bell (8.1)	Motorola (7.0)
St. Paul	RCA (17.4)	Admiral (11.8)	GE (11.5)
Washington	RCA (23.6)	Admiral (14.7)	Philco (10.3)
Wichita	Admiral (12.6)	RCA (11.7)	Zenith (8.7)

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Westinghouse 1958 models, priced about 10% higher than last year, include 12 basic receivers priced from $130 to $380 (individual prices to be announced later). Shallower 110-degree tube is used in several consoles and table models, 17-in. portable. Custom series has 2 table models, 1 horizontal, 2 vertical consoles. Deluxe series has 1 table, 3 consoles. Three portables are shown—17-in. 110-degree model, 14-&-17-in. models with 90-degree tubes. Features include automatic tuning, remote control, wood cabinets in table & consoles, 2-tone enamel or vinyl in portables.

Admiral's new TV line, featuring slimmer cabinets, flush to wall (15-in. deep for 21-in.), 110-degree tube, 8-watt amplifier, runs $10-$30 higher than last year. New models introduced this week are 21-in. only, the 14-17-in. portables having been shown previously (Vol. 13:21). New tables run $180-$220, consoles $230-$380—with $10 increments. Line also includes 9 combinations, some of them lowboy models, no suggested lists. New ultrasonic remote control is optional on some models. Spokesman says Admiral wrote more orders at last week's Miami distributor convention than at any convention in last 7 years.

Packard-Bell's new line includes 13 black-&-white models at $170 to $425, 2 color sets at $595 to $725, no portables (although 17-in. set will be introduced later in year). Black-&-white are: "Special" series with 110-degree tubes, 17-in. table $170-$220, 21-in. table $200-$220, "Custom Decorator" series with 110-degree tubes, 21-in. consoles $290-$370, 24-in. console $350-$390; "De Luxe" series with 90-degree tubes, 21-in. table $220-$240, 21-in. combination $400-$425, 21-in. consoles $240-$290, 24-in. table $240-$260, 24-in. console $280-$300.

Philco International's Mexico City subsidiary plans to double TV-radio production after July 15 move to 250,000-sq. ft. plant—the first there to use moving belt system. Plant also will produce receivers for Westinghouse subsidiary I. E. M. in exchange for refrigerator production.

American TV manufacturers exhibiting at Poznan, Poland International Fair, June 9-23, include Admiral, Emerson, RCA, Sylvania, Westinghouse, Zenith—Commerce Dept. reports.

Picture tube sales in first 4 months of 1957 totaled 2,952,318 valued at $52,974,193, compared with 3,469,405 at $65,008,912 in first 4 months of 1956, reports RETMA. Receiving tube sales totaled 153,011,000 worth $130,192,000 in first 4 months vs. 155,604,000 at $125,535,000 in same period year ago. RETMA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan.	760,860	$13,594,442	37,571,000	$31,170,000
Feb.	728,363	13,134,778	44,460,000	36,631,000
March	833,088	14,850,847	43,010,000	37,007,000
April	629,838	11,394,043	27,970,000	25,384,000
TOTAL	2,952,318	$52,974,193	153,011,000	$130,192,000

Glum view of color was expressed by DuMont chairman Dr. Allen B. DuMont at N. Y. press preview of 1958 DuMont line. Saying DuMont would not make color sets this year, he stated that black-&-white sets now provide superior picture, use shallower cabinets with short CR tube, give public better buy. DuMont declared eventual color developments would bring set to mass market, but at cost of a color console now "a person can purchase [a] 21-in. console black-&-white receiver; a matching hi-fi phonograph with AM/FM radio; a portable black-&-white receiver" and portable transistor radio. DuMont is continuing development work on color, he said. New black-&-white line uses 110-degree 17-in.-21-in. tubes in low-end Playboy series (price not set), 90-degree short neck in others, includes 17 TV models at $170-$500, 2 combinations at $1200. Remote control unit with 25-ft. wire ribbon connection, uhf are optional.

Scare over picture-tube voltage booster was debunked by Jack Gould in June 14 *New York Times* column following news story quoting warning from Dr. James B. Kelley, industrial consultant to N. Y. State Commerce Dept., on X-ray hazards from tubes using boosters. Gould quoted new State Labor Dept. manual saying that face plate absorbs voltage, that glass over face of tube is further protection. Story said Dr. Kelley "appeared to back down substantially from original warning," conceding he "was not aware of the technical sense in which the word 'boosters' currently is employed by TV set owners, service men and the trade," apparently was referring to "rare" replacement of set's high voltage power supply. Gould added that bigger danger to set owner is quality of TV programming.

Sylvania "Slimline" for 1958, using 110-degree tubes, has 4 table, 4 console basic models, previously announced 21-in. portable (Vol. 13:16, 22), one "prestige" console with no suggested list price. Some sets have Halolight, some Halolight "nightlite" which can be left on when set is off. Sets ranging in depth from 13 11/16 in. to 16 9/16 in. are: Portable $200; tables $180, $200, $230, $250; consoles $200, $230, $260, $290.

Sylvania "Slim Jim" 110-degree portable, transistorized portable radio & portable phono are displayed in Monsanto House of the Future which opened June 12 in Disneyland Park, Anaheim, Cal.

Olympic's 1958 TV line, to be shown June 17-20 at Congress Hotel, Chicago, consists of 26 models in 3 chassis series, all with 90-degree short-neck tubes. They are: 14-in. & 17-in. portables, no suggested price; 17-in. table, no suggested price; 21-in. tables $170-$230; 21-in. consoles $190-$310; 24-in. consoles $230-$260; 21-in. combinations $310-$450; 24-in. combinations $380-$490.

Wrapup of TV industry production problems, promotional projects, advertising plans is contained in June 14 *Wall Street Journal.*

NARDA holds June 22 board meeting at St. Louis' Chase Hotel, mid-year get-together June 23 (Sunday).

Financial & Trade Notes: Officers-&-directors stock transactions reported to SEC for April: Admiral—Edmond I. Eger bought 500, holds 500. American Bosch Arma—John H. Flashkamper bought 100, holds 100; F. Wm. Harder sold 375, holds 7500; Sidney E. Miller exercised option to buy 100, holds 940; Kenneth H. Rockey sold 100, holds 4110. American Electronics—Ray H. Cripps sold 20,000, holds 70,500; Arthur E. Lamel sold 20,000, holds 70,500; Clifton W. Reed sold 100, holds 4200; Phillip W. Zonne sold 20,000, holds 66,300. American Machine & Foundry—Morehead Patterson sold 800, holds 35,753. Avco—George E. Allen bought 600, holds 1500; Matthew A. McLaughlin bought 500, holds 675. Consolidated Electrodynamics—Harold W. Washburn sold 200, holds 7390. DuMont Labs—Armand G. Erpf bought 300, holds 3700; David T. Schultz bought 400, holds 1400; Donovan H. Tyson bought 400, holds 400. Emerson Radio—Benjamin Abrams bought 2000, holds 233,445 personally, 29,139 in trusts, 63,801 in foundations. Friden Calculating—L. B. Taylor sold 700, holds 6950. GE—Neil McElroy bought 200, holds 600; J. S. Parker bought 240, holds 937; Warde B. Stringham sold 1500, holds 3247. General Precision Equipment—Walter E. Green sold 500, holds 500; Wladimir A. Reichel sold 5600, holds 11,844. Globe-Union—C. O. Wanvig Jr. bought 900, holds 10,100 personally, 14,900 in trust. Hoffman—J. S. McGee exercised option to buy 250, holds 250. Indiana Steel Products—Anthony J. Astrologes bought 200, holds 470. International Resistance—Harry A. Ehle sold 600, holds 14,600. Litton Industries—Roy L. Ash sold 820 in partnership, holds 47,415 personally, 18,755 in partnership; Lewis W. Howard sold 1000, holds 4762 personally, 900 in trusts; H. W. Jamieson bought 5000, sold 820 in partnership, holds 53,090 personally, 18,755 in partnership; Charles B. Thornton exercised option to buy 11,000, sold 1803 in partnership, holds 124,348 personally, 41,262 in partnership. Magnavox—Richard A. O'Connor sold 456, holds 57,943. Minneapolis-Honeywell—Richard P. Brown sold 500, donated 1000, holds 64,234; Wm. W. Gilmore sold 200, holds 1100; P. H. Wernicke sold 600, holds 1825. Norden-Ketay—Robert M. Adams Jr. sold 1000, holds none. Philco—Gaylord P. Harnwell bought 100, holds 200. RCA—Robert L. Werner bought 100, holds 787. Sperry Rand—Theodore F. Allen sold 2000, holds 2726; Harry Landsiedel sold 1000, holds 13,904 personally, 29,960 in joint account. Texas Instruments—W. D. Coursey sold 1000, holds 5254; C. J. Thomsen sold 600, holds 14,897. Westinghouse Electric—A. W. Robertson bought 500, holds 1000.

* * * *

Olympic reports record sales in first 4 months of 1957, up 33% from similar period last year, and covering all categories—TV-radio-hi-fi. Sales v.p. Morton M. Schwartz notes that April dollar volume was 42% higher than April 1956 and preliminary figures show continuing rise in May. He said the fall season should "round out the biggest year in Olympic's history."

Allied Artists will have loss before tax credits of "somewhere between $2,000,000 & $2,500,000" in fiscal year ended June 29 vs. net income of $371,875 year earlier, according to pres. Steve Broidy. He predicted that production cost-cutting and box office returns from new films will help make next fiscal period "our best year for profits."

P. R. Mallory consolidated income was $1,119,000 on sales of $26,145,000 in first 4 months this year vs. $632,000 on $14,238,000 in corresponding 1956 period, which was affected by 6-week strike. Earnings & sales include those of subsidiary General Dry Batteries Inc., acquired April 26, 1956.

Crowell-Collier Publishing Co. had net loss of $4,427,943 in 1956, its year of debacle (Vol. 13:7), but cleared $61,701 from Oct. 18 to Dec. 31 on operations of its radio KFWB, Los Angeles, according to annual report to stockholders this week. Loss from *Collier's & Woman's Home Companion*, suspended in Dec., was $7,990,376. But net income from non-magazine business, including radio, record club, book publishing, was $5,168,426 on sales & revenue of $26,405,712. Consolidated loss before special items of $1,605,993 was $2,821,950.

National Telefilm Assoc. filed registration June 12 with SEC (File 2-13423) for $5,000,000 of 6% sinking fund subordinated notes due June 15, 1962, with purchase warrants attached giving rights to purchase 50 common stock shares for each $500 of notes after Sept. 2, 1957. Also offered are 350,000 shares of common stock. Issues underwritten by Cruttenden, Podesta & Co., Chicago; Cantor, Fitzgerald & Co., Beverly Hills, and Westheimer & Co., Cincinnati, would be used largely for debt incurred by film acquisitions.

National Telefilm Assoc. earnings were more than quadrupled in 9 months ended April 30 over corresponding fiscal period year earlier, with net of $818,592 ($1.23 per share) vs. $191,397 (29¢). Third-quarter earnings in fiscal year, which ends July 31, were $309,961 (47¢) vs. $55,584 (8¢) year ago. Film exhibition contracts in 9 months totaled $12,346,081, up from $3,580,898 in previous 3 quarters.

IT&T reports net income of $5,900,448 (82¢ per share) on first quarter net sales of $142,002,231 and total income of $156,584,455 compared with net of $5,514,548 (77¢) on sales of $108,749,136 and total income of $121,575,938 in similar 1956 period. U. S. volume amounted to $60,824,787 vs. $41,935,325; foreign sales were $81,177,444 vs. $66,-813,811 in 1956 first quarter. Unfilled orders totaled $194,000,000 in this country, $292,000,000 abroad.

Texas Instruments earnings this year will be closer to $1.10 per share than $1 predicted earlier (Vol. 13:9), compared with 72¢ in 1956 (Vol. 13:12), pres. J. Erik Jonsson told Houston Society of Financial Analysts this week. He said 1957 sales would reach record $65,000,000-$70,000,000 vs. $45,699,358 last year.

Standard Coil stock option plan, authorizing directors to award up to 10% of 1,470,000 shares outstanding to employees, has been approved by stockholders. Pres. James O. Burke told annual meeting second-quarter profit should be higher than first quarter's 3¢ per share.

Dividends: AB-PT, 25¢ payable July 20 to stockholders of record June 28; IT&T, 45¢ July 15 to holders June 21; Collins Radio 'A' & 'B', 35¢ July 31 to holders July 16; Admiral directors took no action.

Sperry Rand earned $49,612,352 ($1.83 per share on 26,887,722 shares outstanding) on sales of $871,047,239 in fiscal year ended March 31 vs. $46,348,878 ($1.81 on 25,322,841 shares) on $710,696,087 year earlier.

Cornell-Dubilier earned $414,804 (76¢ per share) on sales of $16,892,701 in 6 months ended March 31 vs. $529,849 (98¢) on $17,480,107 year earlier.

Columbia Pictures earned $1,504,000 ($1.18 per share) in 39 weeks ended March 30, compared with $1,855,000 ($1.49) in 40 weeks year earlier.

Philco closes Dallas regional office, splitting territory between Kansas City and Atlanta offices; mgr. Guy Hagerty will be given another post.

Electronic Parts Distributors Show for 1958 will be held week of May 19 in Chicago's Conrad Hilton Hotel.

EDWARD LAMB'S license for WICU, Erie, Pa. was renewed by FCC June 13—just 3 years, 3 months and 2 days after Commission raised doubts about his qualifications and touched off one of most bizarre episodes in its history. Commission's vote for renewal was 5-1, as we predicted last Jan. (Vol. 13:3), Comr. Lee being the dissenter, but issuing no statement. Comr. Doerfer, who sparked case originally and later said he'd abstain from voting, was listed as absent.

FCC's 58-page final decision was more direct and to the point—and less colorful—than examiner Herbert Sharfman's 140-page initial decision which recommended renewal 1½ years ago and was credited with taking Commission off the hook in what was widely regarded as an ill-advised sortie into red-hunting. Basic points in FCC's conclusions:

On issue of whether Lamb lied in denying Communist associations and sympathies, evidence generally is lacking to prove beyond question that he actually "associated" with groups and individuals he knew were communistic. In the case of his writings, it's impossible to say that they actually advocated Communism "in the classical sense." It ruled against Lamb on Issue No. 2—his charge that FCC investigators sought to solicit false testimony—but held that absolution of Lamb on the misrepresentation charge overshadowed its adverse finding on the other.

Commission criticized Lamb's "evasiveness and lack of candor" during the 64 days of hearings, but stated that these characteristics by themselves are not sufficient to warrant adverse finding in view of lack of proof of the basic and paramount issues of case.

Lamb issued statement expressing gratitude at his "belated vindication," terming the hearing "a trial of my ideas and activities." The hearings showed, he said, "that an agency of our Govt. placed on the witness stand a score of professional witnesses, persons coached and paid to bear false witness against a private American citizen," and he hailed decision as "reassurance of the integrity of our courts and administrative agencies."

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Seven applications for new TV stations and one for translator were filed with FCC this week, bringing total to 132 for stations (35 uhf) and 54 for translators. Applications were for Mobile, Ch. 48, by Wistenn Inc. (Milwaukee furniture mfr. Bernard D. Heifetz pres.); for Indianapolis, Ch. 39, by Butler U; for Des Moines, Ch. 23, by Wistenn Inc.; for Lafayette, La., Ch. 3, by Acadian TV Corp. (physician Paul Kurzweg Jr. pres.); for New Orleans, Ch. 12, by principals of KTBS-TV, Shreveport; for Hay Springs, Neb., Ch. 4, by principals of KOTA-TV, Rapid City, S. D.; for Charleston, S. C., Ch. 4, by WTMA. Translator application was for Ch. 70, Pinedale, Wyo., by Town of Pinedale. [For details, see *TV Addenda 24-W*, herewith.]

"We must raise standards and improve quality. The business ethics of our industry are slipping." That's exhortation to fellow NARTB members by former MBS pres. Edgar Kobak, now business consultant, in current trade publication ad. He submits 22 suggestions for NARTB, including: separate associations and conventions for TV & radio, establishment of strong program depts., relocation of main office outside of Washington, etc. — plus review of virtually all current NARTB functions.

TV is top user of music, according to report of pres. James C. Petrillo to AFM Denver convention. During 1956, he said, TV industry paid $10,552,531 for music of all kinds. Radio was second at $9,835,327. Theatrical employment to musicians totaled $6,028,893, major Hollywood movie studios $2,782,533, independent producers $718,500.

Comr. Doerfer was embroiled in dispute with movie industry this week, revolving generally around the question: Whose program code is best, TV's or Hollywood's? It started with recent INS interview—based in turn on May 5 speech to Catholic Institute of the Press in New York—in which Doerfer was quoted as saying TV industry is "cleaning up" Hollywood movies by editing out offensive portions of theatrical films before showing them on TV. He also praised TV industry for "voluntarily banning snide references to minority groups . . . in sharp contrast to the movies of 10 or 20 years ago." This resulted in sharp letter from Motion Picture Assn. pres. Eric Johnston, charging commissioner with "complete distortion of current facts" and "unfounded slurs" on picture industry. Johnston defended MPAA code, calling its enforcement machinery superior to TV code and stating that "as a practical matter it is a rare TV licensee who exercises any control over program content of filmed material he broadcasts." Doerfer replied that many of complaints about TV crime & violence were based on old movie film shows, that many old films have been rejected for TV broadcasting, that TV film producers are now following TV code, reiterated that "some old movie films do not measure up" to TV code. Another letter by Johnston noted with "gratification" Doerfer's statement that he had "no intention to disparage the American movie industry."

Scope of NBC's world-wide plans was hinted this week with establishment of new wholly owned subsidiary, NBC International Ltd., with headquarters in Montreal, to conduct "all of the NBC station management services, station investments and program sales outside of the U. S. and Canada." Its program sales will include both those of NBC-TV network and film subsidiary CNP Inc. NBC international operations director Alfred R. Stern has been elected chairman of NBC International Ltd.; NBC director of European operations Romney Wheeler is pres., with headquarters in London. Secy.-treas., assigned to Montreal headquarters, which opens in July, will be elected soon. New subsidiary plans to open 2 other offices—in Mexico City to conduct Latin American business by end of this year, and in Far East next year. Promising that NBC will take important part in international TV operations, pres. Robert W. Sarnoff said that by end of this year NBC International "will have completed on-the-scene surveys of TV in every country on the globe where the medium now exists or will soon exist."

Big one that got away: Huge on-again-off-again purchase of Sun. 7:30-9 p.m. on ABC-TV by Kaiser Aluminum —reportedly involving more than $5,000,000 for year, which would have been that network's biggest single time sale (Vol. 13:21)—is off again, this time probably for good. Kaiser wanted to use time segment for group of top Hollywood movies, mostly post-1948. One reason for sponsor's change of heart was said to be unavailability of suitable quality movies. Kaiser's still shopping for top network show for next season, has been negotiating with Sylvester L. (Pat) Weaver's Program Service network, among others.

Advertisers shouldn't boast about how much they spend for TV stars, chairman Robert M. Granger of D'Arcy Adv. told 53rd annual AFA convention June 11 in Miami Beach. He said much of "blowing the trumpets" is (1) "downright bragging," (2) "poor taste," (3) "gross exaggeration." He asked: "How many times have you read about a $5,000,000 or $10,000,000 contract for a hot TV star, when we all know there is a slight little thing called '13-week cancellation clause' that always seems to be overlooked?"

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SUMMARY-INDEX OF THE WEEK'S NEWS — June 22, 1957

WWLP IS FIRST STATION to test translator commercially; Springfield uhf is so sure of results it plans 9-link satellite-booster chain (p. 1).

RATE CARDS & ANTI-TRUST: Rate integrity desirable, but Phila. decision outlaws rate integrity agreements. Celler bill bans rate "discrimination" (p. 2).

CELLER BLASTS FCC actions and ethics. Cox report postponed for at least a week, Barrow study until Sept. 30. FCC files in anti-trust case (p. 2).

TV COVERAGE OF HOUSE hearings raises Congressional storm; Rayburn's authority to ban cameras is flouted by Walter in San Francisco inquiry (p. 3).

FCC REAFFIRMS MIAMI GRANT to WCKT after adverse court decision, refuses to reconsider grants to Crosley in Indianapolis and Travelers in Hartford (p. 5).

SETMAKERS CONFIDENT as they show 110-degree "Slim Look" at Chicago mid-summer mart. New automatic tuning, remote control units featured (p. 9).

TV SHIPMENTS to dealers through April total 1,787,346, drop of 270,000 from similar 1956 period. April slightly below April, 1956 (p. 11).

DELAY IN FEE-TV consideration probable as NARTB & JCTT ask time to reply to "test" comments after July 8; NARTB sets up 3-man anti-toll TV board (p. 6).

STUDY OF GOVT. USE of frequencies proposed by Sen. Potter in bill setting up commission to determine whether any can be relinquished for TV-radio (p. 8).

INTERCITY TV CIRCUITS to triple in 10 years, AT&T predicts at FCC hearing, forecasting "substantial number of telephones" equipped for TV in 15-20 years (p. 12).

TRANSLATORS—ECONOMICAL AID TO UHF OUTLETS: First use of translators by telecaster -- WWLP, Springfield, Mass. (Ch. 22) -- hasn't started yet, but station thinks potentials for extended uhf coverage are so good that already it's planning to add at least 4 more to 5 definitely scheduled now, one of them ready to go on air.

"We think this is a damned good idea," treas.-gen. mgr. Wm. L. Putnam of WWLP enthused to us this week. He was all set for operation within another week of the nation's first station-owned translator (W79AA) at Claremont, N.H. for pickup (Vol. 13:23) from new satellite WRLP, Greenfield, Mass. (Ch. 32).

"We'll have more so long as we keep it under $1 a head for audience," Putnam said -- and he figured that $5000 station investment for Claremont installation will add 20,000 viewers to WWLP's Springfield audience of around 750,000.

In FCC works now for expected quick approval are WWLP applications for translators in Lebanon, N.H. (20,000 estimated new viewers), Newport, N.H. (7000), Rutland, Vt. (17,000), Bennington, Vt. (12,000).

Likely spots for future extension of WWLP's satellite-translator chain are Woodstock & St. Johnsbury, Vt. and Woodsville & Berlin, N.H. All locations are in foothills of White Mountains & Berkshires where 1500-ft. elevations are common.

"One thing I am certain of is that this is a means of providing city grade service for a lot of people who otherwise wouldn't get it," Putnam told us. "And advertisers will get a lot more whether they like it or not." Station's base hour is being raised to $700 from $600; he indicated other rate changes are in prospect.

Simplicity of translator operation also impresses Putnam: "You put up a collapsible tower, anchor it to a couple of rocks and use a pre-fab house. Then you're in business, and there's no maintenance to speak of."

Other telecasters are beginning to negotiate for translators, according to pres. Ben Adler of Adler Electronics Inc., New Rochelle, sole manufacturer of equipment whose use by chambers of commerce & other non-profit groups -- particularly in mountain states & west -- has grown steadily.

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Springfield experience is being watched by other uhf operators in U.S. and Adler, whose payroll has gone from 100 to 340 in the past year, has inquiries from Canada, Cuba, Mexico, South America. His price for 10-watt station is $2750.

"We have more orders than equipment to make gear," Adler told us. He is shipping from second production run of 100, planning third run of 100. Nine months ago translator CP score stood at one on air at Hawthorne, Nev. (Vol. 12:36), 2 more applications granted by FCC, 18 pending. Now 40 are on air, 27 additional CPs have been granted, 53 applications are pending.

TV-RADIO RATE CARDS AND ANTI-TRUST: Significance of last week's Federal anti-trust conviction of 9 Philadelphia AM stations and local broadcasters assn. (Vol. 13:24):

While maintenance of card rates is recognized as a laudable practice, any agreement among stations to stick to card rates violates the Sherman Act.

Case was precedental in that it struck at a practice never before attempted in the industry, to our knowledge, but one which Justice Dept. feared might have spread if unchecked. The stations weighed the risks, chose not to put up fight -- because, being subject to FCC regulation, they feared the consequences of a possible "moral turpitude" anti-trust conviction. However, those involved felt there was no "price-fixing," since any station could have changed its rate card at any time.

Fact remains that industry has been put on notice that inter-station agreements to maintain integrity of rates are subject to prosecution. As one anti-trust expert put it: "You can't even agree with your competitor not to be a chiseler."

Note: While judge ruled the 9 Philadelphia stations technically guilty of criminal anti-trust violations not involving moral turpitude, civil anti-trust suit against same defendants (except Westinghouse) is still pending, seeking injunction barring them from any future participation in similar agreements.

* * * *

An anti-trust push in the opposite direction -- aimed principally at network discount structure but with definite implications for station rates -- is inherent in bill introduced this week by Rep. Celler (D-N.Y.). His HR-8277, only legislation recommended in his anti-trust subcommittee's report on TV (Vol. 13:23), would make Robinson-Patman and Clayton Acts applicable to sale of services as well as goods.

Practical effect on TV-radio would be: Any network or station must offer all advertisers identical rates for identical services. Quantity discounts not related to actual cost savings by broadcasters would be considered illegal discrimination. Aim of bill is to prevent large advertisers from obtaining "competitive advantage solely because of superior mass purchasing ability."

Celler intends to push for passage this session. And since it will be referred to his own Judiciary Committee, he told FCC Bar Assn. luncheon this week: "I can assure you, you'll get action on this bill."

NO LET-UP IN CONGRESSIONAL HEAT ON FCC: "I'm going to tolerate no nonsense, no deliberate procrastination -- that's a solemn warning to the FCC."

So said Rep. Celler in a departure from his prepared speech before an FCC Bar Assn. luncheon -- a speech designed to burn the ears of the Commissioners in the audience -- still another in the recent series of Congressional attacks on the Commission (Vol. 13:22-23). Covering largely same ground as his anti-trust subcommittee's report on TV industry (Vol. 13:23), Congressman's words left no doubt about his feelings toward present Commission:

"In my opinion there has never been a greater need for qualified personnel in the FCC, both at the staff and the Commission level. For a number of years the FCC has simply not measured up to the standard of public service required to inspire public confidence...The FCC has failed to perform its statutory obligations adequately; [it] has not infrequently failed to conform its regulatory activities to the letter and spirit of the anti-trust laws; [it] has for many years fumbled the vital problem of station outlets and frequency allocations..."

He again castigated Commission for "informal relationships with members of the industry" and urged quick adoption of "code of ethics" for FCC & industry.

In attacking FCC's guardianship of anti-trust responsibility, he singled out recent grant to Boston Herald-Traveler as highlighting "the Commission's disregard of anti-trust principles." He added his subcommittee didn't look into this one, but he would refer it to Rep. Moulder's Commerce "watchdog" subcommittee.

After summing up his subcommittee's recommendations, he again put FCC on the spot: "The subcommittee has made formal request to the FCC and the [Justice Dept.] anti-trust div. for detailed progress reports as to steps these agencies undertake to carry out each of the recommendations pertaining to TV broadcasting."

* * * *

Another Congressional report on TV -- Senate Commerce Committee's "Cox Report" on network practices -- was postponed by Committee for at least another week. Due for consideration June 24 or 25 if sufficient Senators are present, document is understood to recommend changes in option time and must-buy rules (Vol. 13:24), but to declare moratorium on proposals for legislation until completion of the Justice Dept.'s TV study and until 90 days after wind-up of FCC's network study.

The FCC study, under Dean Roscoe Barrow, definitely won't make its June 30 deadline, and staff report has been postponed to Sept. 30. Though FCC's extra appropriation to finance study expires next week end, network study staff will be paid this summer out of regular Commission operating funds. Entire staff will be retained.

Note: FCC was heard from this week in the hot anti-trust action arising out of NBC-Westinghouse swap of stations in Philadelphia and Cleveland. Commission asked permission of Philadelphia Federal Court to file brief commenting on RCA-NBC defense that FCC's approval of transaction immunizes it from further govt. challenge.

Commission opposed RCA-NBC argument in the submitted brief, saying that in approving the exchange it "did not purport to pass on the anti-trust aspects of the transaction, but left the matter entirely to the Dept. of Justice." It added: "The Commission's approval of the exchange under Sec. 310(b) in any event could not in any way curtail or affect the power of the United States to proceed under the anti-trust laws; nor was the Dept. of Justice required to participate in or institute proceedings before the Commission before resort to the courts."

TEMPEST OVER TV COVERAGE of House Un-American Activities Committee hearings in San Francisco threatened this week to erupt into major Congressional storm over authority of 2 of the most powerful men on Capitol Hill.

At issue in unique clash between Speaker Rayburn (D-Tex.) and Committee Chairman Walter (D-Pa.), longtime friends & legislative collaborators, was question of whether House rules forbid TV cameras at any proceedings—anywhere.

Rayburn, whose word on procedure almost always is taken for law on Hill, said they do. Openly defying him, Walter said they don't—at least outside Washington—and went right on with San Francisco hearings televised locally by KRON-TV & educational KQED.

After 3 days of increasingly angry edicts against TV by Rayburn—and continuing flouting by Walter of Speaker's previously unquestioned interpretation of rules—it looked like Walter might be inviting contempt of Congress charge which he often uses against balky witnesses. Rep. Cannon (D-Mo.), top House parliamentarian, said June 21 that contempt citation against Walter was possible.

Meanwhile, in hurry-up effort to resolve issue, Rep. Scott (R-Pa.) introduced bill (H. Res. 282) June 20 "to provide equal access for all news media before proceedings of the House." Rep. Meader (R-Mich.) took floor next day to demand that committees themselves exercise discretion. Similar legislation specifically allowing TV-radio coverage (H. Res. 31 & 32) was introduced by Rep. Griffiths (D-Mich.) early in session (Vol. 13:3), but has made little legislative progress.

Basis of Rayburn's rulings, first laid down in 1952, was that House regulations don't authorize TV either on floor or in committee sessions—and therefore forbid it. (Senate permits TV coverage of committees.) Un-American Activities Committee sessions haven't been televised in Washington, but Walter has okayed—if not welcomed—TV at hearings elsewhere.

Rayburn said he hadn't heard about Walter's out-of-town TV practice until he read about suicide of biochemist Wm. Sherwood, who had been subpoened in San Francisco inquiry into Communist infiltration of professional groups. Sherwood left note which said he had "fierce resentment of being televised."

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Sen. Goldwater (R-Ariz.), paid own TV way to accept challenge from United Automobile Workers for debate on propriety of unions spending dues money for political broadcasts. Backing up his contention that such expenditures are "morally wrong," Goldwater insisted on putting up $1000—$780 for half of TV time, $220 for personal expense—following appearance last week on WJBK-TV, Detroit, with UAW v.p. Leonard Woodcock on union-sponsored show.

Personal Notes: Eugene C. Wyatt promoted to national sales mgr. of ABC-TV, Henry Hede to eastern sales mgr., John Fitzgerald to sales service director; Henry W. Cox resigns as General Mills TV-radio programming mgr. to rejoin ABC-TV as national program sales mgr. . . . Ted Cott resigns as v.p. & gen. mgr. of DuMont Bcstg. Corp., for which he was v.p. & gen. mgr. of WABD, N. Y. & WTTG, Washington, to join NTA in executive capacity . . . Lucian Davis named exec. producer of CBS Radio programs, Hollywood . . . Robert L. Lamb, sales mgr. of Crosley Bcstg.'s Chicago office, July 1 becomes sales mgr. of upcoming WLWI, Indianapolis (Ch. 13), due in Sept. . . . Alfred N. Greenberg, ex-radio WBBM, Chicago, named advertising, promotion & research director of Teleprompter Corp.; Robert Rosencrans, ex-Sheraton Closed Circuit TV, business mgr. of sales dept.; Frank W. Noble, ex-Studebaker-Packard, Detroit area mgr. . . . Joseph R. Rastatter, ex-CBS-TV, named public relations director of TvB, succeeding Sid Mesibov, resigned to join ABC-TV as director of special exploitation projects . . . Earle J. Gluck elected chairman of WSOC Bcstg. Co., Charlotte, succeeded as pres. by exec. v.p. Larry Walker; George Henderson, gen. sales & promotion mgr. of WSOC-TV, named exec. v.p. . . . James R. Bonfils, ex-KTVI, St. Louis, named station mgr. of WTTG, Washington, succeeding James Anderson, transferred to DuMont's N. Y. office . . . Will Darch promoted to commercial mgr. of WSBT-TV & WSBT, South Bend; Jim Halpin named promotion mgr. . . . Joseph E. (Jay) Faraghan, ex-WGN-TV, Chicago, named program director of WFLA-TV, Tampa-St. Petersburg; John Alexander, ex-radio KODY, North Platte, Neb., named mgr. of WFLA . . . Willard (Bill) Fraker, ex-WJHP-TV, Jacksonville, named local sales mgr. of upcoming WFGA-TV, due on air there late in summer . . . Joe Evans named national sales mgr. of KFJZ-TV, Ft. Worth, succeeding Dale Drake; Bill Terry succeeds Evans as local sales mgr. . . . Aaron Boe, from KVAL-TV, Eugene, Ore., named station mgr. of satellite KPIC, Roseburg, succeeding Gene Pierce, who returns to KVAL-TV . . . Wm. E. Daley named local sales mgr. of WTCN-TV, Minneapolis-St. Paul, succeeded by Jack Cosgrove as local sales mgr. of radio WTCN; Robert Sampson, ex-radio WSAI, Cincinnati, becomes gen. sales mgr. of WTCN . . . Leo Deker named production mgr. of WSOC-TV, Charlotte . . . A. Richard Robertson, ex-*Television Age* & KSL-TV, Salt Lake City, named sales development, promotion & publicity director of KSBW-TV & KSBW, Salinas-Monterey, and KSBY-TV & KVEC, San Luis Obispo, Cal. . . . Dean McCarthy, program director of WITI-TV, Milwaukee, also named asst. to pres. Sol J. Kahn; Leon Dolnick promoted to merchandise mgr. . . . Robert S. Schultis promoted to asst. commercial mgr. of WDSU-TV, New Orleans . . . Bill Walsh named head of TV dept. & mgr. of new Boston office of rep Edward Petry & Co. (Statler Office Bldg.) . . . Carlos Reese promoted to St. Louis mgr. of rep John Blair & Co. . . . Edward L. (Ned) Koenig Jr. promoted to sales v.p. of Hal Roach Studios . . . Lou Marget promoted to sales promotion supervisor of MCA-TV Film Syndication . . . Martin Low named sales v.p. of Robert Lawrence Productions . . . Joe Zimmerman promoted to sales promotion director of Triangle Publications Inc. stations in merger of TV-radio div. of company's adv. & promotion dept. with that of WFIL-TV & WFIL, Philadelphia . . . John H. Norton Jr., v.p. & gen. mgr. of WMTW, Poland Spring, Me. also named v.p. & gen. mgr. of radio WPOR, Portland, replacing Harold H. Meyer, resigned . . . Edward Kaylin, assoc. director of CBS Radio sales presentations, also named administrative mgr. of adv. & sales promotion dept. . . . Raymond C. Fox, ABC Film Syndication controller, awarded master of business administration degree by NYU . . . Edward G. Sherburne Jr., ex-educational WGBH-TV, Boston, and Ray J. Stanley, from U of Wis. TV lab, appointed program associates by Educational TV & Radio Center . . . Nat Wolff resigns as director of NBC-TV program planning, but will continue work with fall special, "Annie Get Your Gun" . . . Irving Waugh, who was to move to WSIX-TV, Nashville, remains at WSM-TV, promoted to gen. mgr. . . . Frank Effron promoted to production supervisor of KOTV, Tulsa.

Obituary

Frank A. Cowan, 59, asst. director of operations, AT&T Long Lines Dept., died at Lenox Hill Hospital, N. Y. June 21 after short illness. A distinguished engineer and inventor, he participated in many FCC hearings on TV transmission facilities. Native of Escatawpa, Ala., he joined Bell System in 1919. Surviving are his wife; brother James A. Cowan, AT&T Long Lines Dept. commercial development engineer.

A. Cledge Roberts, 52, with CBS as producer-director in 1945-46 and WPIX, N. Y. 1947-52, died June 14 of leukemia in N. Y. Also an actor, he had for last 7 years taught professional TV-radio at NYU, was director of its TV Workshop and an instructor at School for Radio Technique, N. Y.

Cyril Ouellette Langlois, 64, founder (in 1935) and chairman of Lang-Worth Feature Programs Inc., died June 18 at Doctors Hospital, N. Y. Surviving are his widow; 2 sons, pres. John D. Langlois of Lang-Worth and pres. Cyril O. Langlois Jr. of Langlois Filmusic; 2 sisters.

Douglas Anello, from FCC's Safety & Special Radio Services Bureau, named NARTB chief counsel as of July 1, succeeding Robert Heald; Gordon L. Ward, ex-NBC stations, Cleveland, named an NARTB field representative.

Walter Kiernan, TV-radio personality, new pres. of Catholic Actors Guild, succeeding late Gene Buck. Pat O'Brien, film star, named v.p., succeeding late Gene Lockhart.

Sol Cornberg, director of NBC studio & plant planning for past 6 years, forms Sol Cornberg & Assoc. consulting service at 550 Fifth Ave., N. Y., effective Aug. 1.

Sir Kenneth Clark retires from chairmanship of Britain's commercial ITA when term expires in August; no successor named yet.

Forbes W. Blair, recently Asst. U. S. Atty. in D. C., joins Washington law firm of Welch, Mott & Morgan June 24.

ADVERTISING AGENCIES: Clement W. MacKay promoted to exec. v.p. of Roy S. Durstine Inc. . . . John L. Zimmer, ex-Cunningham & Walsh, named TV-radio director of Wesley Assoc., with offices at 10 Rockefeller Plaza, N. Y. . . . Philip A. Young, ex-McCann-Erickson, named copy director of Campbell-Ewald TV-radio dept. . . . Wm. Ross named TV-radio mgr. of Harold F. Stanfield Ltd., Toronto.

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NARTB radio board elects Merrill Lindsay, WSOY, Decatur, Ill. chairman, succeeding John M. Outler, WSB, Atlanta; J. Frank Jarman, WDNC, Durham, N. C. vice chairman, succeeding Herbert L. Krueger, WTAG, Worcester, Mass.

New regional TV-radio rep firm, Foster & Creed, Statler Office Bldg., Boston (Hubbard 2-4845), has been formed by Robert C. Foster, owner of R. C. Foster Co., and Wm. A. Creed, v.p.-mgr. of Walker firm Boston office.

FCC CONTINUED cleaning up tough petitions for reconsideration in major vhf cases this week. One of most important affected grant of WCKT, Miami (Ch. 7), which Commission reaffirmed this week after Court of Appeals had sent case back with severely critical language.

Losers in case had asked that WCKT be taken off air or turned over to trusteeship pending reconsideration, but Commission said it wasn't bound to do so in absence of specific orders from court. As for charges WCKT pres. Niles Trammell has divided loyalties because of consulting contract with NBC, which he once headed, FCC said that a demerit should be given. Another factor re-weighed was "diversification"—ownership of WCKT by Cox-Knight newspaper-radio interests in Miami.

Upshot, FCC said, was that WCKT remains so superior in experience, ownership-management integration, program plans, etc., that demerits are outweighed.

Commission turned down petitions for stay and reconsideration of grant of WLWI, Indianapolis (Ch. 13) to Crosley with unusual 3-3 vote, Comr. Craven abstaining, Comrs. Hyde, Bartley & Lee dissenting. Losers in case had objected to Craven's participation in final decision without having heard oral argument. Commission cited numerous cases to show nothing illegal or unfair was involved.

Efforts of Hartford Telecasting to overturn Ch. 3 grant to WTIC-TV were rejected—Commission finding little merit in allegations that WTIC-TV ownership (Travelers Insurance Co.) concealed efforts to influence Conn. state legislation and that Travelers may be legally ineligible as a TV applicant because of state laws.

Initial decision for Cheboygan, Mich., Ch. 4, was awarded to Midwestern Broadcasting Co., owner of Traverse City's WPBN-TV, over local WCBY (R. E. Hunt). Examiner Basil P. Cooper cited Midwestern's "exemplary" operation of its 4 Michigan AM stations and its Paul Bunyan Network as outweighing WCBY's superiority in media diversification issue. He also favored Midwestern on grounds its proposed power and antenna height would bring first TV signal to substantially greater number of people than would WCBY's.

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Reply comments on Craven Plan to abandon allocations table (Vol. 13:23) amounted to 10 in favor of plan, 2 against—drastic drop from the 70-80 original comments. Where Commission once seemed almost certain to approve plan, final authorization now seems unlikely.

As expected, Commission issued rule-making proposal to keep Ch. 6 & 10 in Albany-Schenectady-Troy area and to add Ch. 13, giving WKTV, Utica, Ch. 2 (Vol. 13:24).

It issued final decisions denying petitions for reconsideration of deintermixture decisions affecting Hartford, Madison, St. Louis-Springfield & Evansville. It also finally denied proposal to add Ch. 5 to Columbia, S. C. One petition was received — to add Ch. 12 to Esthersville, Ia., sought by prospective applicant KGLO-TV, Mason City (Ch. 3).

CPs granted: Ponce, P. R., Ch. 7, to Ponce TV Partnership; Nacogdoches, Tex., Ch. 19, to East Tex. Bcstg. Co. (Lee Scarborough). Ch. 71 translator was granted in Farmington, N. M.

Radio station sales appoved this week: KFXD, Nampa, Ida. by Frank E. Hurt & Son Inc. (Edward Hurt, pres.) for $277,000 to E. G. Wenrick Bcstg. Co., 51% owned by E. G. Wenrick (also pres. & 29% of KBOE, Oskaloosa, Ia.), 49% by KFXD mgr. Kenneth Kilmer (Vol. 13:21) . . . **WJHP, Jacksonville,** by *Jacksonville Journal* (John H. Perry Jr.), operator of WJHP-TV & WESH-TV, Daytona Beach, for $275,000 to Carmen (Jim) Macri (Vol. 13:14)—also Macri's sale of **WQIK, Jacksonville,** for $150,000 to ex-WJHP employes Mr. & Mrs. Marshall W. Rowland, each with 25%, other 50% held by Mrs. Rowland's father T. Edison Casey (Vol. 13:16) . . . **KLER, Lewiston, Ida.** by Cole E. Wylie for $160,000 to John M. Matlock (60%) and Eugene A. Hamblin (40%), who will dispose of local daytimer KOZE (Vol. 13:21) . . . **KHEY, El Paso,** (formerly KEPO) by John W. Stayton, Thomas Black & Frank Stewart for $150,000 to co-equal owners Harvey R. (Ray) Odom, A. V. Bamford & E. O. Smith (Vol. 13:17); Odom & Bamford are co-owners of KHEP, Phoenix, and KMOP, Tucson . . . **WDCL, Tarpon Springs, Fla.** by J. M. & Margaret Miller and Hal & Beatrice Freede for $59,500 to author-newsman Hodding Carter and associates John T. Gibson (with whom Carter owns WDDT, Greenville, Miss.), McClain Bowman and songwriter Floyd Huddleston . . . **KORT, Grangeville, Ida.** by Far West Radio Inc. (Hub Warner, pres.) for $50,000 to Edward M. Brainard (Vol. 13:22).

Rumors of CBS-Westinghouse merger, circulated this week, were "flatly denied" by Westinghouse v.p. E. V. Huggins, while CBS pres. Frank Stanton said: "There is nothing to it."

Sale of CP for KDHS, Aberdeen, S. D. (Ch. 9) by Joseph E. McNaughton interests to North Dakota Bcstg. Co. (John Boler) for $2447 out-of-pocket expenses (Vol. 13:21) was approved by FCC.

Radio station sales reported this week: KVOE, Emporia, Kan. by Lyon County Bcstg. Co. Inc. (Sherwood R. Parks, pres.) for $83,500 to Edward J. McKernan Jr., ex-WIBW-TV, Topeka, who will own 90% and Charles N. Putt, also WIBW, 10% . . . **WJIG, Tullahoma, Tenn.** by Col. Raymond L. Prescott Jr. for $70,000 to M. D. Smith, program director of WBRC-TV, Birmingham . . . **WHBG, Harrisonburg, Va.** by Rockingham Radio Corp. (Doris B. Brown, pres.) for $65,000 to co-equal owners Robert C. Currie Jr. (operations mgr. of WXEX-TV, Petersburg, Va.) and Frederick R. Griffiths (operations mgr. of WJAR-TV, Providence, R. I.) . . . **KPLS, Dallas, Ore.** by Leland M. Tucker (51%) and Edward C. McElroy Jr. (49%) for $45,000 to Grand Island, Neb. appliance distributor D. H. Meves, who also owns 3.6% of KHAS-TV, Hastings, Neb. . . . KWFC, Hot Springs, Ark. 75% by Walter E. & Betty P. Hussman for $24,000 to Clyde E. Wilson, who will own 100%. Hussmans control *Camden* (Ark.) *News*, which owns 50% of KCMC-TV, Texarkana (Ch. 6). **Brokers:** WJIG & WHBG, Paul H. Chapman Co.

WKAB, Mobile, Ala. is being transferred to John E. & George D. Hopkinson, who will own 30% each (they are co-owners of radio sales rep Dwight & Assoc.) and Quentin C. Sturm, 30% (also to become ⅓ owner of Dwight & Assoc.), with present sole owner Mrs. Louise P. Pursley to retain 10% of voting stock and remain a director. WKAB-TV (Ch. 48) was on the air from Dec. 29, 1952 to Aug. 1, 1954, and Pursley Bcstg. Service Inc. "became so heavily indebted that it was not able to pay its outstanding debts." Under new ownership, $50,000 is to be deposited to secure assignment of claims totaling $323,004, settlement to be on basis of 15.2% of monies owned. Dwight & Assoc. is to loan WKAB $15,000 to meet current accounts receivable, accumulated since last fall, and the 3 new owners are to advance total of $15,000.

MORE DELAY in FCC's subscription-TV proceedings seemed probable at week's end as Commission was confronted with 2 petitions asking that provision be made for filing of replies to comments on its request for specific pay-TV proposals. Petitions came from NARTB and movie exhibitor-controlled Joint Committee on Toll TV.

Commission is due to consider the requests at June 27 meeting. Unless it plans to push for disposition of pay-TV test issue before its Aug. recess —which is unlikely—it can be expected to permit moderate amount of time for the pay-TV replies, which are due by July 8.

NARTB's petition stated that under its present order, FCC would receive only proposals of parties in favor of fee-TV tests and opponents wouldn't be permitted to analyze and review them. NARTB and other opponents obviously want to point out to FCC the portions of the comments which they consider to be improper and impractical. A delay of 2 weeks wouldn't hamper proceedings which have been under way for 2½ years, said NARTB.

Joint Committee on Toll TV raised same points, adding: "Although the Commission undoubtedly has the legal authority to proceed without affording an opportunity to file reply comments, such action, to the best of our knowledge, is completely without precedent." Committee suggested minimum of 60 days after July 8 for reply comments.

First actual comment in response to FCC's request for fee-TV proposals came from WDSM-TV, Duluth (Ch. 6), praising Commission's cautious approach, and stating: "It appears to us that the free TV industry already is hard pressed to fill the TV hours with top programming. Anything that complicates this problem may be a severe blow to the continuation of good TV as envisioned by the FCC and all broadcasters."

NARTB TV board, meeting in Washington this week, passed resolution reaffirming strong opposition to pay-TV tests and authorized pres. Harold E. Fellows to name 3-man committee to oppose toll-TV proposals. Fellows named C. Payson Hall, Meredith stations; C. Wrede Petersmeyer, Corinthian stations, and W. D. (Dub) Rogers, KDUB-TV, Lubbock, Tex. Both TV & radio boards voted to participate in a fact-finding study of Bartlesville, Okla. wired pay-TV project.

In Bartlesville, meanwhile, Video Independent Theatres planned to launch all-out drive for subscribers to its "home theatre" project beginning next week end, utilizing virtually all media, including TV, radio, film trailers, direct mail, bumper strips, etc. Eventual goal is 3-4000 subscribers in the city of 38,000. GPL equipment is due to arrive July 15, with programming scheduled to start Aug. 1.

Paramount's International Telemeter plans to have closed-circuit systems in operation in 2-3 locations by year's end, according to v.p. Paul McNamara, who said it would cost about $100 per installation (wiring and coinbox attachment), as opposed to $400 per seat cost of constructing new theatre. He revealed that Telemeter plans "free" programming via its closed-circuit from 9 a.m. to 7 p.m., followed by pay movies in evening. He suggested that Telemeter exhibitors sell time to local merchants during "free" period—a sideline which they will find "better than even popcorn."

A. H. Belo Corp., publisher of *Dallas News* and owner of WFAA-TV & WFAA, applied to Highland Park, Tex. town council for franchise to operate closed-circuit TV system there, and theatre groups applied this week in Garden City, Manhattan & Great Bend, Kan., San Angelo, Wichita Falls & Laredo, Tex.

"It is not unreasonable to conclude then that, if the broadcasting spectrum space available is too little to serve our needs, wired communications systems will cease to be only convenient; they will be an absolute necessity not only from a straight communication viewpoint but also as a national defense requirement. All of this wiring we have been so blithely doing, however, has serious economic consequences and with present day equipment it possibly may be too costly . . . I believe that the community system of the future will look something like this: I see a very small diameter cable using new materials and having very low loss; it is radiation free and can be mounted on poles without the use of messenger wire. In the middle of a span I see a compact, cable-supported housing with one connector at each end showing—in fact, the housing is hard to spot because it is the same color as the cable. This housing I have described is a miniaturized amplifier of about 20 db of gain; it has a 500 mc bandwidth. Its response is shaped to the characteristic of the cable and in addition it has temperature-controlled equalization circuits. Automated level controls of a precise nature keep the levels in the amplifier and system constant—summer, winter, spring and fall. It is powered by an atomic battery and is hermetically sealed against the elements. Alarm circuits feed a control central point, so that any trouble is instantly pin-pointed. Servicing is limited to a once-a-year check of the atomic battery; if something really fails in the amplifier it is so cheap that it is more economical to throw the amplifier away than to try to repair it. At various points in the system, small boxes are mounted on poles near the ground into which can be plugged a camera or microphone for remote pickup purposes, and I am sure the fixed camera mounted at specific points and at every major street intersection will become as commonplace as the red fire alarm box."—Fitzroy Kennedy, chairman, Spencer-Kennedy Labs, at NTCA convention, Sheraton Penn Hotel, Pittsburgh, June 4-6.

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Opposition to any changes in FCC allocation system for educational TV and to proposals for extending station license terms from 3 to 5 years was expressed June 20 by American Civil Liberties Union. "Diversity of opinion on air" would be lessened if educational channels become available to commercial stations, ACLU exec. director Patrick Murphy Malin wrote chairman Pastore (D-R. I.) of Senate Commerce communications subcommittee and chairman Harris (D-Ark.) of House Commerce Committee. Malin said longer license period might cause stations to neglect their "public interest" obligations.

Networks hotly denied charges by Authors League of America and its pres. Moss Hart that they imposed news "blackout" on Celler subcommittee's TV report (Vol. 13:24). CBS pres. Frank Stanton called ALA charge "scandalous" and "wholly untrue," citing TV-radio news programs which gave the report coverage and pointing out that network exercises no censorship. ABC also denied any censorship, pointing out that play of news is entirely up to news editor on duty. NBC didn't indicate whether it replied to wire, but stated that it covered the report in its TV-radio newscasts.

CBS-TV started construction of big new Hollywood TV City facilities this week. Scheduled for completion late in 1958, additions include 2 studios with 14,100-sq. ft. floor area, 7 rehearsal halls, schoolroom for child actors, 8-story building housing west coast offices.

Telecasting Notes: **Is TV following movie industry pattern** of concentrating business and financial operations in New York and production in Hollywood? *Billboard* says it is—not in the far future, but next season. Documenting program-origination breakdown in its June 17 issue, publication reports 70% of network TV programming during prime evening hours next season will originate from Hollywood, 25% from New York. Split was 54-46 last season . . . **Factors responsible** for TV's westward migration, notes *Billboard*, are increased use of film and expansion of NBC-TV's Burbank studios, together with planned expansion of west coast facilities by both CBS-TV & ABC-TV, latter network announcing that 85% of its programming will originate from Hollywood next fall . . . **Network sponsors** are advised to insist on one-price policy—with no extras—in negotiating for time-&-talent packages, in June 17 *Advertising Age* editorial. Sponsors are urged to oppose "price increases" based on: (1) line charges, which should be borne by network & stations; (2) profits on programs owned or controlled by networks; (3) union wage-increase clauses in advertising contracts; (4) additional studio charges . . . **TV gets biggest share** of Florida Citrus Commission's record 1957-58 consumer ad budget of $4,400,000. Earmarked for TV is $2,145,100, compared with $1,740,000 for current season; newspaper advertising is being increased from $477,830 to $627,300 but radio budget will be cut sharply . . . **Big daytime sale:** NBC-TV announces orders by Mentholatum and Star-Kist Foods for gross of $1,500,000 worth of 5 daytime programs . . . **Harry Truman**, who was TV host on guided tour of White House during his presidency, returns to similar role June 30, when he guides CBS-TV viewers through Truman Library in Independence, Mo., on *Let's Take a Trip* . . . **First Met Opera star** to have own TV show will be Patrice Munsel, who will be hostess on Fri. 8:30-9 p.m. ABC-TV variety show beginning Oct. 18; program will concentrate on Broadway show tunes and popular songs, according to network . . . **Colgate has renewed** its sponsorship of MGM features on Los Angeles' KTTV for another year—the deal which set pace for national advertisers' purchases of big blocks of first-run feature programming (Vol. 12:46) . . . **Film programming coup:** Don Whitehead will dramatize his best-selling book, *The FBI Story*, as 30-min. filmed series for CBS-TV, and there's at least the implication that Hoover himself may introduce some or all of the episodes . . . **Twelve brand-new syndication properties** will be on market by fall, reports June 19 *Variety*—just twice the number available last season . . . Sale of *Sgt. Preston of the Yukon* series and rights for $1,500,000 to Jack Wrather and John Loeb by Trendle-Campbell interests, same principals involved in sale of *Lone Ranger*, has been completed, through broker Allen Kander & Co. . . . **Some 18 NBC film shows** are now being beamed from foreign TV stations, CNP reports . . . **Pat Weaver** negotiating with comic Lou Costello for possible 30-min. comedy series on his new network . . . **Wide Wide Europe:** Eurovision viewers last week end watched divers at work on bottom of Mediterranean in exploring and salvaging operations, in live pickup originated by French TV . . . **Ed Sullivan** joins trend to shared sponsorship, Lincoln dropping out of CBS-TV program after 8 years; Mercury retains half sponsorship, with at least 4 advertisers expressing interest in snapping up other half . . . **Hal Roach** Studios takes over distribution rights to some 1150 Warner Bros. shorts from AAP, to expand them into 30-min. TV film series . . . **Storer's 5 stations** have concluded $1,000,000 deal with NTA for 136 features and five 30-min. series, biggest single film buy in chain's history.

Telestars Films Inc. is new TV film production and distribution firm formed by partnership of Seymour (Sy) Weintraub and producer Bernard L. Schubert. Company will syndicate 4 Schubert-owned shows—*Topper*, *Mr. & Mrs. North*, *Crossroads* and *TV Reader's Digest*. Ray Hamilton, formerly of Flamingo Films, is sales mgr. of new firm, which claims to have $12,000,000 in financing available. Firm plans several new properties, with syndication due next fall for *White Hunter*, which also will be offered to theatres in feature version. Company also plans to produce legitimate plays and to operate TV-radio stations, integrating Minneapolis' KMGM-TV (in which Weintraub owns 20%) and Weintraub's wholly-owned radio WKIT, Mineola, N. Y., into the operation. Schubert will become chairman of Telestars, Weintraub pres. Weintraub recently sold his interest in Flamingo Films Inc. and severed his connection with the firm (Vol. 13:24), David L. Wolper taking over his former post as exec. v.p.; Joseph Harris continues as Flamingo pres., denying trade reports that he is leaving the company. Parent company of Flamingo, Essex Universal Corp., has purchased controlling stock interest in Continental Thrift Co., a California industrial loan institution, and Concord Securities Inc., N. Y. brokerage firm. Flamingo this week announced plans to produce at least 2 new pilot films a year for national sales, and to acquire additional series for syndication. Wolper said conversations have been held with other distributors as to advisability of consolidating sales, shipping and servicing facilities "similar to the method currently being used by major motion picture firms."

Five new color programs will be introduced week of June 29 by NBC's WRCV-TV, Philadelphia. Local 30-min. shows include *Concept*, presented in cooperation with U of Pa., and *Young Citizen* under municipal auspices.

Robert E. Sherwood TV Awards by Fund for the Republic for best network programs on freedom & justice theme were won June 19 by CBS for "Clinton & the Law" on *See It Now* (Edward R. Murrow & Fred Friendly) in documentary category and "Island in the City" on *Climax* (writer Adrian Spies, director Buzz Kulik, producer Edgar Peterson) in drama category. Each award carried $20,000 prize. Judges deemed no nomination merited $15,000 award for best program on independent station; instead, prize was split equally among 3 N. Y. stations: CBS' WCBS-TV for *Camera Three*, NBC's WRCA-TV for *Open Mind*, DuMont's WABD for *Night Beat*. Honorable mentions were won by "The Puerto Rican Story" on *See It Now*, "Error in Judgment" on *Armstrong Circle Theatre* (NBC), "The Family Nobody Wanted" on *Playhouse 90* (CBS), "Portrait of a Citizen" on *Studio One* (CBS).

Rate increases: XETV, Tijuana-San Diego, July 1 raises base hour from $700 to $800, min. $140 to $180. KVOS-TV, Bellingham, Wash. Aug. 1, hour $435 to $550, min. $108 to $137.50. KTBS-TV, Shreveport, July 1, hour $400 to $500, min. $100 to $125. WPTZ, Plattsburgh, N. Y. July 1, hour $300 to $400, min. $60 to $80. KID-TV, Idaho Falls, July 1, hour $200 to $225, min. $45 to $50. CFCM-TV, Quebec City, has raised hour from $460 to $475, min. $92 to $100. CJON-TV, St. John's, Nfld. July 1, hour $200 to $230.

Network radio leads other principal media in cumulative national advertising gain of 11% between April 1956 and April 1957, according to June 21 *Printers' Ink*. In same period, business papers had 8% increase, network TV 7%, magazines 2%, while newspapers fell 1%. Network radio gained 3% in April over March this year, business papers 2%, magazines 4%, while network TV & newspapers held steady.

Notes on Upcoming Stations: WPST-TV, Miami (Ch. 10), plans July 10 test patterns, Aug. 1 programming with ABC-TV, reports gen. mgr. Walter M. Koessler for owner National Airlines (G. T. Baker, pres.). It will have 50-kw RCA transmitter at Miami antenna farm on Honey Hill Dr., having purchased land, tower & studios of WGBS-TV (Ch. 23) when Storer took latter off air (Vol. 13:14). RCA 12-bay antenna is to be installed July 1 on 900-ft. Blaw-Knox tower formerly used by WGBS-TV. It's remodeling WGBS-TV studios at 316 N.E. 21st St., plans to have new studio bldg. ready Nov. 1. Koessler, ex-WGBS-TV, will have Jack Barry as production mgr. and Wm. R. Needs as chief engineer, both from WGBS-TV. Base hour will be $825. Rep will be H-R Television.

KSPR-TV, Casper, Wyo. (Ch. 6) now doesn't expect to meet June 20 target for programming with CBS-TV, writes owner-gen. mgr. Donald Lewis Hathaway, although it has 5-kw DuMont transmitter on hand and 3-bay GE antenna installed on 300-ft. tower of radio KSPR. It will be 2nd outlet in town, where KTWO-TV (Ch. 2) began March 1. Marcus R. Nichols, from radio KSPR, will be national sales mgr., with Richard Frech local sales mgr. Base hour will be $120. Rep will be Walker.

KTVC, Ensign, Kan. (Ch. 6) hasn't set programming target, but has GE 5-kw transmitter installed at site 20 mi. SW of Dodge City, also has 6-bay antenna installed on 600-ft. Liberty tower, reports Wendell Elliott, v.p.-gen. & sales mgr. & 5.65% owner. It hopes to have GE microwave relay system to Stafford, Kan. ready shortly to pick up ABC-TV affiliate KAKE-TV, Wichita. It also has signed with CBS under Extended Market Plan. Hershel Holland, from radio KGNO, Dodge City, will be program mgr. Base hour will be $100. Katz is rep for KAKE-TV.

Power increases: WCHS-TV, Charleston, W. Va. (Ch. 8) June 19 to 158-kw ERP; KRGV-TV, Weslaco, Tex. (Ch. 5) June 16 to 100-kw; KTVH, Hutchinson-Wichita, Kan. (Ch. 12) now radiating 316-kw; KFEQ-TV, St. Joseph, Mo. (Ch. 2) 100-kw.

WISN-TV, Milwaukee (Ch. 12) & WISN moved June 17 to new $1,250,000 Communications Center at 19th & Wells Sts. (Division 2-3000).

RCA shipped 25-kw amplifier June 19 to WTPA, Harrisburg, Pa. (Ch. 27) which plans boost to 1030-kw.

Educational WYES, New Orleans (Ch. 8) has moved to permanent quarters at 916 Navarre Ave.

TOP-LEVEL STUDY of govt. use of frequencies suitable for TV-radio was proposed this week by Sen. Potter (R-Mich.) in resolution (S. J. Res. 106) to set up 3-man investigating commission with power to study all allocations of radio frequencies. Similar resolution (H. J. Res. 381) was introduced in House by Rep. Bray (R-Ind.).

Commission on the Allocation of Radio & Television Frequencies, composed of experts in communications field, would be appointed by President for 6-month period "to conduct a thorough and comprehensive study and investigation of radio and TV frequencies allocated to the various agencies and instrumentalities of the Federal Govt. with a view to determining (1) whether such frequencies are being efficiently utilized to the maximum degree possible, (2) whether any (and if so, how much) of such frequencies may, without jeopardizing the public interest, be relinquished to the FCC for allocation to non-governmental purposes, and (3) what are the likely future requirements of [the] Federal Govt. for radio and TV frequencies."

Explaining his bill, Potter said: "Terrific pressure is building up for radio and TV frequencies. Commercial users accuse the Govt. of hogging spectrum space. Federal agencies claim they need what they have. A thorough review is in order to determine whether these frequencies are used efficiently and to a maximum degree. We may find that some of these frequencies could be relinquished to the FCC for non-governmental use without jeopardizing the public interest."

Bill is given good chance of getting favorable report from Senate Commerce Committee, of which Potter is member—if Committee can fit it on its crowded calendar and if military doesn't actively oppose it. It would provide first study of military uses of spectrum to be made by a non-government body.

Engineers' strike by IBEW members put WPIX, N. Y. off air 7 hours June 15 during negotiations for new contract. Engineers went back to work when agreement was reached on new contract, terms of which were not disclosed.

New radio format—nighttime *Program PM* running 2 hours with "lateral programming" of national & local features—will start June 24 on Westinghouse stations. Sales plan tied to shows 7 nights a week will offer cost-per-thousand rates lower than daytime at each station, idea being to attract advertisers & agencies which have been passing up nighttime radio. Westinghouse Bcstg. Co. pres. Donald McGannon told N. Y. press luncheon this week that 80% of *Program PM* will be local, 20% originating from N. Y., emphasizing behind-the-scenes news & entertainment. Stations participating are KDKA, Pittsburgh; KYW, Cleveland; WBZ, Boston; WBZA, Springfield; WOWO, Ft. Wayne; KEX, Portland, Ore.

NARTB survey shows 77% of 226 programs monitored used no more than half of time which TV Code allows for "participating" commercials. Wm. B. Quarton, WMT-TV, Cedar Rapids, Iowa and chairman of TV Code review board, said that survey covered feature-length films on 49 stations in 24 cities; that no violations were found of permitted one min. advertising to 5 min. programming; that average number of commercials per show was 3.6; that 52% were no more than 1½-min. long; that 43% were 1½-2½ min. Covering only stations subscribing to TV Code, survey was confined to participation programs. Quarton said survey revealed about 90% of feature films have participating sponsors.

Anti-trust conviction of *Kansas City Star* on criminal charges that it monopolized news & advertising (Vol. 13:4-5) was upheld June 17 by Supreme Court, clearing way for Govt. to proceed with civil suit against newspaper demanding that it dispose of its WDAF-TV & WDAF. In brief order, Supreme Court refused to hear appeals by *Star* (fined $5000) and adv. director Emil A. Sees (fined $2500) for hearing. Negotiations for sale of stations for $10-$12,000,000 have been reported (Vol. 13:21).

NARTB wound up semi-annual board meeting June 21 in Washington, took these actions: (1) Backed resolution introduced by Sen. Potter & Rep. Bray for inquiry into govt.'s utilization of its TV-radio frequencies. (2) Authorized NARTB to file briefs in any litigation to establish property rights in TV-radio programs. (3) Approved NARTB filing of comments on useful life expectancy of depreciable property with Internal Revenue Service.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
June 22, 1957

OPTIMISM, 'SLIM LOOK,' GADGETS, COLOR: Here are the four themes that stood out as we chatted with manufacturing topkicks and inspected their 1958 lines displayed to public for first time at Chicago's Merchandise Mart this week:

(1) Growing confidence -- that's the best description for set makers' calculations for fall season. Main reasons given are favorable inventory position, now at 2-year low (Vol. 13:24), and "slim look" styling which gives dealers a major and easily discernible change to talk about.

Firm fall market with profits for manufacturers, distributors & dealers was picture painted for us by Sylvania TV-radio sales mgr. Robert L. Shaw. Saying that "profits are created by the mix of sales," he opined "there is no tremendous market for sets selling over $300." He estimated that a third of this year's production would be portables retailing at $170-$180.

"Good second 6 months" was the word from Philco marketing v.p. John M. Otter at Merchandise Mart news conference. He sees retail sales of 6,500,000 to 7,000,000 TV sets for the full year -- which fits in well with the 6,750,000 average we got from talking to a number of manufacturers. He said TV set makers "probably are going to have a very successful year."

To emphasize that prospect, another manufacturer disclosed to us his researchers' estimates that industry would move 65-70% of this year's production in last 6 months, compared with "normal" 60%.

(2) "Slim look" was apparent everywhere -- even in corridors where Sylvania had 2 willowy models in white evening gowns promenading with "Sylvania Slimline" actually painted on their backs.

Nearly every setmaker showing at Mart made some use of 110-degree tube to achieve shallow effect. RCA, GE-Hotpoint, Admiral & Sylvania are using 110's exclusively -- with exception of RCA 14-in. portable which uses short-neck 90-degree.

Westinghouse has 110-degree in more than half its line, Philco in its 17-in. portable & table models, DuMont in low-end sets. Only Zenith has no 110-degree tubes in line -- using instead short-neck, straight-gun 90-degree "Sunshine" tube. Motorola's new models won't be shown until July 18 at Chicago's Blackstone Theatre.

Growing conversation piece and controversy is variation in application of 110-degree tube. Only RCA & Admiral have it completely enclosed in consoles. GE-Hotpoint, Westinghouse & Sylvania have retained 1-2-in. cup or "doghouse" which permits even slimmer cabinet. Talk we heard revolves around heat and ventilation. Spokesmen for one school hold that only slight air space between wall and set is needed while those with cup say it keeps set proper distance from wall.

(3) Remote-control and automatic-tuning devices are getting more emphasis than ever -- something like auto industry's push on power steering, power brakes, etc. They're highly demonstrable -- and they were shown off continuously by Admiral, Westinghouse, Sylvania & GE-Hotpoint.

Westinghouse's remote-control unit seems unique. It plugs into any electric outlet, sends channel-changing impulse over house circuit. Gen. sales mgr. Tom Kalbfus told us it can be adjusted to control any one of 4 TV sets on same circuit. If set is on different circuit, connection can be made at fuse box.

One casualty of styling is full-door console. Among major-brand receivers -- with exception of RCA color -- only model displayed with full doors was GE lowboy.

(4) While no special emphasis was placed on color by most manufacturers, we did notice that largest crowds generally were found at RCA color demonstrations. Sylvania's Shaw told us he felt color sets would have to drop to $400 before they

would go over with public -- and he said no such cut was in sight. Philco's Otter couldn't see any great advance in color sales this year or next, estimating this year's sales would fall in the 200,000-250,000 range.

With RCA reporting 5-6 major manufacturers planning to emphasize color this fall (Vol. 13:23-24), we sounded out representatives at Marts and found these to be likely candidates: Admiral, Motorola, Westinghouse, Sylvania, Hoffman, Packard-Bell.

Business Pulse: Giving support to TV manufacturers' optimism (see above) are (1) National Assn. of Purchasing Agents estimate of business as "steady and good"; (2) U.S. Chamber of Commerce panel's prediction that year's second half will generally be as stable as first half, with prices continuing to climb.

NAPA's business survey committee bases its findings on June reports of members -- with some terming situation "nice"; no boom-time pressures are present; new orders, production, profits are satisfactory. Drive to reduce inventories continues, they say, with few purchases being made to "beat" anticipated higher prices. Slight over-all employment improvement was reported.

C-of-C position was enunciated by Dr. Emerson P. Schmidt following its semi-annual panel meeting on business outlook. Research director Schmidt gave this summary of the panel's views: Prospects "look favorable" for year being country's best; employment and income continue at high levels; gross national product should reach $440 billion -- up $28 billion from last year's record level. Panel members include: Wm. A. McDonnell, First National Bank, St. Louis; John S. Coleman, Burroughs Corp., Detroit; George Hansen, Chandler & Co. (dept. store), Boston; Fred I. Rowe, W.L. Johnson Construction Co. & Assoc., Columbus; J.H. Carmichael, Capital Airlines.

Production: TV output was 116,302 week ended June 14, compared with 90,655 preceding week and 117,423 in corresponding week one year ago. It was the year's 24th week and brought TV production for year to date to about 2,445,000, compared with 3,193,992 in same period of 1956. Radio production totaled 229,967 (86,270 auto) week ended June 14, compared with 237,106 (96,523) the preceding week and 240,509 (67,321) in corresponding week year ago. Radio output for 24 weeks totaled about 6,734,000 (2,660,000) vs. 6,229,655 (2,195,148).

Trade Personals: Albert F. Watters, RCA International div. v.p.-operations mgr., resigns to become General Foods v.p.-personnel . . . Jack C. Houseman, ex-Admiral, appointed asst. sales mgr., Packard-Bell home products div. . . . J. Calvin Affleck, ex-DuMont, appointed adv. and sales promotion mgr., Keasby & Mattison, Ambler, Pa. asbestos products mfr. . . . Dick O'Brien, ex-DuMont New England TV receiver div. mgr., appointed Ampex Audio eastern zone mgr. . . . Joe E. Morin promoted to gen. sales mgr., Howard W. Sams & Co., succeeding v.p.-sales J. C. Keith who resigned but will continue as consultant . . . Richard M. Fielding promoted to public information mgr., Philco govt. & industrial div.; Robert W. Fuehrer, ex-Oil Industry Information Committee, joins public relations staff . . . Robert E. Zollars, ex-Shure Bros., RCA & Zenith, named General Instrument midwest regional sales mgr., Chicago . . . Bernard E. Narin, ex-Raymond Rosen & Co., elected Jerrold Electronics treas., succeeding Simon Pomerantz, who continues as secy. . . . Louis R. Burroughs, Electro-Voice chief engineer, elected v.p. for broadcast & recording equipment . . . Morton G. Scheraga promoted to DuMont instrument product mgr., replacing E. G. Nichols, resigned . . . Frank M. Hickey promoted to CBS-Hytron northeast regional sales mgr., headquartering in Newark.

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Condition of Dr. W. R. G. Baker, RETMA pres. and GE v.p., is described as "satisfactory" following arterial spasm June 9, spokesman saying he has shown improvement this week. No indication how long he will remain at Ellis Hospital, Schenectady.

Hoffman introduced 16-basic-model 1958 line at Las Vegas distributor convention June 18. Sets feature "Black Easy-Vision" lens and "Neutrex" light shield—said to offer greater brightness & contrast—automatic tuning, wireless remote control. Only 110-degree tube listed is 17-in. "Move-about Furniture/17" (Vol. 13:19), priced at $170-$180. Rest of line is conventional 90-degree: 14-in. portable, no list; 21-in. table, $210-$280; 21-in. console, $270-$380; 24-in. console, $340-$395. Three 21-in. color sets are priced $745-$795.

Westinghouse TV prices, about 10% higher than last year's (Vol. 13:24), include: Portables—14-in. short 90-degree, $130-$150; 17-in. short 90-degree, $150-$170; 17-in. 110-degree, $170-$180; Deluxe series, table & console, $200-$330; Custom, 110-degree tubes, table $240-$270, console $300-$400. Prices will be slightly higher in south and west; uhf-vhf available at $20-$30 extra. All available in Aug.

Westinghouse expects 40% of its tube production capacity to be 110-degree 17-in. & 21-in. sizes by year's end, says R. T. Orth, v.p. & gen. mgr., electronic tube div., adding that production of other sizes is "contemplated if demand warrants it." Noting trend to new tube, he predicts its production will account for 75% of total turned out by end of 1958, virtually 100% by early 1959.

Excise tax bill retaining most present rates and imposing 10% manufacturers' levy on home tape & wire devices (Vol. 13:18-19) was passed finally by House June 20 and sent to Senate, where action is not expected until next year.

Topics & Trends of TV Trade: Shipments of TVs to dealers totaled 1,787,346 in year's first 4 months, when production was 1,835,975, according to RETMA state-by-state report. They compare with shipments of 2,059,129, production of 2,394,264, in first 4 months of 1956. New York again led with 204,095; California was second with 169,062; Pennsylvania was third, 121,908. April shipments were 329,710, compared with 535,310 in March and 356,893 in April 1956. Here's first 4 months' report (county-by-county tables available to RETMA members):

State	Total	State	Total
Alabama	27,942	New Hampshire	4,491
Arizona	10,677	New Jersey	63,513
Arkansas	16,430	New Mexico	7,372
California	169,062	New York	204,095
Colorado	15,812	North Carolina	36,169
Connecticut	29,335	North Dakota	6,279
Delaware	4,084	Ohio	100,122
District of Columbia	18,226	Oklahoma	18,933
Florida	66,317	Oregon	19,732
Georgia	36,479	Pennsylvania	121,908
Idaho	6,072	Rhode Island	9,102
Illinois	102,717	South Carolina	15,477
Indiana	43,475	South Dakota	6,356
Iowa	19,671	Tennessee	32,561
Kansas	19,894	Texas	100,373
Kentucky	31,060	Utah	7,907
Louisiana	34,764	Vermont	3,578
Maine	9,263	Virginia	30,013
Maryland	25,338	Washington	27,509
Massachusetts	51,930	West Virginia	19,278
Michigan	67,148	Wisconsin	29,460
Minnesota	25,454	Wyoming	4,152
Mississippi	17,200	U. S. Total	1,782,480
Missouri	39,905	Alaska	1,244
Montana	9,969	Hawaii	3,622
Nebraska	13,172		
Nevada	2,704	Grand Total	1,787,346

* * * *

GE will enforce "Fair Trade" laws on its small home appliances and radios "to the extent permitted by law," Wm. H. Sahloff, v.p. and gen. mgr. of housewares and radio div., stated June 19, adding that U. S. Court of Appeals' dismissal of injunction against Masters Mail Order Co. of Washington would be carried to Supreme Court. Original suit enjoined Masters from advertising and selling GE items below fair trade prices. Sahloff said that most states still have enforceable fair trade laws (D. C. & 14 states excepted); that 73% of GE retail sales are in fair trade areas; that most GE distributors and dealers favor fair trade laws; that GE intends to maintain fair trade policy as long as no better system is available. Meanwhile, Masters said all 7 N. Y. daily newspapers and WRCA-TV had refused to run ads offering GE appliances at below fair trade prices. Masters listed reasons given for rejection as: (1) Mechanical problems. (2) "Postponed until we can make up our minds what we are going to do about it." (3) Don't accept retail ads from beyond metropolitan area.

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DISTRIBUTOR NOTES: Admiral appoints Wm. F. Prentice, ex-GE, Westinghouse and Crosley, regional mgr. for Davenport-Des Moines, Iowa; Omaha & Peoria . . . Zenith appoints Peter S. Taranto, ex-Magnavox, southeast district sales mgr. . . . Graybar appoints A. G. Taylor appliance sales mgr. for Youngstown, O. and Erie, Pa. areas; also named were these branch appliance sales mgrs.: T. J. Bell, succeeding Naylor at Harrisburg, Pa.; L. T. Jamison, Erie; T. J. LeClair, San Francisco; M. M. Owen, Oakland. L. V. Chase succeeds Owen as San Francisco appliance promotion mgr. . . . Empire State Wholesalers Inc., Troy, wins 1957 Sylvania distributor service award . . . Sylvania names John Spahr, Peaslee-Gaulbert Corp., Indianapolis, as Sylvania TV Distributor of the Year . . . Admiral Distributors Inc., 625 W. 54th St., N. Y., plans moving warehouse to Long Island City, showroom to central Manhattan . . . Philco names Pat Cocchiaraley as mgr. of its Akron Firestone div.; Pat Cominsky succeeds him as appliance sales mgr., Philco Distributors Inc., Philadelphia.

ELECTRONICS PERSONALS: Col. Elmer L. Littell, ex-controller of Office of Chief Signal Officer, has assumed command of U. S. Army Signal Supply Agency, succeeding Brig. Gen. Wm. D. Hamlin, transferred to U. S. Army in Europe . . . Robert Barton promoted to Motorola military electronics marketing mgr. . . . Wm. P. Anderson, ex-Ford Motor, named Raytheon production programming mgr. . . . Arthur E. Rasmussen, ex-Congoleum-Nairn, joins Avco as v.p. & asst. to pres. . . . C. W. Creaser Jr. promoted to sales v.p. of D. S. Kennedy & Co., Cohasset, Mass. . . . George O. Crossland promoted to GE mgr., electronic parts distributor development and trade relations . . . Irwin W. Braun resigns as pres. of Circuit Instrument Inc., St. Petersburg subsidiary of International Resistance Co. . . . John E. Lillich promoted to mgr. of product engineering, Corning Glass Works electronic components sales dept., electrical products div. . . . John F. Eaton, ex-Eastern Air Devices, named United States Dynamics Corp. sales mgr. . . . Vinton D. Carver, ex-Farnsworth div. of IT&T, joins Litton Industries as mgr. of new Salt Lake City plant.

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International Resistance reports net income of $204,262 (16¢ per share) on $6,299,256 sales in 20 weeks ended May 19, compared with $47,927 (4¢) on $6,413,573 in similar 1956 period. Pres. Charles Weyl said higher earnings on lower sales were due to diversification and decentralization program. Smaller sales were attributed to drop in TV and auto demand, uncertainty of govt. orders due to federal budget disputes.

Belock Instrument reports net loss of $280,450 on sales of $6,246,977 in 6 months ended April 30 compared with earnings of $258,112 (33¢ per share) on $6,780,657 sales in similar 1956 period. Pres. Harry D. Belock said high cost for prototypes of military products and costs of development and promotion of new commercial products were written off against last 6-month income. He set current backlog of unfilled orders at more than $15,000,000.

Raytheon sold its 40% interest in Datamatic Corp. for $4,500,000 to Minneapolis-Honeywell Regulator Corp. —owner of other 60%. Raytheon pres. Charles F. Adams said sale of computer firm—representing "substantial" capital gain—would enable Raytheon to expand activities. Sale does not include certain advances to Datamatic which are repayable in 1958-1959, he said.

RCA "corporate good citizenship" was singled out by South Jersey Public Relations Assn. for its "Community Service" award. Ewen C. Anderson, RCA exec. v.p., public relations, accepted award, saying honor really went to "men and women whom you know—your business and residential neighbors—for the job they are doing in serving the community, as well as the company . . . "

Emerson reports net income of $66,900 (3¢ per share on 1,950,546 outstanding) for 26 weeks ended May 4, compared with $317,666 (16¢ on 1,935,717) in 26 weeks ended April 28, 1956. Consolidated profits for first fiscal quarter ended Feb. 2 were $196,509 (10¢ on 1,953,373) vs. $163,825 (8¢) in similar 1956 period.

Dividends: Motorola, 37½¢ payable July 15 to stockholders of record June 28; Packard-Bell, 12½¢ July 25 to holders July 10; Columbia Pictures, 30¢ plus 2½% stock, both July 30 to holders July 1; Tele-Broadcasters, 2½¢ July 4 to holders June 20 plus 2½¢ Dec. 26 to holders Dec. 10.

Ampex reports net income of $1,087,000 ($1.51 per share) for year ended April 30, compared with $311,275 (58¢) for similar 1956 period.

Laboratory for Electronics Inc. earned $84,968 in fiscal year ended April 26 vs. net loss of $985,011 year earlier.

HUGE INCREASE in requirements for TV microwave transmission was predicted by AT&T officials, testifying this week before FCC's study of allocations above 890 mc. Chief engineer Gordon N. Thayer made it clear that he wasn't speaking only of TV broadcast service, when he said:

"It appears likely that TV transmission will develop in the future much as telephony has in the past half-century. This will require large numbers of broad-band circuits not only between cities but in local areas, and will involve the extensive use of microwave facilities . . . For example, we expect that within 15-20 years a substantial proportion of telephones, particularly business telephones, will be equipped with visual adjuncts."

He submitted chart illustrating prediction that intercity microwave video channel mileage will triple in next 10 years—from an estimated 60,000 mi. at end of this year to more than 100,000 at end of 1962 and 200,000 by end of 1967. AT&T requested no over-all increase in common carrier allocations, except that some bands now shared by common carrier and other users be assigned exclusively to common carrier.

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"Open curtain" plan for TV-radio exchanges between U. S. & Russia, dampened down last week by Secy. of State Dulles after Senate Majority Leader Johnson (D-Tex.) proposed it (Vol. 13:24), got some more splashes of cold water this week—from Kremlin. Soviet leaders had appeared receptive to idea of regular program trade following CBS-TV's unprecedented June 2 interview with boss Nikita Khrushchev (Vol. 13:23). But this week, Radio Moscow began broadcasts in English scorning plan, saying "Soviet people are not interested in listening to anti-Soviet mouthings" by U. S. spokesmen. *Pravda* followed with blast asserting that American plan, first suggested at 1955 Geneva Conference, was intended "not to weaken the cold war but to intensify it." Meanwhile CBS-TV was off on another excursion into Communist country. Edward R. Murrow left for Belgrade for film interview with anti-Stalinist Yugoslav President Tito.

TV-press investigation will be part of wind-up project by Fund for the Republic to "study contemporary life with a view to determining the conditions under which a free society may best be maintained." Financed by $15,000,000 Ford Foundation grant of which $6,000,000 is left, Fund is expected to go out of existence on conclusion of 3-to-5-year survey by Committee on Basic Issues, which will have own staff. Committee includes educators, clergymen, publisher Henry R. Luce of *Time*, *Life* and *Fortune*, no representative of TV industry. TV-radio & movie blacklisting practices were subject last year of Fund study (Vol. 12:26).

TV is "great blessing of God," Christopher movement leader Rev. James J. Keller told 10th annual Catholic Broadcasters Assn. conference at U of Detroit, urging members to "set the pace, provide good entertainment, good educational programs, use everything to do with culture." Earlier, Rev. Timothy J. Flynn, a CBA director, cited special Trendex survey to show that 60% of TV viewers "never or seldom" see religious programs—and most of those who do are unaware of denominational origin.

First college-credit course offered on home TV in N. Y. metropolitan area was announced this week by NYU and WCBS-TV. Comparative literature course will be presented every weekday from Sept. 23-Jan. 10, 6:30-7 a.m. To receive 3 credits toward degree, TV students will be required to enroll at university, take 2 home exams and final examination at university.

Telephone interview technique was recommended by NARTB's Audit TV Circulation Committee in report to TV board on recommended methods for long heralded TV circulation measurement project. Committee proposed both weekly and daily measurements of station circulation and TV set ownership data, on county-by-county basis. Method was developed in cooperation with Politz organization and Crossley S-D Research. Subcommittee concluded method "produces acceptable circulation percentages on an average day and average week basis for telephone homes in all cases where there is no problem of non-response." TV board recommended that survey method be fully explained to industry at NARTB regional meetings this fall—to be open this year to entire industry, rather than members only. Cost of survey is estimated at $1,000,000 a year, which NARTB hopes will be underwritten by private research organizations.

Night club floor shows via TV are planned by Jack Entratter, producer of shows at Las Vegas' Sands Hotel, in scheme which he says "could revolutionize the night club business." His plan: Transmit portions of Sands show to night clubs all over country in large-screen color via closed-circuit, charging local clubs according to seating capacity. He says he will work with Teleprompter's Group Communications div. to get into national distribution before Dec. 15. He made announcement in connection with closed-circuit TV use in current Sands floor show by Peter Lind Hayes & Mary Healy, who flash pictures of members of audience on large screeen during "community sing" act. Entratter gives credit for idea to Hayes, who presumably will be involved in the proposed night club TV syndication deal.

ARB announces 2 program survey innovations, both available on special order: (1) "Secret week," plan by which survey week varies from month to month and is not selected until after survey has been completed—designed to prevent stations from trying to influence audience during survey week by special programming and promotion. (2) One-week-4-week survey, in which full sample is used during normal survey week and partial sample during remaining 3 weeks of month. ARB printed report will include regular one-week ratings plus 4-week average for each time period.

Three applications for TV stations and one for translator were filed with FCC this week, bringing total to 131 for stations (34 uhf) and 53 for translators. Station applications were for Houma, La., Ch. 11, by Miami's WTVJ; for Fargo, N. D., Ch. 11, by North Dakota Bcstg. Co. (KCJB-TV, Minot; KXJB-TV, Valley City; KBMB-TV, Bismarck); for Davenport-Rock Island-Moline, Ch. 8, by owners of local radio KSTT. Translator application was for Susanville, Cal., Ch. 72, by Honey Lake Community T-V Corp. [For details, see *TV Addenda 24-X* herewith.]

Billy Graham may have regular TV pulpit, he indicated June 20 following 3 televised evangelistic rallies in Madison Square Garden, N. Y. "The possibilities are tremendous," he said. "There's a terrific interest in this thing."

Panic spread in Milwaukee apartment building this week when loud rumblings sent 9 occupants fleeing to street in fear furnace was about to explode. Noise was traced to 2-year-old boy who'd turned up TV set as far as it would go.

"Do-it-yourself" TV camera kit, to be priced under $400, aimed at TV-radio-electronics hams and experimenters, was shown this week by Electron Corp., subsidiary of Ling Electronics Inc. (5120 W. Jefferson Blvd., Los Angeles) at meeting of Hollywood section of SMPTE.

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SUMMARY-INDEX OF THE WEEK'S NEWS — June 29, 1957

OPTION TIME CURTAILMENT, elimination of must-buy station lists, urged in network report released by Senate Committee, which withholds endorsement (pp. 1 & 6).

DOERFER NEW FCC CHAIRMAN as McConnaughey leaves. Vacancy remains, no one in lead. Doerfer leadership will mean quick action, hands off industry (p. 2).

FEE-TV OPPONENTS get another inning, as FCC gives them until July 22 to reply to test proposals (p. 3); O'Malley talks about Skiatron deal (p. 8).

ALASKAN WIRED TV SYSTEM excellent proving ground for "cable theatre," etc. Successful operation charges $12.50 monthly, plans similar setup in Sitka (p. 3).

FCC DECIDES San Francisco Ch. 2 case. Pittsburgh Ch. 4 applicants debate merger. Seattle Ch. 7 decision uncertain. Buffalo Ch. 7 case reopened (p. 7).

TV RECEIVER AD PLANS for fall taking shape. Sylvania ups budget 50%; RCA expects slight increase; GE switches emphasis from portables (p. 11).

BUSINESS FORECASTS continue in optimistic vein as President Eisenhower calls for voluntary inflation controls by management and labor (p. 12).

UHF LEAVES AIR in Bloomington, Ill., planning to return Aug. 1; Clarksburg's WBOY-TV plans July 15 debut, Hartford's WTIC-TV due Aug. 15 (p. 10).

FCC RULES OUT licenses for illegal boosters, ends vhf booster rule-making, proposes low-power station-owned uhf boosters to fill in shadws (p. 14).

MAY TV BILLINGS run 7% ahead of year ago, bring cumulative total in first 5 months to $211,231,303 vs. $196,267,677; CBS paces gains (p. 14).

COX REPORT URGES NETWORK RESTRICTIONS: Senate Commerce Committee handed a report on network practices to the Justice Dept., the FCC and the public this week -- but withheld its own action on it until the 1958 session of Congress. The 101-page document, drafted by former chief TV investigation counsel Kenneth Cox, was labeled a "staff report," taking its place beside same Committee's Jones and Plotkin reports.

New report urges some substantial modifications of network business practices -- most significant being changes in option time rule to permit (or require) more non-network programming on affiliated stations during prime hours, and substitution of "minimum dollar purchase" for networks' "must-buy" station lists. It also hints that cutback in network ownership of stations in big markets may be desirable.

Chairman Magnuson (D-Wash.) wanted document adopted as official report of Committee, and it also has backing of Sen. Bricker (R-O.) and others -- but the Senators finally voted unanimously for the "staff report" approach, deferring final action until at least 90 days after final report of FCC network study group (now due Sept. 30) and until after receipt of comments from Justice Dept. At that time, Committee announced, it will reconsider report and perhaps recommend legislation.

The highly readable, precisely worded report reflects Cox's background as a courtroom lawyer -- departmentalizing the arguments on both sides of all questions covered, concisely stating conclusions, backed by detailed reasons for them. In areas where it overlaps Celler subcommittee TV report (Vol. 13:23), many of the recommendations are similar. Like Celler, Cox recommends continuing Justice Dept. and FCC surveillance in virtually every area where "monopoly" cry has been raised.

Cox takes this-may-taste-bad-but-it's-good-for-you approach in recommendations for network changes: "Actually, it could be concluded that the changes proposed in the practices of the networks may work to the ultimate benefit of the networks themselves...It is not believed that any of the suggestions [will] seriously impair the ability of the networks to compete...On the other hand, it seems entirely possible that if steps such as are suggested herein are not taken, the networks may attain such a position of overwhelming dominance that the public interest will require the imposition of detailed and rigid governmental regulation."

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Option time changes can be accomplished by Commission without legislation, Cox states, suggesting that FCC open part of the 7:30-10:30 p.m. period to non-network programming either by reducing evening option time, pushing option period earlier or later, or "by the adoption of the limitation on programming from any one source." Celler report was less specific, urging FCC to consider amending its rule.

Proposal for abolition of must-buy lists is virtually identical with Celler recommendation. As to network ownership of stations -- where Celler report urges that FCC consider anti-trust factors "in any change in the multiple ownership rule," Cox report speculates that networks may already have exceeded their legitimate needs to own individual stations, warns of "possible undue concentration" now.

Report sees no need for Sen. Bricker's bill for direct FCC licensing of networks, asserting it "appears" Commission already has power to regulate networks directly. It flatly rejects network contention that regulation is fraught with danger of censorship -- pointing out that there's no censorship of stations.

Like Celler report, new report urges FCC to make public the network affiliation agreements on file with it, expresses no specific view on extent and legality of network practices with regard to program ownership and profit participation, urges uhf receiver excise tax relief and a continuing program "looking to the ultimate shift of all, or a major part, of TV to the uhf band."

Unlike Celler report, it looks with some favor on proposal to extend station license period from 3 to 5 years -- if this is accompanied by "legislation strengthening the Commission's other means of control over the conduct of its licensees." This means, says report, that FCC should be required periodically to review performance of all stations, whether licenses are up for renewal or not.

Report also favors extension of network affiliation agreements from current 2 years to 5 years or more -- providing terms are weighted in favor of stations, with escape hatch permitting them to drop affiliations on shorter notice.

CBS spokesman issued short statement "welcoming" report's suggestion of further study and offering cooperation. NBC and ABC had no comment.

[For highlights of Cox report, see p. 6.]

DOERFER FCC CHAIRMAN, BUT NO NEW MEMBER YET: Administration has cleared up the most important uncertainty about FCC membership by announcing, as expected, designation of Comr. John C. Doerfer as chairman, to succeed George C. McConnaughey July 1.

This leaves vacancy, however, and Administration gives no clue -- if it has any -- as to who will fill it. No one appears to be in lead for the job, and the speculation continues to be frenzied, though most people are tired of it.

Latest name getting a play is that of George R. Perrine, chairman of Illinois Commerce Commission. He tells us he rejected job 2½ months ago.

* * * *

Doerfer's chairmanship will make news. He's impatient, impulsive, eager to get decisions out, hates to see things languish. He's not thin-skinned, not inclined to worry about ruffling dissenters, not fearful of getting reversed by courts.

He believes in keeping hands off industry, is even more emphatic about it than McConnaughey, whose chairmanship since Oct. 4, 1954 was a strictly "let-'em-alone" operation. In fact, Doerfer was author of famous Cleveland, Tenn. radio "economic injury" decision (Vol. 13:13), in which Commission boldly stuck its neck out and stated it had no authority to determine economic impact of new station on a market. Court of Appeals seems to disagree with thesis, though matter is still in litigation, but that doesn't bother Doerfer; he'd like to see a final court decision settling issue one way or other.

He's made several speeches praising U.S. TV-radio system as compared with others, notably British. He's quite sensitive about programming -- quick to object to off-color material, etc.

Doerfer has been a commissioner since April 15, 1953, was reappointed to 7-year term July 1, 1954. He came to FCC from chairmanship of Public Service Commis-

sion of Wis. Personally, he's gregarious, affable. He's married, has 2 sons, is member of Roman Catholic Church.

McConnaughey goes into private law practice immediately. In Washington, he forms McConnaughey, Sutton & L'Heureux -- joining with veteran practitioner George Sutton and Robert L'Heureux, who has been his FCC liaison with Congress; offices are those of Sutton, now enlarged, in National Press Bldg. In Columbus, O., whence he came to FCC, he forms McConnaughey & McConnaughey with his son.

FCC GIVES PAY-TV OPPONENTS ANOTHER INNING: Possibility of a decision on fee-TV tests before Commission takes its August vacation diminished almost to the vanishing point this week when FCC heeded petitions of subscription-TV opponents and granted them opportunity to file replies to proposals for tests after July 8.

Commission gave them only 14 days after deadline for test proposals -- setting reply deadline at July 22 -- despite fact that petitions by NARTB (as amended this week), CBS, ABC and Joint Committee on Toll TV had asked 60 days. Decision was 4-2, McConnaughey not voting and Lee & Bartley dissenting, latter feeling that fee-TV opponents had already said everything they possibly could say and that only result could be delay; Lee didn't state reason for dissent.

FCC decision at Aug. 1 meeting -- last one before month's vacation -- is still technically possible, but highly improbable. While staff conceivably could have comments and counter-comments analyzed by that time, there's still considerable doubt that Commission would act that quickly -- particularly in view of fact that there will either be a new commissioner (whose vote could be crucial) or that there will still be only 6 members on Commission (with tie vote a possibility).

Any FCC delay may well increase chances of Congressional action to ban pay TV, and author of Senate's bill, Sen. Thurmond (D-S.C.), is anxious to get moving. He told us this week that he doesn't feel a hearing is necessary, that the Commerce Committee has already heard all pro-&-con arguments. Chairman Pastore (D-R.I.) of communications subcommittee told us he plans to examine record of full Committee's fee-TV hearings and decide whether further hearings are necessary on specific bill.

* * * *

The advertising fraternity, which has been strangely silent on subscription issue -- considering what it has at stake -- was finally heard from this week when Ruthrauff & Ryan radio-TV v.p. George Wolf devoted his June 21 column in Advertising Agency Magazine to subject, predicting that if a test is conducted "it will lead to widespread adoption of the pay form of TV" in 5-10 years. Editorial in same issue states that "if toll TV became a success, in effect, it could wipe out a highly important channel of advertising communication" -- and urges "agency leaders" to speak out against fee TV by supporting anti-subscription legislation.

Another west coast entertainment union, meanwhile, acted on pay TV when the 70,000-member California State Theatrical Federation reaffirmed its opposition in wire to Chairman McConnaughey -- an action obviously designed to offset pro-fee resolution passed 2 weeks ago by Hollywood AFL Film Council (Vol. 13:24).

Brooklyn Dodgers pres. Walter O'Malley told a Congressional committee about his "contract" with Skiatron for wired pay TV in either New York or Los Angeles. Los Angeles city council held up cable grant to Skiatron. Press releases continued to flow and trade press continued to lap up planted publicity. Details on p. 8.

ALASKAN PROTOTYPE OF 'WIRED TV STATION': If you'd really like to see how a "pure" wired TV system works without benefit of any telecast signals whatsoever, with implications for "wired theatre," community antenna systems, etc. -- and you'd like to combine it with a delightful vacation -- we suggest you visit Ketchikan, Alaska, this summer and inspect operations of Ketchikan Alaska TV Inc.

It's the pioneer cable system originating all its own signals. Unlike community antenna systems, it has no outside station signals to relay to subscribers. Recently, we discussed operation of system with pres. R.D. (Chuck) Jensen, gleaned the following details:

System has 1000 subscribers among population of 9000, charges $12.50 monthly (highest of any cable operation extant) after $37.50 initial connection fee. Hours are 4:30-11 daily, occasionally longer, with Sat. 3:30-11. Program fare is mostly film & kines, plus some live. Only one channel is offered, but a second is planned.

Limited number of local commercials is carried, Jensen stating belief subscribers resent addition of many beyond those attached to network kines. He charges $2.50 per film or slide spot, permitting up to min. at that price. For "elaborate" live commercials, spot runs as high as $5. "The local merchants are constantly badgering us to carry more," he says, "but we don't believe it's a good idea."

System pays nothing to networks or sponsors for carrying kines, gets nothing -- merely makes certain commercials are carried.

Operation started in 1953, with Jensen as pres.-gen. mgr., Wally Christiansen as v.p.-engineer. Jensen came to Alaska during war as YP ("Yippee") boat skipper, became intrigued with country, is still the only compass adjuster in the territory -- though cable system now takes up most of his time. Twelve local businessmen were brought in later as investors.

Town is too hilly for low-powered TV station, Jensen says, and he reports that economics just aren't right for a telecasting operation.

Impact on morale of residents is incalculable, Jensen reports. Previously primarily a fishing village, Ketchikan now has huge American Viscose plant -- and its management has problem of keeping employes whose wives are homesick for States. Jensen says Viscose manager claims TV system is most important element in keeping turnover down. "One elderly lady," he relates, "stopped me on the street one day and said: 'Mr. Jensen, you're doing more good than the preachers.'"

"It's extremely successful now, after a slow start," Jensen concluded -- and by way of emphasis disclosed plans for establishing similar system in Sitka, where new pulp mill is under construction.

Formal TV-radio proposal for regular uncensored broadcast exchange between U. S. & Soviet Union was made by Govt. June 24 as result of CBS-TV's June 2 interview with Communist boss Nikita Khrushchev (Vol. 13:23-25). Ambassador Wm. S. B. Lacy, special asst. to Secy. of State Dulles, handed 84-word memorandum to Soviet Ambassador Georgi M. Zaroubin calling for "agreement in principle at an early date" on plan, which had been promoted by Senate Majority Leader Johnson (D-Tex.) Russians made no immediate response to diplomatic note, which said "purpose of these broadcasts would be to promote a freer exchange of information & ideas on important world developments." But Administration move, followed up by speech by Vice President Nixon, helped to quiet Democratic criticism of Dulles for apparent reluctance to pursue idea of reciprocal TV-radio broadcasting. Nixon told Kiwanis International convention in Atlantic City June 27 that Johnson's plan could bring "real progress" in "reducing misunderstanding & prejudice" among Russians & Americans if Kremlin proves "good faith" by accepting it. Note: CBS Inc. pres. Dr. Frank Stanton addresses National Press Club in Washington July 2 on "TV in the Cold War; Khrushchev & Moscow's Video Curtain."

"One-man TV studio," to sell for $10,000-$15,000, was unveiled this week by Hallamore Electronics Co. div. of Siegler Corp., Anaheim, Cal. at special New York showing. Designed for small stations, community antenna and closed-circuit business & educational installations, unit includes master control console, one or more live camera chains, film & slide projection equipment, turntable—all remotely operated from console and occupying 10x12-ft. space. Whole package, according to Siegler pres. John G. Brooks, can be installed by one man in half day.

Furore over TV coverage of House Un-American Activities Committee hearings in San Francisco last week (Vol. 13:25) subsided June 27 when Chairman Walter (D-Pa.) bowed to ruling against cameras by Speaker Rayburn (D-Tex.) "He is not going to televise anything else—full committee or subcommittee," Rayburn reported after conference sought by Walter, who said (despite his earlier open defiance of Speaker) that he hadn't realized Rayburn's TV-radio edict covered House proceedings generally. Walter's brief challenge of Rayburn's authority had set off new moves in House to revise rules to authorize TV—latest being measure (H. Res. 291) by Rep. Keating (R-N. Y.) to permit committees themselves to decide issue. NARTB pres. Harold E. Fellows and chairman Robert D. Swezey of Freedom of Information Committee advised NARTB members June 26 that "excellent opportunity now exists" for TV-radio industry to press Congress for ending of ban. But House Rules Committee said nobody had requested hearings on any proposal, so no action was contemplated.

Closedcircuit Telecasting System invited New York theatre management group to special color TV demonstration this week in revival of proposals to interest Broadway producers in closed-circuit colorcasts of plays to local theatres. Demonstration followed suggestions in recent Dramatists Guild panel discussion that telecast previews of show could help recoup production costs.

Public service theme of Westinghouse Bcstg. Co.'s Boston conference for station executives (Vol. 13:9) is developed in new brochure, *To Meet a Challenge*, reporting on company's own programming.

Newly formed Marketing Impact Research Inc. (Max Bonfeld, pres.) establishes offices at 147 E. 50th St., N. Y.

Personal Notes: Thomas E. Knode, ex-Edward Petry & Co., rejoins NBC station relations dept., reporting to v.p. Harry Bannister; he is slated to be named a v.p. at next board meeting July 12 . . . **Wm. C. Gillogly** promoted to sales director of ABC-TV central div. . . . **W. Weller (Jake) Keever & Robert Cinader** promoted to v.p.'s of NBC's California National Productions . . . **Albert S. Goustin**, ex-Ziv & Blair TV who recently headed own film distributing firm, named TV sales mgr. of DuMont Bcstg. Corp. . . . **Lon King** promoted to TV sales promotion & research director of rep Peters, Griffin, Woodward Inc. . . . **Ed Obrist** resigns as program director of WNHC-TV, New Haven . . . **Michael R. Santangelo**, ex-General Public Relations Inc., Benton & Bowles subsidiary, joins Westinghouse Bcstg. Co. as coordinator of publicity & special events . . . **Mann Reed** promoted to program mgr. of KBTV, Denver, succeeded by **Russ Kundert** as production mgr. . . . **Leon S. Rhodes** named v.p. of Loucke & Norling Studios div. of Robert Lawrence Productions . . . **Leroy E. Kilpatrick** promoted to operations mgr. of WSAZ-TV, Huntington, W. Va.; **C. Thomas Garten** to commercial mgr. . . . **Joe Smedley Jr.** named program director of WESH-TV, Daytona Beach, replacing Wm. Hall, transferred to sales . . . **John G. Johnson**, ex-gen. mgr. of WTOB, Winston-Salem, named pres. of WAPA-TV, San Juan, P. R. . . . **Robert Lawrence Patrick**, ex-WHIO-TV & WIFE, Dayton, named secy.-mgr. of Ga. Assn. of Broadcasters, succeeding Ross Shackleford, who becomes public relations director of W. Ga. College, Carrollton . . . **Gordon Grannis**, ex-KOVR, Stockton, Cal., joins Crown Zellerbach Corp. as public relations asst. . . . **Wm. A. Slater** resigns as local sales mgr. of WJHP-TV, Jacksonville, to join sales staff of WFGA-TV there . . . **Jacob E. Evans**, ex-NBC & McCann-Erickson, named sales promotion director of *American Weekly* . . . **O. W. Myers**, ex-Gerity Bcstg. Co. (WNEM-TV, Bay City-Saginaw; WABJ, Adrian; WPON, Pontiac, Mich.), joins WHTN-TV, Huntington, W. Va., as national sales rep . . . **Charles C. (Bud) Hoffman**, ex-Business Planning Assoc. Ltd., Toronto, named exec. v.p. of Bureau of Broadcast Measurement there.

ADVERTISING AGENCIES: **Norman B. Norman** elected pres. of Norman, Craig & Kummel, succeeding Elkin Kaufman, resigned . . . **Thomas G. Fielder**, ex-GE TV receiver dept. adv. mgr., joins Cunningham & Walsh, N. Y., in charge of Texas Co. account . . . **Edgar J. Donaldson**, TV-radio director of Ketchum, MacLeod & Grove, elected a v.p. . . . **Hibbard E. Christian** named public relations mgr. of Young & Rubicam.

John R. McKenna, ex-mgr., industrial products, Philco govt. & industrial div., returns to Washington Aug. 1 to establish consultant engineering practice at 2000 P St. N.W. (Columbia 5-4664). With Philco since Dec. 1951, he had been an associate in Chambers & Garrison consulting firm in Washington 1946-51 after Navy service as asst. head of radar for Bureau of Aeronautics.

Society of TV Pioneers elects W. D. (Dub) Rogers Jr., KDUB-TV, Lubbock, Tex., as first pres. Named v.p.'s in mail poll: John E. Fetzer, WKZO-TV, Kalamazoo, and KOLN-TV, Lincoln, Neb.; Harold Hough, WBAP-TV, Ft. Worth; Campbell Arnoux, WTAR-TV, Norfolk. Secy. is Glenn Marshall Jr., WMBR-TV, Jacksonville.

Dr. Walter B. Emery, consultant to Joint Council on Educational TV, joins Michigan State U's College of Communication Arts, will teach TV-radio law. With JCET since 1952, he had served on FCC staff 10 years, last position as legal asst. to chairman Paul Walker.

Ed Sullivan elected pres. of National Academy of TV Arts & Sciences at board meeting June 27 in N. Y. Other officers: Harry Ackerman, first v.p.; Mark Goodson, second v.p.; Robert Longenecker, secy.; Lawrence Langner, treas.

NARTB names consultant Robert K. Richards to American Council for Education in Journalism, Robert T. Mason, WMRN, Marion, O., to Council's accrediting committee.

John H. Conlin, from FCC Office of Opinions & Review, due to be transferred to Office of General Counsel—in legislation, treaties and rules div.

Sale of WMTV, Madison, Wis. (Ch. 33) for $550,000 (Vol. 13:22) to WTVJ Inc. interests (Mitchell Wolfson) and radio WMAY, Springfield, Ill. (50% of CP for WMAY-TV) includes $200,000 option on buildings and land, it's revealed by transfer application filed with FCC. Until option is exercised, property is to be leased for $1666 monthly. WTVJ Inc. April 20 balance sheet lists $2,437,181 earned surplus and statement of income says WTVJ Inc. net after taxes for both 1955 & 1956 was "in excess of $500,000." It had $2,154,090 current assets, $2,214,218 net assets; $862,881 current liabilities, $857,576 long-term notes payable. WMTV May 31 balance sheet shows $1369 deficit. It had $126,771 current assets, $136,839 fixed assets; $87,737 current liabilities, $28,577 fixed assets (with additional $97,999 due related interest).

Harry & Elmer Balaban's H. & E. Balaban Corp. will own ⅓ of radio WIL, St. Louis, Mo. & WWIL, Ft. Lauderdale, Fla., according to application filed with FCC. Other owners of firm acquiring properties for $650,000 (Vol. 13:20) from Lester A. Benson's Missouri Bcstg. Corp. are Atlantic Brewing Co. (Harold S. Leder and family), 33⅓%; Simon Zunamon, 18% (as trustee for 3 Epstein family trusts); Barbara Fink, 6% (as trustee of George F. Fink trust); Lois Schraeger, 5% (as trustee of Schraeger family trust); Herbert Schoenbrod, 4⅓% (as trustee of Schoenbrod trust).

Westinghouse's purchase of WAAM, Baltimore (Ch. 13) for $4,400,000 in Westinghouse stock (Vol. 13:18-19) was approved by FCC this week. Pre-freeze WAAM started Nov. 2, 1948, with control held by Ben & Herman Cohen families; exec. v.p. and 7% owner is Norman C. Kal, partner in Kal, Ehrlich & Merrick Adv., Washington. Westinghouse now has limit of 5 vhf stations, others being WBZ-TV, Boston; KYW-TV, Cleveland; KDKA-TV, Pittsburgh; KPIX, San Francisco.

Sale of 50% of KNAC-TV, Ft. Smith, Ark. (Ch. 5) by Salome Nakdimen as administratrix of husband's estate to Harry Pollock interests for $61,500 (Vol. 13:19) was approved by FCC. FCC had postponed approval of sale of other 50% to George T. Hernreich pending hearing on protest filed by Donald W. Reynolds' KFSA-TV, Ft. Smith (Ch. 22), but Reynolds dropped protest June 28.

Restating ownership of CP for KAKJ, Reno, Nev. (Ch. 4), application filed with FCC says Robert C. Fish gave up rights for $500 to group headed by retired movie director-producer Irvin V. Willat, the other principals being Eldon E. Cory and Raymond D. Vargas. Owners seek to clarify status to make possible sale to Tower Telecasting Co. (Vol. 12:20, 24).

Transfer of CP for KPAC-TV, Port Arthur, Tex. (Ch. 4) to new Texas Goldcoast TV Inc., owned 50% each by Jefferson Amusement Co. (Julius M. Gordon) and Port Arthur College (Vol. 13:22) was approved by FCC.

Highlights of Cox Report on Network TV Practices

Major Conclusions & Recommendations of Staff Report Released by Senate Commerce Committee

(See story on page 1; for highlights of Celler report see Vol. 13:23)

LEGISLATIVE ACTION: "In deference to the still uncompleted investigations [by FCC's network study group and Dept. of Justice], it may be wise for the Committee to refrain from recommending specific legislation at this time. It is hoped that the Dept. of Justice and the FCC, through the enforcement of existing laws, can deal with certain aspects of these problems. In addition, it may well be that the Commission, through revision of its present regulations, can contribute further to the desired solutions. If there remain problems which can be dealt with only through legislation, the Committee must, of course, make its recommendation with respect thereto at a later time."

Option time: "It seems clear that as it presently functions, the option imposes serious disabilities and disadvantages on independent producers of programs, non-network advertisers and independent stations. The FCC, after it receives the report of its own network study group, should therefore give serious consideration to reasonable limitations on, or adjustments in, the option as it now stands. Of course, if the option is found to be illegal, it must be eliminated. But even in the absence of such a determination, regulations should be adopted which would open a fair part of the period from 7:30-10:30 p.m. in each time zone in such a way as to provide opportunities for local advertisers to sponsor programs and for independent producers to offer their programs in equal competition with the networks. This would be accomplished through a reduction in the amount of time which could be optioned in the evening, or by requiring a shift of the network program block to a period earlier or later in the evening, or by the adoption of the limitation on programming from any one source, or by any other means which the Commission can devise."

Must-buy policy: "Although the must-buy practice serves to bar most local and regional advertisers from network TV, some minimum network requirement seems reasonable. However, the required purchase of a specified list of stations seems possibly to discriminate against affiliates not on the list and to force advertisers to conform to patterns which may not fit their individual needs. A minimum dollar purchase serves all the legitimate needs of the network and should therefore be substituted for the prevailing form of must-buy."

Multiple station ownership: "The Commission should not permit increased concentration, either by networks or other multiple owners, until it has received and thoroughly considered the report of its network study group . . . Although it is clear that the networks should be permitted to own some stations, serious consideration should be given to the possibility that they may have exceeded their legitimate needs in this regard . . . The Commission should also take steps to prevent overreaching by networks in dealing with their affiliates for the acquisition of the latter's facilities."

FCC regulation of networks: Commission probably has enough power over networks now "to deal with all matters discussed in this memorandum;" in fact, it appears to have power to regulate them directly if necessary. Sen. Bricker's proposal to license networks as such may not be necessary, but networks' argument that it would involve censorship seems unsound, since FCC regulation of stations has brought no censorship.

Affiliation contracts: "The permissible maximum term of affiliation might well be extended to 5 years to give greater stability to broadcast operations and improve the status of affiliates in relation to their networks, although it might be wise to give the affiliates a right of cancellation upon shorter notice to maintain some flexibility." If license period is extended to 5 years, it should be "accompanied by legislation strengthening the Commission's other means of control over the performance of its licensees.

"Copies of affiliation agreements filed with the FCC should be open to inspection." It might be desirable to require networks to "specify the objective criteria which they employ in fixing rates;" and the "free hour" concept in affiliation agreements probably should be eliminated to remove confusion and possible discrimination.

Network program participations: "The networks must have the right of final decision as to the makeup of their program schedules. However, this gives them the power to grant preferential treatment to their own programs, although the record does not show this to be so common as to necessitate divestiture of program production. Since abuses are possible, however, the FCC and the Dept. of Justice should look into the matter on a continuing basis. Similarly, as to the possibility of the networks' acquiring interests in independently produced programs as a condition to their being broadcast on the networks, the Dept. of Justice should investigate to see whether any violation of anti-trust laws is involved, while the FCC should consider whether it should adopt rules prohibiting or regulating such acquisition by the networks of interests in independently produced programs."

Network "invasion" of station time: "Some restriction or adjustment of [network programming practices outside of option time] is . . . necessary lest TV become a completely national medium serving no local needs and almost entirely dependent on network service."

Network staging services: "The issues raised [by independent scenery designers] merit the prompt completion of the investigation which the Dept. of Justice has begun." If networks are to engage in scenery design and staging services, it should be on a standard bidding basis, with equal competition between independents and networks.

Network spot rep & syndication activities: These questions "merit further attention. If they are not fully covered in the report of FCC's network study group, the Committee should look into these matters at a later date."

Programming: Amount of time devoted to network religious programming doesn't seem adequately to reflect importance of religion in American life; religious programming on a sustaining basis probably is preferable to commercially sponsored religious programming. Most public service programming suffers from being presented in poor time periods. "The problem of the impact of TV programming on children is a serious one and is deserving of further study."

FCC's financial report on TV stations and networks for 1956 is due later than usual this year—possibly by end of Aug. Holdup is mainly due to fact that Commission's network study group is using the tabulating machines normally employed by FCC's economics div. in compiling the financial data.

SEVERAL BIG VHF cases appeared very ripe for FCC final decision this week, as Chairman McConnaughey left, producing some uncertainties as to possible future votes.

One particularly hectic case was that involving Pittsburgh's Ch. 4. Hearst's WCAE holds examiner's second initial decision nod, after KQV had won first round. This week, WCAE asked FCC for a meeting to consider proposal wherein WCAE & KQV would form new corporation, owned 50% each, and they would pay other 3 applicants $50,000 each as they dismissed—leaving new corporation free for grant. At week's end, they were "still negotiating."

Commission finalized decision for San Francisco-Oakland's Ch. 2, giving it to organization favored in instructions—San Francisco-Oakland TV Inc. (Vol. 13:20). Decision is due to be made public next week. There's rumor of some sort of arrangement between winner and losers Channel Two Inc. and TV East Bay—presumably to preclude delays possible through court appeals, etc.

Seattle's Ch. 7 case may be quite uncertain now. KIRO, originally favored by FCC majority, is said to have only 3 votes now.

Buffalo Ch. 7 case is due to be reopened, FCC announcing preliminary decision to conduct further proceedings. It's understood purpose is to reexamine finances of applicant WKBW.

FCC suffered another reversal in Court of Appeals, which sent back the decision granting KARD-TV, Wichita (Ch. 3). Appeal of loser KFH contended Commission hadn't given adequate reasons for denying exceptions to examiner's initial decision. Judges Edgerton, Fahy & Burger stated: "Though a specific ruling on each minor exception is not indispensable, the parties and the court should not be left to guess, with respect to any material issue, which of the several alternatives the Commission had in mind. It should make the basis of its action reasonably clear. We cannot find that it did so here. Its statement of reasons comes to little more than this: For one reason or or another, all the exceptions not granted are overruled." Court also noted:

"Appellant says the Commission erred in denying a rehearing and in denying leave to show by affidavits that in the first months of operation Wichita failed to perform what it had promised. Commission counsel argue that only interim operation was involved, but the record does not make it clear that this was the theory on which the Commission refused to reopen the hearing. We think it should clarify its ruling in this respect."

Experimental grant of Ch. 12, New Orleans, was made to WJMR-TV (Ch. 20), which says it will compare uhf-vhf propagation of simultaneous transmissions. Application had been opposed by Assn. of Maximum Service Telecasters which objected to fact WJMR-TV plans transmitter location less than minimum co-channel distance from WJTV, Jackson, Miss.

Initial decision favoring Tri-Cities Bcstg. Co., Monahans, Tex. for Ch. 9 was issued by examiner Elizabeth C. Smith after KMPS Bcstg. Co. withdrew.

Low-power educational CP (296 watts) was granted on Ch. 30, Toledo, to Greater Toledo Educational TV Foundation, while translators were authorized in Alturas and Blythe, Cal.; Newport, Ore.

Grantee KSLM-TV, Salem, Ore. (Ch. 3) was told it would be given no more time to build, would be cancelled unless it requested hearing in 20 days. Same word was given to KAMT, Yakima, Wash. (Ch. 23).

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Our figures got twisted in last week's report of reply comments on Craven Plan (Vol. 13:25). Ten filed against plan, one for.

In other allocations proceedings, FCC proposed: (1) Addition of Ch. 16 to Ephrata, Wash., substituting Ch. 31 for Ch. 25 in Kennewick, Ch. 25 for Ch. 31 in Richland. (2) Substitution of Ch. 36 for Ch. 7 in St. Cloud, Minn., Ch. 7 for Ch. 36 in Alexandria, Minn. (3) Various plans to shift WICU's Ch. 12 out of Erie, Pa. to Cleveland-Akron area. (4) Reassignment of Ch. 12 from Flint to Saginaw-Bay City-Flint. At same time, Commission finally rejected proposal to shift Ch. 12 to Ann Arbor.

Two rule-making petitions were received. First—2 alternatives filed by WHOA, San Juan, P. R.: (1) Shift Ch. 13 from Aguadilla to Fajardo, Ch. 12 from Charlotte Amalie to Aguadilla-Arecibo. (2) Add Ch. 13 to Fajardo, substituting Ch. 12 for Ch. 13 in Aguadilla, deleting Ch. 12 from Charlotte Amalie. Second—Request of prospective applicant Clarence M. Mason, Hancock, Mich., for addition of Ch. 9 to town, substituting Ch. 8 for Ch. 9 in Iron Mountain, Mich.

Tax loophole in multiple ownership of TV & radio stations, already plugged by FCC in policy pronouncement last Oct., would be tightened by bill (HR-8381) introduced June 26 by Rep. Mills (D-Ark.), chairman of Ways & Means subcommittee on technical revision of Internal Revenue Code. Scheduled to be reported to House July 2 by full committee, comprehensive measure is intended to prevent station owners from avoiding immediate capital gain tax on profits from "rollover" sales of properties acquired in excess of existing FCC limits. Old tax law language, covering sales "necessary or appropriate to effectuate the policies of the Commission," could be construed by owners as defining such transactions as sales forced by Govt. New language permits tax deferrals only on sales "necessary or appropriate to effectuate a change in a policy of, or the adoption of a new policy by, the Commission." Amendment applies to any sale after last Dec. 31 and to sales contracts made after last Oct. 15.

Commercial film production div. has been started by WCAU-TV, Philadelphia, equipped to cast, set, record & edit films, under supervision of v.p. Charles Vanda.

Facilities changes: Philadelphia's WFIL-TV (Ch. 6) & WRCV-TV (Ch. 3) plan immediate start of construction of new joint 1000-ft. tower in Roxborough, Pa., with operations from new site scheduled for late Sept.; WMFD-TV, Wilmington, N. C. (Ch. 6) now radiating 100-kw from new 997-ft. tower at Delco, N. C.; WLBR-TV, Lebanon, Pa. (Ch. 15) plans boost to 129-kw ERP next week; KNTV, San Jose, Cal. (Ch. 11) to 26.3-kw about July 20; KOVR, Stockton, Cal. (Ch. 13) to 316-kw next Sept.

Suit for $93,228 for claimed services from Sept. 1, 1954 to May 1, 1957 as mgr. of KLOR, Portland, Ore. (now KPTV) has been filed by S. J. Schile against Oregon TV Inc. and its former pres. Henry A. White. Schile alleges his services to station, bought in April by attorney-oilman George Haggarty (Vol. 13:17), were worth $129,978 but he was paid only $36,750 during period. He seeks balance plus 6% interest.

Call letters KSBY-TV have been assigned to KVEC-TV, San Luis Obispo (Ch. 6), now operated as satellite of KSBW-TV, Salinas-Monterey (Ch. 8).

SUBSCRIPTION-TV proponents Skiatron and International Telemeter continued to reap rich harvest of free publicity, notably in this week's hearings of Rep. Celler's anti-trust subcommittee investigation of professional baseball. Star witness Walter O'Malley, Brooklyn Dodgers pres., made these revelations while on the stand:

He had signed a tentative "escrow" contract with Skiatron TV Inc. (Matty Fox), but withdrew it before his appearance at hearings because "I didn't want to continue my negotiations in a fishbowl." He indicated he plans to renew negotiations after hearings.

He said Skiatron contract provided for toll-TV of Dodgers games either in New York or Los Angeles or wherever team moved, that he'd discussed idea with all other National League clubs—which thought it seemed too good to be true.

The contract terms, as outlined by O'Malley: "We would receive one-third of the subscriptions. They would make a minimum guarantee that would protect us for having lost our present [TV] contracts, which would also have in mind that we would have to pay the visiting club 25% of our receipts." Skiatron's original proposal was to wire New York for subscription TV, which O'Malley said would double Dodgers' TV income. They first figured on charging 50¢ a game, "but I think the thinking today is that it would be nearer $1, around the price of a general admission ticket."

He said negotiations started last spring at Vero Beach, Fla., with Skiatron TV v.p. Jerome Doff, who formerly headed Trans-Community TV Inc. (Comprovision wired TV service). O'Malley denied reports that Skiatron deal was responsible for proposed move of club to Los Angeles, saying move hasn't been decided yet and Skiatron's Los Angeles plans didn't enter into negotiations. "In other words, if Skiatron is sound—I hope it is—whether there is baseball in Los Angeles or not you are going to have Skiatron in Los Angeles because it is a terrific market." And so, he added, are New York, Philadelphia, Chicago and others. He denied owning any Skiatron stock, but said he planned to purchase some "if it ever develops to its intention."

Subcommittee also heard blast at toll TV by inveterate subscription-TV opponent N. Y. City Council pres. Abe Stark who lambasted "the corrupting alliance between baseball and pay TV" as a monopoly threat fostered by "the prospect of easy money and windfall profits."

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TV & movie trade press continued to overflow with subscription-TV items—some of them obviously planted, others merely based on speculation. One was report that Motorola and Westinghouse had completed "pilot model" pay-TV sets for Skiatron and have been working on plans to mass-produce decoders and to develop coders for station transmitters. Westinghouse officials declined to comment, but Motorola exec. v.p. Edward Taylor said his company had been contacted by Skiatron. "We listened and we looked into it; as a result, some conclusions have been drawn which have no basis in fact. We're not in business with them. There's no agreement."

Skiatron's application to wire up Los Angeles for pay TV ran into snag in city public utilities board hearing when International Telemeter attorney Mendel Silberg asked for delay pending "thorough investigation of the financial responsibility, character of operation and technical advances of any applicant." Hearing was continued to July 2 after board members raised similar objections.

Another development was long story in June 26 *Wall St. Journal* that Metropolitan Life Insurance Co. was considering setting up closed-circuit subscription service in its N. Y. housing projects. A Metropolitan official commented to us: "Sure, we're interested. We're interested in any new development, but we're in the real estate business, not show business. If we ever should get into this sort of thing, it will be as a landlord only."

Radio station sales and transfers reported this week: **WHIM, Providence**, by Frank W. Miller Jr. for $830,000 to Richard D. Buckley and John B. Jaeger, chief exec. officers of WNEW, New York, Buckley also having interest in DuMont Bcstg. Corp. (Vol. 13:17). Miller is officer of Headley-Reed rep firm and Kelly-Smith newspaper rep. . . . **WDOD, Chattanooga**, by Earl W. Winger for $250,000 to Interstate Life & Accident Insurance Co., same city (H. C. E. Johnson, pres.) . . . **KRKD, Los Angeles**, 36⅔% (2750 shares) by Richard C. Simonton for $107,500—licensee Continental Telecasting Corp. acquiring 1018 shares for $39,775; Albert Zugsmith, 952 shares for $37,248 and boosting ownership from 35⅓% to 55.57%; John D. Feldmann, 780 shares for $30,476, which gives him 12.04%. Other stockholder is pres. Frank Oxarart with 30.85% . . . **WANS, Anderson, S. C.** by Carolina Bcstrs. Inc. (C. J. Johnson, pres.) for $85,000 to ⅓ co-owners W. Ennis Bray, ex-owner of WJAN, Spartanburg, S. C.; George C. Nicholson, who owns 50% of WAUG, Augusta, Ga. and 20% of WYZE, Atlanta, Ga.; Mrs. John C. Amick, of Augusta adv. agency . . . **KLOG, Kelso, Wash.** by Northwest Public Services Inc. (Roscoe A. Day Jr., pres.) for $50,000 to J. J. Flanigan, ex-pres. & 49% owner of KITO, San Bernardino, Cal. . . . **KSEI, Pocatello, Ida.** and CP for KSEI-TV (Ch. 6), 88.9% sold by Florence M. Gardner for $118,915 to Pioneer Bcstrs. Corp., owned by gen. mgr. Henry H. Fletcher & wife Ruthe (program mgr.), who already held 10.75% jointly. Florence Gardner is to remain with stations as v.p. **Brokers:** WHIM, Howard E. Stark.

Radio station sales approved this week: **KHEP, Phoenix** by A. V. Bamford & Harvey R. Odom (co-owners of CP for radio KMOP, Tucson) for $252,000 under lease arrangement to Grand Canyon Bcstrs. Inc. (Wm. P. Ledbetter, pres.), dismissing application for 1580 kc in Phoenix (Vol. 13:17) . . . **KJAY, Topeka**, by KJAY Inc. (Robert Rohrs, pres.) for $142,500 to Kansas City businessmen Ed Schulz, Dale S. Helmers, J. W. McCoskrie, & D. Wm. Overton (Vol. 13:20) . . . **WQOK, Greenville, S. C.** by Albert T. Fisher & George Speidel III (also owners of WPAL, Charleston & WOIC, Columbia, S. C.) for $125,000 to James A. Dick, also owner of WIVK, Knoxville (Vol. 13:21) . . . **WHMA, Anniston, Ala.** (250-w) by Col. Harry M. Ayers, publisher of *Anniston Star*, for $75,000 to Ralph Allgood & Grove Wise, also owners of WRMA, Montgomery, Ala. (Vol. 13:22) . . . **WSPC, Anniston** (5000-w), by W. S. Weatherly and associates for $65,000 to Col. Ayers (Vol. 13:22) . . . **WOOO, Deland**, Fla. by Wm. Martin, B. F. J. Timm and associates for $65,000 to Trio Broadcasting Co. owned by Wally King (WATR, Waterbury, program mgr.) and Herbert A. Saxe & Oscar Silverman (Vol. 13:20) . . . **KIHO, Sioux Falls, S. D.** by Leslie P. Ware for $65,000 to James A. Saunders & John W. Hazlett, from Minneapolis-St. Paul (Vol. 13:23) . . . **WPUV, Pulaski, Va.** by Mason C. Deaver for $46,254 to co-equal owners John A. Columbus, Lawrence R. Schoenfeld, Carl A. Shufflebarger (all station employes) and druggist Howard R. Imboden (Vol. 13:23).

Telecasting Notes: Auto makers have always been in forefront in heavy use of TV—and in violent attacks on it. Madison Ave. is talking this week about another verbal assault against the medium by an auto industry spokesman—an assault reminiscent of last year's blast at TV as a durable goods sales medium by pres. Ernest Jones of MacManus, John & Adams agency (Vol. 12:13 et seq.), which, it had been hinted, represented the views of clients Pontiac & Cadillac. Latest attack came from Chrysler of Canada sales v.p. C. O. Hurly in address to Canadian Federation of Advertising & Sales Club . . . "Babied, humored and spoiled" by advertisers, TV is becoming a "monster," Hurly said. He urged the business & advertising fraternities to take "a cold, searching look at the somewhat ludicrous spectacle that we both present today"—the businessman a Sinbad, "blind as a bat, being led down to the sea by an eager, keen-eyed, clean-limbed young fellow in an ivy-league suit" . . . "The great home world of entertainment," which started as servant of advertising, he continued, is now "calling the tune." Advertising, he said, shouldn't be "the crutch upon which a vast segment of the world of entertainment, culture and enlightenment should lean . . . Industry and business simply cannot afford the luxury of any form of advertising which does not deliver a fair return for services rendered" . . . Auto firms, nevertheless, are pretty solidly lined up in network TV picture for next year. One sudden cutback, however, was Lincoln's dropping of CBS-TV's *Ed Sullivan Show* after 8-year stretch (Vol. 13:25), Mercury retaining alt.-week sponsorship, with Eastman Kodak jumping into the breach to pick up the reputed $5,000,000-a-year total tab for the alt. week . . . Two auto makers have firmed up big network deals for all-star "specials"—GM with 2-hour 9-11 p.m. colorcast in Nov. on NBC-TV commemorating its 50th anniversary and budgeted at $500,000, and Ford Motor Co. with an all-star CBS-TV special next fall to introduce new Edsel line, preempting *Ed Sullivan* for one week (presumably the Mercury-sponsored week, which would not add to Ford's over-all TV time bill) . . . Fairy tales sell: The Henry Jaffe-Screen Gems series of 16 hour-long fairy tale specials featuring Shirley Temple on NBC-TV about once every 3 weeks, beginning next Jan., is sold out—the 3 sponsors paying total of some $4,000,000. Breck Shampoo has bought half, with Sealtest & Hill Bros. coffee sharing other half on split-network basis—Sealtest in east, Hill Bros. in west . . . "Sweet Success of Smell" is June 26 *Variety's* catchy headline for survey showing cosmetic advertising slated for TV next season totals some $33,000,000 . . . Accurate data on reruns of TV film series will be made available to Screen Actors Guild, for purposes of computing payments to its members, according to announcement by Guild that information will be furnished it on regular & continuing basis by CBS TV Film Sales, CNP, ABC TV Film Syndication, MCA-TV & Screen Gems. SAG members have received $1,321,000 in rerun payments to date . . . Appointment of Ted Cott as executive of burgeoning NTA (Vol. 13:25) seen as sign the film distributor is ready to get moving on its station acquisition plans; negotiations reportedly are already in progress . . . NTA has obtained distribution rights to *20th Century-Fox Hour* from the movie maker, getting the 37 hour-long shows which were used on CBS-TV in the last 2 years, with 20th Century-Fox planning to produce 20 new shows in the series for use on NTA Film Network (50% owned by 20th Century) . . . Week's chuckle: TV-radio weather forecasts are rigged and over-emphasized by stations, to keep folks away from the movies, Minnesota movie exhibitors believe—so says June 26 *Variety*, in St. Paul-datelined story.

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Negotiations for new music licensing agreement between TV industry and ASCAP opened this week in New York with "friendly and general" initial discussion, with next meeting planned in about a month. Meanwhile, boiling lobbying and press-release dispute between ASCAP members & their spokesmen and BMI continued in a manner which was neither friendly nor general, both sides moving up their big-name artillery. In behalf of Songwriters Protective Assn., consisting of ASCAP members, Bing Crosby made the newspapers with letter to Chairman Magnuson (D-Wash.) of Senate Commerce Committee, complaining that "pressure exerted by BMI" is responsible for current popularity of musical "trash" and charging "monopolistic trend in music on the part of the broadcasters." BMI v.p. Robert J. Burton countered that Crosby letter "is part of a continuing effort to prejudice the outcome of the trial of an important lawsuit brought by ASCAP members against BMI." He released statements by 21 top performers stating that they had never been subjected to pressure to perform BMI songs on TV-radio or recordings. Though Senate Commerce communications subcommittee staff, under counsel Nick Zapple, is making fact-finding investigation of music licensing situation, Chairman Pastore (D-R. I.) told us he hasn't decided whether to hold any hearings—and the implication was that certainly nothing will be started in this session of Congress.

First World Congress of commercial telecasters from 15 nations will open Sept. 18 in London. Coordinator of program, including special session in Paris, is Young & Rubicam v. p. Harry Rauch. "TV As a Medium of World Communication" is theme of one London session under auspices of People-to-People Foundation.

Compromise proposal to end stalemate over FCC network study committee's demands for data from 4 reluctant TV program organizations was submitted this week to N. Y. Federal Court Judge Bryan by the 4 companies. They offered to give committee the confidential financial data it seeks, but in "coded" summary form as prepared from their raw figures by an independent accounting firm. In this way, the packagers argued, prices, grosses, profits, etc., could not be identified with any particular program series. Earlier, Judge Bryan reserved decision on FCC motion to force the 4 firms to honor subpoenas to produce financial data, after hearing arguments by FCC gen. counsel Warren Baker and attorneys for the packagers. Judge called for reply briefs July 2. The 4 programmers are MCA-TV and its affiliated Revue Productions, Columbia Pictures' Screen Gems and Ziv TV.

Finally taking first dip into TV-radio ownership, following lead of *Time*, *Newsweek* is about to close deal for purchase of less-than-controlling interest in TV-radio combination in substantial secondary market. Negotiations are being handled by broker Howard Stark, who participated in *Time*'s acquisition of Bitner properties.

Rate increases: WFMY-TV, Greensboro, N. C. Aug. 1 raises base hour from $650 to $800, min. $130 to $160; KSBY-TV (formerly KVEC-TV), San Luis Obispo, July 1 added Class AA hour (7:30-9:30 p.m. daily) at $220, min. at $44, Class A hour remaining $200.

AAAA issues 1957 roster listing 329 member agencies in 656 offices in 93 U. S. cities and 43 abroad, copies available from 420 Lexington Ave., N. Y.

National Community TV Assn. will hold 7th annual convention next June in Mayflower Hotel, Washington.

New and Upcoming Stations: WBLN, Bloomington, Ill. (Ch. 15) ceased operation June 3, owner-mgr. Worth Rough has informed FCC, also stating he plans to resume Aug. 1 after filing ownership change resulting from stock sale to area viewers (Vol. 13:20). On-air box score stands at 500 (91 uhf).

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In our continuing survey of upcoming stations, these are latest reports from principals:

WBLK-TV, Clarksburg, W. Va. (Ch. 12), changing TV & radio call letters July 15 to WBOY-TV & WBOY, plans start on first day of World Series as NBC-TV affiliate, according to Jack N. Berkman, pres. of Friendly Group, also operator of WSTV-TV, Steubenville, O. (Ch. 9) and KODE-TV, Joplin, Mo. (Ch. 12). Make of transmitter isn't reported, but WBOY-TV will use 6-bay RCA turnstile antenna on 425-ft. Stainless tower. Base hour not set. Rep will be Avery-Knodel.

WTIC-TV, Hartford, Conn. (Ch. 3) has changed test pattern target to Aug. 15, programming target as independent remaining Sept. 1, reports public relations v.p. Bernard Mullins for owner Travelers Bcstg. Service Corp., subsidiary of Travelers Insurance Co. RCA 25-kw transmitter is in place ready for wiring, construction of 442-ft. Ideco tower on Talcott Mt., Avon, Conn., awaits delivery of base insulators. Installation of 100-ft. antenna is scheduled for Aug. 7. Wiring of master control room equipment has begun and large TV studio is nearly ready in downtown Hartford, as is microwave link on roof of studio building. Base hour will be $800. Rep will be Harrington, Righter & Parsons Inc.

WCBC-TV, Anderson, Ind. (Ch. 26) plans Sept. 1 programming, but hasn't signed with network, reports Charles Bates, WCBC program director. It has 1-kw RCA transmitter installed, and antenna is to be placed on 500-ft. Ideco tower Aug. 10. Owner is Great Commission Schools Inc. (Church of God denomination), which operates local school system and Anderson College & Theological Seminary. Base hour will be $150. Rep not chosen.

WEEQ-TV, La Salle, Ill. (Ch. 35) has awarded contract for construction of studio-transmitter building near Tonica, Ill. and plans Aug. 1 start, reports Fred Mueller, gen. mgr. of WEEK-TV, Peoria (Ch. 43), which will operate WEEQ-TV as satellite. GE 1-kw transmitter was due June 30. It has 400-ft. Stainless tower ready, but antenna isn't due until July 15. Edward G. Smith, asst. mgr. of WEEK-TV, will be gen. mgr. with Wm. W. Pendergraft, also from WEEK-TV, chief engineer. WEEK-TV hour is $475. Rep is Headley-Reed.

WSUR-TV, Ponce, P. R. (Ch. 9) hasn't received studio facilities and now has July 30 programming target, reports gen. mgr. Mariano Angelet Escudero. It has Adler transmitter and 200-ft. Lehigh tower with RCA antenna on Mt. Maravilla. Base hour will be $120-$150. Rep will be Pan American Bcstg.

KTCA-TV, St. Paul-Minneapolis (Ch. 2, educational), which aired first test patterns March 8 (Vol. 13:13), plans programming start Sept. 2, reports director John C. Schwarzwalder for Twin City Area Educational TV Corp.

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New reps: WAAM, Baltimore, to Blair-TV July 1 (from Harrington, Righter & Parsons); KVIP, Redding, Cal. to Hollingbery (from Branham); WVUE (formerly WPFH), Wilmington-Philadelphia, to Katz (from Raymer); WJBF, Augusta, Ga. to Avery-Knodel (from Hollingbery).

GE shipped 5-kw used transmitter June 21 to upcoming WJCT, Jacksonville (Ch. 7, educational), due in fall; 20-kw amplifier to KVIP, Redding, Cal. (Ch. 7), planning boost to 117-kw; equipment for shifting WFIE-TV, Evansville, from Ch. 62 to Ch. 14.

RCA shipped 50-kw & 10-kw transmitters June 19 to upcoming WPST-TV, Miami (Ch. 10), due in Aug.; 50-kw transmitter June 24 to WVUE (formerly WPFH), Wilmington-Philadelphia (Ch. 12).

RCA shipped 3 live color cameras to Crosley Bcstg., Cincinnati, to be used in RCA color mobile truck; 3-V color film camera June 27 to KFSD-TV, San Diego.

GE shipped color scanner June 24 to its WRGB, Schenectady.

Call letter changes: WPFH, Wilmington-Philadelphia, to WVUE; KTXL-TV, San Angelo, Tex. to KCTV.

ELECTRONICS PERSONALS: Wm. S. Wheeler, corporate planning asst. to Motorola pres. Robert Galvin, promoted to mgr., Chicago military electronics center, replacing Arthur L. Jones, resigned . . . Dr. H. Wm. Welch, ex-U of Mich., named director of research & development, Motorola military electronics div., Phoenix . . . Earl E. Sargent promoted to mgr., Sylvania Woburn, Mass. special tube plant . . . John R. Lenox elected v.p.-operations, Datamatic Corp. . . . Howard Patterson elected Varian Assoc. v.p., microwave tube activities; Arnold Wihtol succeeds him as tube div. mfg. mgr. . . . Arnold H. Henriksen appointed Helipot div. mgr., Beckman Instruments Corp. . . . David A. Harkavy, ex-Lafayette Radio, named industrial products ad mgr., DeJur-Amsco Corp. & Continental Connector Corp. . . . Kenneth Stiles promoted to v.p. for plans & programs of General Dynamics.

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The vacuum is gradually going out of fashion in electronics. Witness 2 recent developments: (1) The "Solion"—a device activated by flow of ions in iodine solution. Developed by Naval Ordnance Lab, it can be made extremely sensitive to changes in temperature, pressure, light, sound or acceleration. Believed to be useful for missile & plane inertial guidance—but far less bulky than present equipment—it's also said to have applications for heat controls, alarms, pressure indicators, etc. (2) New solid-state microwave amplifier using ferrite material has been developed to laboratory stage by Bell Labs, is expected to operate at much lower noise level than conventional amplifiers. Says Bell: "Thus it has exciting possibilities as an amplifier for very weak microwave signals such as may be encountered in the fields of radio astronomy, microwave relaying & radar."

Radio industry mobilization for World War II is recounted in *The Signal Corps: The Test*, published June 21 by Dept. of Army (621 pp., $4.50, Govt. Printing Office, Washington). Signal Corps history of first 18 months of war relates how industry supplied army of 7,500,000 with radio equipment by mid-1943 although before Pearl Harbor only 15 of 180 manufacturers had produced military radios.

Industrywide survey of research & development personnel and company outlays has been started by Labor Dept. for National Science Foundation at President Eisenhower's request. Similar 1953-54 study showed private industry spent $3.7 billion and employed 400,000 (including 157,000 scientists & engineers) in research & development.

General Transistor Corp. sets up subsidiary General Transistor International Corp. as exclusive foreign market agency to export transistors, import raw materials, negotiate licenses. Allan Easton, sales v.p. of parent, is pres.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
June 29, 1957

AD PLANS FOR 'SLIM LOOK' MARKET DEBUT: Feeling TV's new "slim look" is something to get excited about, TV receiver manufacturers are in process of firming up plans for communicating this excitement to public. Advertising plans of some major makers haven't yet jelled -- or else they're playing it close to the chest -- but here are details we've been able to pinpoint this week:

GE advertising program is aimed at giving "this TV new look the widest possible audience with the greatest possible frequency within budgetary considerations." Greatest ad saturation is aimed for final 4 months of 1957. Program includes 4-color spreads in Life, Saturday Evening Post, Reader's Digest, This Week. Trade ads will be carried in Electrical Merchandising, Home Furnishings Daily, Mart, Electrical Dealer, NARDA News, American Motel, Tourist Court Journal. General Electric Theater (CBS-TV) will include TV receiver dept. campaign.

Point of particular interest in GE ad plans is shift of copy emphasis from portables -- which it popularized and which accounted for good share of its production -- to more profitable table and console models.

Another all-out 110-degree advocate, Sylvania is expected to spend 50% more in 1957 TV-radio-hi-fi ads than it did in 1956. No final estimates are in yet, but all departments should show increase. Program includes weekly TV show (ABC), major consumer magazines, trade press. Incidentally, Sylvania will have 50% more insertions in consumer magazines during year's final quarter compared with same period year ago. No use of radio is planned, but contributions to local distributor campaigns are to be increased 150% -- some of which may show up in local radio.

Sylvania plans show increased emphasis on promotion programs, such as monthly promotions of sunshade for portables, etc., spokesman told us. He added that new TV look will be played up -- with considerable emphasis also going to hi-fi; ad budget possibly may double last year's.

RCA will kick off ad campaign on slim black-&-white sets with double-page layout in July 29 Life, followed by insertions in Saturday Evening Post, Sunset, Progressive Farmer, etc. Total ad budget is expected to be about the same, or a little higher than last year when RCA spent $35,173,000 for all divs. Of total, nearly $25,000,000 was in measured media of TV, radio, outdoor, print.

Special series of ads on portable line will be carried in Life during Aug.; similar ads are scheduled in Saturday Evening Post, Farm Journal, etc. in Sept.

TV plans for new line include sponsoring Julius LaRosa summer show (NBC-8 p.m., Sat.), Eddie Fisher-George Gobel (with RCA Whirlpool) fall show (NBC-8 p.m., Tue.). Summer radio sponsorships are Monitor, Bob and Ray Show.

Philco plans to spend about 15% more on ads for all products compared with last year's outlay. Spokesman says biggest increase will probably be in local newspaper ads at dealer level. No breakdown is available on various media, but we're told consumer magazines will be used; there's no immediate plan for network TV.

DuMont also expects to spend more money this year on TV-radio-hi-fi line -- possibly as much as $1,500,000 with budget set at about 8% of sales. Biggest segment will go to Sunday papers, plus co-op ads -- which are being raised from 1½% to 2½% of sales by both DuMont and distributors. Spot radio and magazines may be added.

Hotpoint's ad budget for TV is expected to run about $1,000,000 in 1957 -- half in magazines, 30% in radio spots, 20% in newspapers. Starting in Aug., spots will be used in 40-45 markets, plus heavy schedule in Life. Co-op newspaper and radio ads will support the national campaign.

Hoffman plans aggressive dealer-level fall campaign to sell new line. Pro-

gram includes premiums, giveaways, national and local ads. TV-radio spots will be used, plus full-color ads in Parade, This Week, American Weekly.

Motorola does not show new line until July 18, but it tells us that ad budget will be heavier than last year's. It's already using full-page ads in Home Furnishings to plug new "Super Americana" portable with 110-degree tube.

Economic Views: More optimism was voiced by business leaders (Vol. 13:25) this week -- along with words of caution from President Eisenhower and Dr. Edwin G. Nourse, chairman of Council of Economic Advisers under President Truman.

Rosy outlook was delineated by Commerce and Industry Assn. of New York, Inc., made up of representatives of national firms having offices in N.Y. Nearly 250 participated in survey, gave these views: Some 49% said first half of 1957 was up 14.9% over last half of 1956; 24.2% saw no change; 26.9% reported business was off. Final 6 months of 1957 was etched this way: About 40% expect 14.3% increase; 40.5% saw no change; 19.5% anticipate a decrease.

Further breakdown shows wholesalers most optimistic group; 45% expecting upswing, 45% seeing no change, 10% looking for drop in final 6 months of 1957.

Another upbeat forecast came from 12 key executives of diverse industries, polled by First National Bank of Chicago. They see "high plateau" in last 6 months.

President Eisenhower's cautioning came at June 26 news conference at which he appealed for business and labor statesmanship to avoid "alarming" inflation threat. He urged businessmen to reflect before raising prices. And he told labor leaders wage increases should be demanded only where there is an increase in productivity -- or to correct "demonstrable injustices." Dr. Nourse told National Citizens Committee to Curb Inflation that the real inflation source is "in the market place, in the institutions and practices of labor unions and corporation price administration."

Despite President's words, U.S. Steel Corp. raised steel prices average of $6 per ton, saying boost was necessary to offset higher wages and benefits to take effect July 1 under 3-year contract with United Steelworkers of America. Pay boost of 12% for postal workers was approved June 27 by House Post Office & Civil Service Committee. Hearings start July 2 on bills to raise pay of other govt. workers.

Production: TV output was 142,910 week ended June 21, compared with 116,302 preceding week and 105,947 in corresponding week one year ago. It was the year's 25th week and brought TV production for year to date to about 2,601,000, compared with 3,304,597 in same period of 1956. Radio production totaled 252,299 (98,616 auto) week ended June 21, compared with 229,967 (86,270) the preceding week and 229,041 (63,813) in corresponding week year ago. Radio output for 25 weeks totaled about 6,986,000 (2,759,000) vs. 6,444,410 (2,254,399).

Topics & Trends of TV Trade: What are principal causes of TV interference? July *Radio & TV News* cites survey of more than 2600 cases by Cooperative Interference Council of Los Angeles, indicating these 18 sources responsible for nearly 95% of complaints: Heating pads 409 cases, TV receivers 190, electric wiring 164, radio receivers 146, doorbell transformers 86, fluorescent lights 79, TV receiver installations 76, TV receiver radiation 71, butter conditioners 51, neon signs 46, refrigerators 37, radio stations 29, voltage irregularity 29, electric flashers 28, AC modulation 27, house wiring 25, universal motors 24, amateur radio stations 24. Council noted that in nearly one out of 5 cases, device generating the interference was operated by the complainant.

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Business increases of 13-25% were forecast for next year by speakers at meeting of Assn. of Electronic Parts & Equipment Mfrs. in Chicago this week.

Kansas City color set sales were 80 in May, bringing total to date to 2077, according to city's Electric Assn.

Emerson 1958 line, introduced June 26 at Lido Beach, N. Y., features 110-degree tube in 3 portables and 1 table model, short-neck 90-degree tube in rest. Line includes two color sets. Prices for black-&-white: portables (8½, 14, 17, 21-in.), $134-$268; tables (17, 21-in.), $168-$248; consoles $248-$308; Eldorado Series consoles & consolettes, $248-$328; combinations (17, 21-in.), $268-$318. Eight-transistor pocket radio also was introduced at $44.

Commenting on 1957 color prospects this week, Motorola pres. Robert W. Galvin says his feeling is that "not more than 100,000 color TV sets will be sold this year." He points out that if production estimate of 200,000 sets is accurate, "it raises question of what will be done with the balance."

Whirlpool Corp.'s Appliance Buyers Credit Corp. (Vol. 13:16) opens first divisional office in St. Louis, providing financing service for RCA & Whirlpool distributors and dealers "where needed." Joseph B. Hawkins, ex-Redisco, is mgr. of St. Louis office; other offices are to be opened in Seattle, Cleveland, Chattanooga.

Trade Personals: Herbert E. Taylor Jr., ex-Federal Telephone and Radio Co., named industrial products marketing mgr., Philco govt. & industrial div. . . . **F. P. Rice,** ex-DuMont TV receiver div. mgr., appointed pres. of International Resistance Co. subsidiary Circuit Instruments Inc., St. Petersburg . . . **John J. Kingan** resigns as Canadian Marconi v.p.-gen. mgr. . . . **Gerald M. Miller,** ex-Schramm Inc., appointed administrator, adv. & sales promotion, RCA components div., Camden; **Joseph C. Weitzman** promoted to market planning research analyst . . . **James D. Kingery** elected Bell & Howell v.p., electronic and professional equipment and instruments div. . . . **Robert M. Reed,** ex-York, RCA & Norge, appointed Winston Electronics Inc. asst. national sales mgr. . . . **Sidney Brandt,** ex-Raymond Rosen & Co., appointed Magnavox regional mgr. for eastern Pa., Md., headquartering in Reading.

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New RETMA of Canada pres. is W. H. Jeffery, Philco of Canada v.p.-gen. mgr., who succeeds John D. Campbell, Canadian Westinghouse v.p.-gen. mgr., consumer products div. Others elected: Stuart D. Brownlee, Canadian Admiral, v.p. & chairman, receiver div.; W. Frank Wansbrough, Canadian GE, vice chairman, receiver div.; A. L. Stopps, El-Met-Parts Ltd., v.p. & chairman, components div.; J. Key, Aerovox Canada Ltd., vice chairman, components div.; W. Jones, Pye Canada Ltd., v.p. & chairman, electronics div.; R. M. Robinson, Canadian GE, vice chairman, electronics div. Reappointed: R. A. Hackbusch, Hackbusch Electronics Ltd., director of engineering; F. W. Radcliffe, gen. mgr.-secy.

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Canadian RETMA officials see industry developing spirit of optimism, term balance of year's outlook "encouraging," predict firmer prices. New pres. W. H. Jeffery, Philco of Canada v.p.-gen. mgr., said manufacturers are matching production to demand, cleaning up inventories, aiming toward reasonable prices. Outgoing pres. John D. Campbell, Canadian Westinghouse v.p.-gen. mgr., told annual meeting June 21 at Adele-en-Haut, Quebec, that "the economy remains strong, and the industry is in a good position to capitalize on it." He went on to say that inventories are improved; that new sets feature better styling, are more compact due to 110-degree tubes. Volume for year was estimated at 500,000, which Campbell said was less than previous 2 years but "still a very healthy volume." He declared "we can look forward to color and some more stations with a greater degree of confidence, and if the new Parliament will act on their recommendation for financing the CBC, we should soon be relieved of the burdensome 15% excise tax."

DISTRIBUTOR NOTES: Westinghouse names Samuel J. Brechner, ex-Gerald O. Kaye & Assoc., gen. mgr. of wholly-owned Westinghouse Appliance Sales Co., N. Y.; he succeeds v.p. & gen. mgr. C. J. Ward who joins headquarters sales staff, Pittsburgh . . . **Motorola** appoints South Bend Electric Co. Inc., 437 E. Colfax Ave., replacing Femco Inc.; Wm. E. Laswell, Fla. regional sales mgr., transferred to Cal. regional sales mgr. (Los Angeles, San Francisco, San Diego, Fresno), replaces James M. Tuttle, resigned; W. Alex Kuehlthau, ex-Gibson, appointed Seattle regional sales mgr. (Portland, Spokane, Salt Lake City, Billings), replaces H. E. von Kahrs, resigned . . . **Emerson** N. Y. moves to No. 1 Boston Post Rd., Larchmont . . . **DuMont** appoints Orgill Bros. Hardware Co. Inc., 301-11 W. Pearl St., Jackson, Miss. (Joseph Orgill Jr., pres.) for central & southern Miss. except Jackson, Meridian, Hattiesburg, Brookhaven, Vicksburg, Yazoo City . . . **Sampson Co.** buys 50% of Electronic Utilities Corp. (Braun, Siemens, Novak hi-fi); Bernard J. Golbus named asst. to Electronics pres. Paul M. Davison; Jack Ricard, ex-Ironrite, succeeds Golbus as Sampson merchandise mgr. . . . **Otto W. Brodnitz** resigns as Delmonico International Corp. secy.-treas. . . . **Kuba Import Co. Ltd.** (Kuba hi-fi radiophonos) moves national sales office from Delmonico Hotel to 1120 Broadway, N. Y. . . . **Admiral** promotes D. P. Mahin gen. mgr. of Admiral Distributors-Detroit div.; he has been gen. sales mgr. of Detroit branch.

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Treble damage suit for $2,250,000 was filed this week against IT&T by Olson & Co., former Philadelphia distributor for Capehart-Farnsworth line. Suit charges violation of Robinson-Patman Act, alleging IT&T sold Capehart-Farnsworth products to "favored" distributors in N. Y., Mass., N. J., Pa., Md., D. C. at lower price than to Olson. Olson complaint said these distributors then shipped into Philadelphia area at cut prices.

National TV Week organizational meeting was held June 25 in Chicago with Daniel J. Edelman & Assoc., Chicago public relations firm, handling promotion. Plans for Sept. 8-14 observance expected to be disclosed in mid-July. Sponsors: NARDA, RETMA, NARTB, TvB, NAMM, NEDA, National Retail Furniture Assn.

RCA expects 60% increase in its hi-fi sales this year with industry producing 1,500,000 units compared with 900,000 in 1956. Radio-hi-fi sales mgr. L. W. Collins also told Chicago news conference that RCA probably will demonstrate stereo disc by year's end.

Former CBS-Columbia plant in Long Island City was sold this week to Neptune Meter Co. in $2,000,000 deal by realtor Frederick Brown who bought it last March.

Dynamics Corp. earned $308,003 (7¢ per share) on sales of $9,949,459 in first quarter vs. $307,322 (7¢) on $9,900,750 in similar period year earlier, pres. David T. Bonner reporting military & industrial orders in electronics, communications & small appliance fields "indicate a continuing good level of sales." Subsidiary Radio Engineering Labs recently received subcontract from Western Electric for tropospheric scatter radio equipment, part of $32,000,000 backlog.

Teleprompter Corp. stockholders will hold special meeting July 15 in N. Y. to vote on increase in capital stock and 2½-for-1 split proposed by directors, chairman & pres. Irving B. Kahn stating increase is needed for expansion program but no additional financing is contemplated now. Teleprompter stock was selling over the counter at 23 this week.

General Instrument Corp. achieved a profit in quarter ended May 31, compared with $84,355 net loss for similar period last year, chairman Martin H. Benedek told annual stockholder meeting June 27. He said that although final figures aren't available, sales were "substantially higher" than the $5,668,079 of same quarter last year. He said that orders for TV components indicate industry sales & earnings have "touched bottom and are now definitely on the way up."

Dividends: General Dynamics, 50¢ payable Aug. 10 to stockholders of record July 12; **Lear,** 15¢ July 29 to holders July 15; **Electronic Assoc.,** 100% stock July 30 to holders July 8; **Topp Industries,** 4% stock July 26 to holders July 12.

Guild Films earned $216,000 (14¢ per share on 1,535,000 shares outstanding) in 6 months ended May 31 vs. $40,000 (4¢ on 1,035,000) in same period year ago.

Network Television Billings

May 1957 and January-May 1957

(For April report see *Television Digest*, Vol. 13:22)

NETWORK TV BILLINGS in May maintained steady advance this year over 1956, totaling $43,468,833 for 7% gain over $40,610,429 in May 1956. Cumulative total of business in first 5 months was $211,231,303—up 7.6% from year earlier. CBS-TV again paced networks with 11.3% increase last month above same 1956 month—$20,331,441 vs. $18,260,894. The complete PIB report for May:

NETWORK TELEVISION

	May 1957	May 1956	% Change	Jan.-May 1957	Jan.-May 1956	% Change
CBS	$20,331,441	$18,260,894	+11.3	$98,429,274	$88,563,636	+11.1
NBC	15,878,585	15,710,403	+ 1.1	79,120,519	75,342,803	+ 5.0
ABC	7,258,807	6,639,132	+ 9.3	33,681,510	32,361,238	+ 4.1
Total	$43,468,833	$40,610,429	+ 7.0	$211,231,303	$196,267,677	+ 7.6

1957 NETWORK TELEVISION BY MONTHS

	ABC	CBS	NBC	Total
Jan.	$ 6,715,581	$20,231,474	$16,554,941	$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786*	19,385,098	15,154,388	41,222,272*
May	7,258,807	20,331,441	15,878,585	43,468,833
Total	$33,681,510	$98,429,274	$79,120,519	$211,231,303

* Revised as of June 26, 1957.

Baseball broadcasts earned $6,802,721 for 15 major league clubs in 1956, according to financial reports filed June 25 with anti-trust (Celler) subcommittee of House Judiciary Committee. Top TV-radio income in American League—$1,053,171—was reported by Cleveland. Brooklyn led National League with $888,270. Others: Baltimore, $301,630; Boston, $477,300; Chicago White Sox, $518,992; Chicago Cubs, $226,270; Kansas City, $210,000; N. Y. Yankees, $900,000; N. Y. Giants, $730,593; Washington, $316,640; Cincinnati, $267,275; Milwaukee, $125,000; Philadelphia, $301,650; Pittsburgh, $158,000; St. Louis, $327,450. Detroit did not file complete report.

Sen. Potter's proposal for a top-level independent study of govt. usage of spectrum space (Vol. 13:25) has received warm reception throughout industry. Chairman Pastore (D-R.I.) of Senate Commerce communications subcommittee told us: "I personally am very amenable to the proposal." He said he had not yet made plans to hold hearings on the resolution, but lack of expressed opposition indicates possibility that Commerce Committee might approve resolution without hearings.

One application for TV station and one for translator were filed with FCC this week, bringing total to 128 for stations (33 uhf) and 50 for translators. Station application was for Pittsburgh, Ch. 47 (see adjoining column), by Metropolitan Pittsburgh Educational TV Station, operator of WQED (Ch. 13). Translator application was for Cedarville, Cal., Ch. 70, by Surprise Valley TV Club. [For details, see *TV Addenda 24-Y* herewith.]

Application by Louisville's WHAS-TV (Ch. 11) for taller tower, continually rebuffed by Airspace Subcommittee during 5 years of site-searching (Vol. 13:13) was designated for hearing this week by FCC, which made Lexington's uhf WLEX-TV & WLAP-TV (CP) parties to hearing. They had objected to site move and height increase.

One of Australia's 4 commercial TV stations, Sydney's ATN, announced that its losses amounted to some $900,000 in first 6 months of operation—but is expressing faith in future of TV by investing $450,000 in additional equipment.

FORMALLY REJECTING proposals to license currently unauthorized boosters, FCC this week served notice that the approximately 200 illegal repeaters should find a home in the uhf band via translator operation. At the same time, it officially decided against authorizing any on-channel booster service for vhf stations, but proposed to license booster stations to fill holes in uhf stations' coverage areas.

The negative actions on vhf boosters were in answer to Appeals Court decision 2 months ago which upheld Commission's power to bar operation of illegal boosters, but also asserted they shouldn't be kicked off the air until they have a legal "home" in the spectrum (Vol. 13:18). Termination of vhf booster proceeding in effect served notice to the unlicensed boosters (FCC knows of 176 still in operation) that their "home" will be in the uhf band, via translators.

Commission is still worried about the court decision, since it appears to give FCC discretion on question of whether to issue cease-&-desist orders to enforce its own rules—and FCC apparently still anticipates trouble when it tries to get the unlicensed boosters off air. Therefore it's considering whether to appeal decision to Supreme Court to seek eradication of "discretionary" provision.

As to uhf boosters, Commission proposed: (1) That they be employed only to fill in shadows within station's normal Grade A area. (2) That they be owned only by licensee of "mother" station. (3) That their power be limited to that necessary to provide signal of 5 uv/m at "most distant political boundary" of principal community in area to be served, ERP not to exceed 5-kw. Comments on proposal are due by Aug. 1.

For all other circumstances, Commission stated, "we see no reason why translators cannot be employed by any community beyond the range of existing TV stations as a means of providing service."

Two-channel educational TV service is proposed in letter to FCC from John T. Ryan Jr., pres. of Pittsburgh educational WQED (Ch. 13). Station requests permission to operate also on Ch. 47, unoccupied in Pittsburgh for almost 5 years. Ryan said TV's limitation to one class at a time poses "serious handicap for this new educational tool," adding that closed-circuit is too costly. He said station would offer classroom instruction throughout day on both channels, as well as "special educational services for industry and the professions—services which are badly needed but are not appropriate for programming on the regular channel." He said WQED has been providing 78½ hours of programming weekly since its debut in April 1954, and that 97 public school districts are contributing 30¢ per pupil to help maintain station's classroom services. He requested waiver of rules, if necessary, to permit the multiple-grant.

Heavy program of educational telecasts is planned by WVEC-TV, Norfolk-Hampton, Va. (Ch. 15) in experiment jointly sponsored by Norfolk public schools and financed under Ford Foundation's $4,000,000 fund-matching program of grants for nationwide test of teaching by TV (Vol. 13:20). Under local program budgeted at $112,000 for first year, station will give school system 2 hours of air time (9-10 a.m. & 1-2 p.m.) each school day from next Sept. 9 to June 4, 1958, will also provide complete camera & technical facilities, studios and engineering & programming personnel. Some 35-40 teachers will participate in preparatory summer TV workshop.

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SUMMARY-INDEX OF THE WEEK'S NEWS — July 6, 1957

FREDERICK FORD NOMINATION to FCC elicits strong commendation. Justice Dept. official handled tough cases during stint as FCC attorney, 1947-53 (p. 1).

STANTON OFFERS CREDO for TV-radio journalism, defends CBS-TV interviews with Communist leaders as public service in National Press Club speech (p. 2).

TV IN RUSSIA, as observed by Bell Labs' Axel Jensen: Equipment well designed; production mechanization needed; NTSC-type color system (p. 3).

REP. HARRIS ACCUSES FCC of violating law in fee-TV rule making. Telemeter files with Commission, opposing tests, urging start of regular service (p. 6).

SAN FRANCISCO-OAKLAND decision turns on service to whole area, FCC disagreeing with examiner. Several petitions for reconsideration denied (p. 8).

PORTABLE TV PRODUCTION for 1957 hits 800,000, or 30% of 6-month total; RCA, Motorola, Sylvania, Admiral, Philco, DuMont assess market (p. 10).

FLAT WALL TV not around corner, but closer than many think, as Sylvania treads carefully to underplay TV possibilities of its image-producing panels (p. 11).

TRANSPARENT-PHOSPHOR cathode ray tube to be shown by GE in resumption of once-discarded development; Navy developer tells of progress (p. 12).

CENSORSHIP OF INTERVIEWS with Iron Curtain leaders, through screening of questions, urged by Rep. Madden. President denounces proposal (p. 8).

NATIONAL ADVERTISER SPENDING on TV to exceed $1 billion this year for first time, according to McCann-Erickson tabulation for Printers' Ink (p. 14).

FORD FCC NOMINATION DELIGHTS INDUSTRY: Designation of Frederick W. Ford as FCC nominee to succeed Comr. McConnaughey, announced by President Eisenhower this week, truly pleased and relieved just about everybody. We can't recall when a Commission appointment evoked such warm approval. Unique thing about it is that approbation came from the entire political spectrum -- from GOP to Democratic extremes.

Darkest of dark horses, the 47-year-old Ford never had been mentioned during the month of speculation. Currently a Justice Dept. official -- assistant deputy attorney general under Wm. P. Rogers -- he had made excellent record at FCC during service on staff from 1947 to 1953, rising to chief of hearing div. before joining the Justice Dept. as first assistant to asst. attorney general J. Lee Rankin, who is now U.S. solicitor general.

Ford is regarded as a solid, savvy lawyer -- no bleeding heart, nobody's pawn. Under both Democratic and GOP leadership at FCC, he gained the industry's respect. His 2 biggest cases were hearing on ABC-United Paramount Theatres merger and the Richards case. In the first, as Commission counsel, he made all parties toe the line -- but everyone ended up feeling he'd been fair. Richards case was a messy fight over charges that G. A. (Dick) Richards had ordered news slanted on his KMPC, Los Angeles (Vol. 5:1 et seq.). A less stable lawyer could have wound up badly smirched. Ford didn't.

Ford also led FCC's activities in streamlining hearing procedures to cope with enormous load brought on by end of TV freeze in 1952. In fact, Commission's work was cited as example for other govt. agencies -- when the Administration was striving to cut red tape of administrative procedures.

Nomination was surprise to Ford himself. He says he was called over to the White House June 27, asked if he'd take the job. "I gulped and said 'yes'," Ford relates. Next evening, he was told he was in. He shouldn't have any trouble getting Senate approval; hearing on nomination is expected within a couple weeks. New job won't mean huge jump in pay; he gets $16,000 now, will get $20,000.

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A West Virginian, he was active in GOP politics before beginning government service in 1939. His late father had been state supt. of schools. A 1934 W. Va. U law school graduate, Ford was associated with law firm of Stathers & Cantrell, in Clarksburg, 1934-39. In Govt., he served in Federal Security Agency & OPA 1939-42. In Air Force 1942-46, he emerged with rank of major. After military service, he returned to OPA for a few months before joining FCC in 1947.

Ford is married, has one daughter, is a resident of suburban Alexandria, Va. He's very active in professional, civic and religious (Episcopalian) affairs. Personal characteristics: easy-to-know, direct -- and when at Commission he used to be described as "handsomest man on the staff."

FRANK STANTON OF CBS MEETS THE PRESS: Broadcasters as journalists are "duty-bound to bring the most important men and ideas of our times to the American people" who can be counted on to judge issues -- including Communist issues -- properly, CBS Inc. pres. Dr. Frank Stanton told National Press Club in Washington July 2.

In wide-ranging speech on "Journalism on the Air" he slapped back at press & Congressional -- and White House -- critics of CBS-TV interviews with such Communists as Nikita Khrushchev (Vol. 13:23-26): "The less this man -- or any man of his importance -- remains a myth or a dark legend or a mystery to the American people, the more certain they are to size him up correctly."

And Stanton brought burst of applause from the big Press Club audience when he said "a dark day is outside the door" if Congress ever agrees to proposal (H. Res. 305) advanced July 1 by Rep. Madden (D-Ind.) to require State Dept. screening of all questions in TV-radio interviews with Iron Curtain leaders (see p. 8). "I know we will do everything we can to make sure it doesn't come to pass," he said.

There's "no hope for a free press" unless it accepts Thomas Jefferson's opinion that the people "may be safely trusted to hear everything true & false and to form a correct judgment between them," Stanton said. "Indeed, there will be no use for it, because there will be no free society for it to serve."

In oblique reference to deprecatory remark by President Eisenhower last month that CBS-TV was just "commercial firm in this country trying to improve" its commercial standing with "unique performance" by Khrushchev, Stanton opened speech with: "Gentlemen, I come from a commercial firm."

Asked in question-&-answer period why CBS had made no retort to President then, Stanton said he now wished he had. His Press Club speech would have been the answer, and "you can't have a free press unless you have commercial enterprise. There has to be someone that provides the oil for the lamps of the journalist, and I didn't think that there was anything wrong with being commercial. . ."

* * * *

Other points in Stanton's "Journalism on the Air" credo:

"You can't say that it's all right for some people to be exposed to ideas or personalities but it's dangerous for others to be exposed. You can't say the people can be trusted once in a while or almost all the time. Once you start doing that, who is going to make the exceptions and on what grounds?"

"We have decided that it is unwise for our newscasters to act as editorialists. . . For one thing we are certain in our own mind that for radio & TV at least, reporting & editorializing are separate and quite distinct functions . . . Intermingling the two enervates them both; the news loses authority as it is sifted through the filter of opinion, and opinion loses its force as it is tugged & compressed to pass as the coverage of news."

"As journalists, we have seen our first job as reporting and our second as providing a forum for discussion & debate by public figures. . . The development of this newer function of airing editorial opinion is still subject to the sweat & care of responsible experimentation. But we know. . . we will not have achieved full

stature in journalism until. . . we exercise fully and as wisely as possible our fundamental [management] right to editorialize."

TV-radio press privileges, subscription TV, outlook for color TV, merger rumors, were covered by Stanton in question-&-answer period:

Question -- Radio & TV fought hard for their right to film & record the Presidential news conferences. Yet rarely are they broadcast in full. Why?

Answer -- A matter of news judgment.

Question -- What is the matter with pay TV?

Answer -- I think that the public would be short-changed if we had pay TV. I am not at all persuaded. . . that the public would go for it, but if the public did go for it, I think they would soon discover that they were then only beginning to pay for what they had been getting free up until that time . . . I think that the promoters would be hijacking the public . . . I think it would be only a very short time before most of your big shows that are now coming to the public free would be on the pay-TV schedule if it works.

If that happens and your networks as you now know them and your free stations as you now know them are converted, you will have a different kind of service in this country. . . And when you talk about getting more culture, I can't think of a promoter who if he had his choice between putting on Sadler Wells Ballet and Jayne Mansfield or Monroe -- is there any doubt in your mind what he is going to do?

Question -- What is the future for color TV?

Answer -- I think the future is very bright. . . I think eventually we will have most of our programs in color, but the timing is something that I don't think I would care to predict. But just as sure as we are here, some day you are going to have the majority of your schedule -- your live schedule at least -- in color. And I think you will get more out of it.

Question -- Would you comment on the rumor that CBS & Westinghouse are merging?

Answer -- One of you called me in N. Y. when that story broke. . . I commented at that time that there was nothing to it, there had been no conversations of any kind, and there has been no change since the date of that statement.

AXEL JENSEN DESCRIBES SOVIET TV PROGRESS: One of America's outstanding TV scientists -- Axel Jensen, Bell Labs director of TV research -- has returned from Russian trip with a healthy respect for the products of the Soviet TV industry and the technical brains behind them. He was one of 4 American electronics engineers invited to tour Russia by the Popov Society, Soviet equivalent of the IRE.

Jensen gave us his impressions of his tour of Russian TV-electronics facilities this week. His observations, in summary: While Russians unquestionably are far behind us in TV expansion, their electronic workmanship is excellent; their big need now -- which they apparently are hurrying to meet -- is for greater mechanization of production so that more products may be turned out at lower cost.

* * * *

Russia currently has 26 stations in operation, he was told -- all originating their own programming, with no interconnections, though the aim is to hook up all big population centers. Official goal is 65-70 stations by 1960. Only city with more than one station in operation is Moscow, which has 2 and is building a third.

Jensen toured Moscow stations. He found telecasting installations "not nearly as large as ours, but technically very good." Main station has 2 large studios, one using Soviet-built image iconoscope cameras of the type very popular in Europe, the other employing Russian image orthicon chains "similar to ours and just as good." Vidicon cameras, he said, are also used for some studio and closed-circuit purposes.

Transmitting equipment is similar to U.S. design, he found -- in fact, the original RCA transmitter purchased by Russia in 1930's is still in use, though "much

modified." Russian transmitters, he said, are "functionally designed, with fine workmanship, easily accessible for maintenance."

Moscow studios are housed in sprawling old buildings, he said -- but new and ultra-modern studios, which he compared with CBS-TV's Hollywood TV City, are now under construction, covering a large city block.

Clearing up widespread confusion about Russian color TV progress, Jensen -- who was a member of NTSC which devised U.S. color standards -- observed color development work in progress at TV Research Institute in Leningrad, where TV equipment is designed and manufactured for all Soviet stations. Building of a complete color TV studio was well under way there, he reported.

"They're doing a lot of color experimentation there," he said. "They have played with all the systems and they're leaning more and more toward a modified NTSC system compatible with their black-&-white standards. We discussed color and argued about it for more than 3 hours," he added -- not without a trace of nostalgia -- "and I felt as though I were back at NTSC."

"They asked all the proper questions about our color troubles -- they're quite conversant with the latest American developments, even quoting recent articles in our technical journals," he said, decrying fact that so few American electronic engineers are able to keep abreast of Russian developments in the field. "I have every reason to believe their color will be as good as ours -- and they may have fewer problems, since they have a wider band [7-mc] to work with."

* * * *

On visit to one of Russia's TV receiver factories, he saw sets being assembled by hand on moving belt by techniques "very much like ours," but with somewhat less mechanization. "Their biggest worry," he said, "apparently is how to supply the demand for sets; they're trying to mechanize production, speed up manufacture of equipment and components. Quality-wise, they have it."

Sets are now being made with screen sizes varying from 12 to 17-in., priced $100-$350 at official exchange rate -- but undoubtedly at least twice the equivalent of those prices in terms of buying power of the average Russian.

TV sets are obviously selling, nevertheless. "If you walk around Moscow or Leningrad and look at the rooftops -- not only of fine houses and apartments, but of the little shacks -- you see a sea of antennas, just like at home." He said he was told there are 2,000,000 sets in Moscow area alone.

Pictures that the Russians see are very good technically, he stated. As to programming, he said he didn't have much opportunity to observe, though there was a TV set in his hotel room. What he did see, he said, consisted of some live ballet from the Bolshoi Theatre, some filmed news shots and a children's program "conducted by a very pretty young lady." By and large, he said, it was similar fare to "the govt.-controlled programming you see all over Europe. It reminded me of the BBC."

Camera access to courtrooms is demanded by editors, not to assert freedom-of-press principles but to sell "sensational pictures of sensational trials," according to article in Jan. *Journal of Criminal Law, Criminology & Police Science*, which is distributing reprints. Newspapers are "comparatively dishonest" in expressing principled opposition to American Bar Assn.'s Canon 35 against court photography, article maintains, citing answers to questionnaires sent to managing editors, judges, lawyers, criminologists. Authors are Dr. Gilbert Geis, U of Okla., and Robert E. L. Talley, ex-*Hollywood Citizen-News*.

TV staff artist Bill Sayre covered recent hammer-murder trial in Huntington, W. Va. for WHTN-TV there, using old newspaper device to circumvent court ban on cameras. Sayre's sketches of proceedings were shown regularly by station during trial.

Pat Weaver's "Program Service" network has officially affiliated DuMont's WABD, N. Y., and WTTG, Washington. Only other announced affiliate is Chicago's WGN-TV, though it is known that a number of independents such as Milwaukee's WITI-TV are also on the list. Programming is now scheduled to start next month—with *Ding Dong School* and Mary Margaret McBride interview-homemaking show 10-11 a.m. weekdays and *Saturday Night Party*, dance band variety show from Chicago's Aragon Ballroom Sat. evenings for 90 min.

TV substituted for comics section of *St. Louis Post-Dispatch* June 30 when jurisdictional dispute between Printing Pressmen and Teamsters prevented delivery with rest of Sunday paper. George Abel & Clif St. James of newspaper's KSD-TV took turns narrating developments in missing section.

Personal Notes: Thomas O. Loeb promoted to director of special NBC-TV programs . . . Lew Arnold, gen. mgr. of KTLA, Los Angeles, elected a v.p. & director of Paramount TV Productions . . . Claude H. Frazier, managing director of radio WAGA, Atlanta, and Lionel Baxter, managing director of radio WIBG, Philadelphia, elected v.p.'s of Storer Bcstg. Co. . . . Louis Chesler, chairman of Associated Artists Production, also elected pres. . . . Mark Starr, educational director of International Ladies Garment Workers Union, elected a director of Educational TV & Radio Center, Ann Arbor . . . Wm. L. Putnam, treas.-gen. mgr. of WWLP, Springfield, Mass., also named pres. of Springfield TV Bcstg. Corp., succeeding father Roger L. Putnam, who becomes chairman . . . Ray Baker named sales director of KFSD-TV, San Diego . . . John F. Cundiff, ex-KCRG-TV, Cedar Rapids, named sales mgr. of WNHC-TV & WNHC, New Haven . . . Wm. B. Ryan, ex-BAB, Quality Radio Group & NARTB, joins broker Blackburn & Co. . . . Alvin H. Barnard named engineering director of KVAL-TV, Eugene, and satellite KPIC, Roseburg, Ore.; Wm. R. Riley succeeds him as KVAL-TV chief engineer . . . Jack Eisele, ex-KGUL-TV, Galveston, named mgr. of rep Clarke Brown Co. Houston office . . . Robert J. Dean, ex-gen. sales mgr. of WFIE-TV, Evansville, Ind., joins WBNS-TV, Columbus, O. as account exec. . . . Walter Reese, ex-production director of WDMJ-TV, Marquette, Mich., named sales service mgr. of WEHT, Evansville, Ind. . . . Barbara Haddox, ex-WBNS-TV, Columbus, named press information & audience promotion director of WCAU-TV & WCAU, Philadelphia . . . Betty Boucher promoted to head of ABC's station clearance dept.

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ADVERTISING AGENCIES: Advertising Assn. of West elects John Hoefer of Hoefer, Dietrich & Brown, San Francisco, as pres. at Honolulu convention. Other officers: Nelson Carter, Foote, Cone & Belding, Los Angeles, senior v.p.; Mrs. Billye Luedtke, Billye's, Stockton, v.p. at large; Richard Ryan, radio KLOK, San Jose, secy.; Don Ostensoe, First National Bank, Portland, treas. . . . Charles E. J. Clifford elected pres. of Kastor, Farrell, Chesley & Clifford, succeeding W. S. Chesley, who becomes exec. committee chairman & treas.; Lloyd G. Whitebrook promoted to senior v.p. . . . Daniel Potter, ex-Wm. Esty, named TV-radio director of Norman, Craig & Kummel.

Obituary

Hugh Roy Cullen, 76, Texas oilman-philanthropist whose estimated $30,000,000 gifts to U of Houston included funds to help establish KUHT there as nation's first educational TV station in 1953, died July 4 of heart disease in Hermann Hospital, Houston, one of many medical institutions which also were his beneficiaries. He was chairman of U of Houston's board of regents, which shares ownership of KUHT with Houston Independent School District. Surviving are his widow and 4 daughters.

C. E. Palmer, 80, whose Camden News Publishing Co. owns KCMC-TV & KCMC, Texarkana, Tex., and publishes *Camden* (Ark.) *News*, died July 4 in Texarkana following heart attack. His interests also included radios KAMD, Camden, and KWFC, Hot Springs, and 6 other newspapers in Ark. & Tex. He pioneered in newspaper teletypesetter system. In 1944 he founded philanthropic Palmer Foundation, which helped publish Golden Rule Series school textbooks.

Percy J. Orthwein, 68, pres. of D'Arcy Adv., St. Louis, died July 2 at home there. He joined agency in 1914. Surviving are his widow and 2 sons.

Approval of merger of WGR Corp. with Transcontinent TV Corp. was sought in application filed this week with FCC, revealing that General Railway Signal stock holdings in Transcontinent are being reduced to 5.4%—GRS getting $1,550,000 for 15,500 shares of Class B stock and $1,162,500 of 5% debentures. Merger brings under one corporate roof WGR-TV, Buffalo (Ch. 2) & WGR with WROC-TV, Rochester (Ch. 5). Transcontinent also owns 50% of WSVA-TV, Harrisonburg ,Va. (Ch. 3). WGR Corp. had earned surplus of $869,302, according to March 31 balance sheet. It lists $916,967 current assets, $1,167,-292 operating assets; $919,645 current liabilities, $913,561 long term debts. Pro forma consolidated Transcontinent TV Corp. and WGR Corp. balance sheet dated March 31 lists $2,372,494 surplus after deduction of earned deficit of $384,565 by Transcontinent and stock devaluation and other expenses involved in merger. It had $1,993,342 current assets, $8,654,628 operating assets; $1,484,895 current liabilities, $2,463,561 long term debts, $3,267,600 debentures, $4,210,534 stock equity.

WNOW-TV, York, Pa. (Ch. 49) & WNOW are being sold for $255,000 by Helm Coal Co. partners Morgan E. Cousler & Lowell W. Williams, who state they have suffered "serious financial losses" from uhf operation. New owners will be Wm. F. Rust Jr., Manchester, N. H. electronic equipment mfr., who will be pres. & 51% owner (with wife Margaret holding additional 19%) and Ralph Gottlieb, v.p. & 30%. Gottlieb is gen. mgr. and Rust is treas. of Granite State Bcstg. Co., operator of N. H. radio stations WKBR, Manchester; WTSL, Hanover; WTSN, Dover; WTSV, Claremont. Same group also is buying radio WAEB, Allentown, Pa. for $200,000. Helm radio-TV April 30 balance sheet lists $25,807 current assets, $405,209 fixed assets ($293,629 in TV building & equipment); $19,938 current liabilities, $224,473 depreciation reserve ($157,508 for TV), $186,605 partnership equity.

Louis H. Peterson owns 49.9% of WTOV-TV, Norfolk (Ch. 27), it's revealed in application seeking acquisition of another share by his Norfolk Bcstg. Corp. (WNOR), to bring holdings to 50%, with Temus R. Bright holding other 50%. Peterson acquired holdings in May for $52,900. Norfolk Bcstg. also owns 21% of WLVA-TV, Lynchburg, Va. (Ch. 13) & WLVA, and Peterson controls WSSV, Petersburg, Va. WTOV-TV balance sheet dated May 31 lists net worth at $166,513. It had $80,833 current assets, $148,780 in property; $3100 current liabilities, $60,000 other liabilities. Norfolk Bcstg. shows $335,993 surplus. Statement filed with application says Bright's Starlight Motors, Norfolk auto agency, has been buying sufficient time at regular rates to compensate for operating deficit of WTOV-TV.

WNAO-TV, Raleigh, N. C. (Ch. 28) is selling radio WKIX for $168,000 to Ted Oberfelder (ex-pres. of rep Burke-Stuart and ABC v.p. for o-&-o stations) and N. Y. theatrical attorney Lou Randell. WNAO-TV owners include *Raleigh News & Observer* and *Times* (Frank A. Daniels); pres. John W. English and secy. George J. Mead also have interest in WSEE, Erie. Broker was Blackburn & Co.

Sale of translator K80AB, Tucumcari, N. M., for $11,000 is proposed by Howard L. Sauter in application filed with FCC. He's moving from town and buyer is UHF TV Assn., non-profit group of 5 local merchants, with John Thomas, operator of retail appliance store, as secy. Owner estimates equipment cost at $7659, first year operating expenses at $2000.

REP. HARRIS angrily accused FCC of violating the law in its pay-TV rule-making order, as he fired third of his letters to the Commission this week in his campaign against subscription TV. The day after the Arkansas Democrat, chairman of House Commerce Committee, shot off his latest blast, Paramount Pictures' International Telemeter—one of the 3 main proponents of subscription TV—filed its comments in the proceeding, urging FCC to dispense with tests and authorize fee TV on regular basis as soon as possible.

Apparently unable to get satisfaction from former Chairman McConnaughey, Harris addressed letter to Chairman Doerfer July 1—the day he took over as FCC chief—expressing "amazement" at McConnaughey's statement that Commission didn't prepare any formal opinion to back up its claim that it has statutory authority to order fee-TV tests. Wrote Harris:

"It seems to me that the failure of the Commission to set forth in a formal opinion the basis for its conclusion is a shocking disregard of the rights of interested parties and the rights of the general public as well. Furthermore, the Congress has a right to learn from the FCC, which is an arm of Congress, the basis for conclusions reached by the Commission with respect to authority which the Commission claims to have been delegated to it by the Congress.

"Finally, it would appear that the Commission's failure to state the basis for its conclusions is a violation of the spirit as well as the letter of the provisions of the Administrative Procedures Act."

As to McConnaughey's offer to prepare for Harris "a legal memorandum in connection with our authority on subscription TV," the congressman wrote: "The assembling and preparation for the chairman of this Committee of a legal memorandum which is not formally a part of these proceedings would not appear to constitute a proper discharge of the Commission's responsibilities in the instant proceeding."

Doerfer answered Harris' letter July 5, enclosing legal memorandum giving Commission's documentation for its belief that it has power to authorize trial. In covering letter, he said in effect that Commission feels it has authority for its actions so far; that it doesn't know whether it will need legislation during tests, after tests or after it authorizes pay TV—if it does authorize it. Only practical way of determining full impact of fee TV, and what legislation is needed—if any—is to go through with tests, he said, adding that if FCC finds it needs new laws it will come to Congress for them.

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First of the subscription-TV groups to file comments (due July 8) in Commission's request for specific proposals for pay-TV tests (Vol. 13:21), International Telemeter made these main points:

(1) FCC should classify subscription TV as a broadcast service.

(2) No limited "test" can properly answer the questions about fee TV. "Telemeter cannot agree that subscription TV on a permanent basis should be postponed. In the final analysis there is only one true test as to public acceptability of a new product or service—the test of the market place. And that test can be made only by offering the product or service to the public and seeing if it will pay the price that will render the project self-supporting."

(3) No matter what FCC does, Telemeter is embarking on wired fee-TV systems on a large-scale basis. This operation will furnish valuable data—a limited broadcast test is not necessary for this purpose.

On latter point, Telemeter says its plans and equipment are fully developed and that it is now negotiating franchises for "selected territories." It says complete wiring job can be done at full cost of $100 a home, and already-wired community antenna systems can be converted to Telemeter for $50 a home. Telemeter system would have 3 channels—for 3 separate pay programs or 2 pay programs plus a "public service" channel.

Though it opposes principle of a test, Telemeter answered FCC's questions about test proposals—stating that if test is necessary, these should be the conditions:

(1) "The Commission should clearly limit the participating stations to non-network, unaffiliated, independent stations . . . Any test in which a network station is permitted to participate might well be abortive if some of the participating stations have a vested interest in seeing the tests fail."

(2) There should be no limit on the number of stations or subscribers.

(3) Commission should adopt single set of standards for subscription TV, but if it is unwilling to do that before tests it should leave choice of system to the individual participating stations.

(4) No specific time limit should be placed on tests; FCC should give at least 9 months advance notice before they are terminated.

(5) No maximum number of pay-TV program hours should be set; stations will determine this themselves, since sponsored broadcasting is their bread-&-butter. Stations should be required to comply with FCC rules relating to minimum hours of operation; subscription programs shouldn't be counted in determining compliance.

Meanwhile, Telemeter won at least a partial victory in the "Battle of Los Angeles" this week. City's Board of Public Utilities gave Skiatron a franchise to wire up city for closed-circuit pay TV—but on a non-exclusive basis. Telemeter immediately announced that it would apply for franchise, too. Under terms of Skiatron application accepted by the board, company would be required to post $25,000 bond as token of "faithful performance" and to pay city 2% of its annual gross income as service fee. City has option to use part of the 2% fee to pay Skiatron for use of its closed-circuit facilities for televising of up to 5 hours a week of municipal programs. Skiatron is required to put system into operation within 2 years.

Skiatron officials this week acknowledged that they have reached no agreement with telephone company for any services in California—not even use of its poles for wiring—as reported in *Television Digest* June 15 (Vol. 13:24).

Note: FCC this week turned down all requests for extension of July 8 & 22 deadlines for filing comments & replies in its subscription-TV test proceeding.

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At least 2 World Series games will be colorcast this fall, according to NBC-TV's current plans. Network says the improvements in color pickup equipment make possible the use of color for the games. Last year's series was not telecast in color after protests about quality of 1955 series colorcasts. This year first 2 games, possibly others, will be in color.

New and Upcoming Stations: KXGN-TV, Glendive, Mont. (Ch. 5) has 5-kw DuMont transmitter installed and plans Sept. programming, reports Dan C. Palen, mgr. of radio KXGN, for owner Lewis W. Moore, also operator of local theatre. Studio-transmitter building is ready in downtown area. It will use 192-ft. Fisher tower. Rates not set, rep not chosen.

KDHS, Aberdeen, S. D. (Ch. 9) hasn't ordered equipment yet, but plans Oct. 1 start, reports John Boler, whose North Dakota Bcstg. Co. acquired CP from Joseph E. McNaughton interests (Vol. 13:25). Rep will be Weed.

WMUB-TV, Oxford, O. (Ch. 14, educational) has ordered 1-kw RCA transmitter and 6-section helical antenna, plans Nov. test patterns, Dec. programming, reports Stephen Hathaway, TV-radio director for grantee Miami U.

CHBC-TV, Kelowna, B. C. (Ch. 2) has ordered 2-kw RCA transmitter for July delivery, plans Sept. 1 test patterns, Sept. 21 programming, reports gen. mgr. Roy G. Chapman, ex-radio CKOK, Penticton, B. C. It has 50% of studio built, begins construction at transmitter site July 2. It will use 100-ft. Stainless tower with batwing antenna. It also is licensee for satellites CHBC-TV-1, Penticton (Ch. 13) and CHBC-TV-2, Vernon (Ch. 7), which won't have definite targets until master station begins. Satellites will have RCA transmitters, wavestack antennas. One-third of TV is held by radio CKOV, Kelowna (J. H. B. Browne & Mrs. J. W. B. Browne), ⅓ by CKOK, Penticton (Roy G. Chapman-Maurice P. Finnerty); ⅓ by CJIB, Vernon (Charles Pitt-Richard Peters). CHBC-TV base hour will be $170. Rep will be All-Canada.

CHAT-TV, Medicine Hat, Alta. (Ch. 6) plans Aug. 15 test patterns, Sept. 1 programming, writes gen. mgr. R. J. Buss. RCA transmitter is due July 8 and studio-transmitter building is nearly ready. It will use 300-ft. Stainless tower. Base hour is $100. Reps are Weed and H. N. Stovin.

Five new Canadian TV stations were recommended by CBC Board of Governors at June 25 meeting, which turned down one application. Approved were CHCA TV Ltd. for Ch. 6 Red Deer, Alta.; radio CKBL (Rene Lapointe, managing director) for Ch. 9, Matane, Que.; Henri Audet, CBC regional engineer for Quebec, for Ch. 13, Three Rivers, Que.; radio CKBI (E. A. Rawlinson, pres.) for Ch. 5, Prince Albert, Sask.; Wm. D. Forst for Ch. 5, Swift Current, Sask. Radio CHOV (E. Gordon Archibald, pres.) was turned down for Ch. 5, Pembroke, Ont. Also denied was request by CKCO-TV, Kitchener, Ont. (Ch. 13) for boost to 275-kw.

Bullhead City, Ariz. translator K72AH began operation June 20, reports operator Mohave County Board of Supervisors, stating it will seek change to Ch. 78. Globe-Miami, Ariz. translators K77AD & K80AE expect Adler equipment after Aug. 15, plan Sept. 1 start, reports Kenneth G. Nylund, pres. of non-profit Community TV Prospect.

New "TV City" will be built by WSOC Bcstg. Co. at N. Tryon & W. 23rd Sts., Charlotte, to house WSOC-TV studios and WSOC studios & transmitters. Scheduled for completion next spring, 2-story center will have 27,000-sq.-ft. floor space on 8½-acre site.

GE shipped 10-kw Ch. 12 transmitter and 12-gain helical antenna July 5 to WJMR-TV, New Orleans (Ch. 20), which last week was granted permission to experiment with simultaneous transmissions on Ch. 20 & 12.

RCA has shipped conversion equipment, to boost to 25-kw the transmitter of WHP-TV, Harrisburg (Ch. 55), which plans hike to 514-kw ERP.

WHDH-TV, Boston (Ch. 5) will be ABC-TV primary affiliate when it begins in late fall.

WFIE-TV, Evansville, resumed programming on Ch. 14 at 7 a.m. July 3, after quitting Ch. 62 July 1.

Radio station sales approved this week: WILD, Birmingham, by Sherwood R. Gordon for $335,000 to Bartell Bcstrs. Inc. (Gerald A. Bartell, pres.), operators of 5 other AMs (Vol. 13:23) . . . WNAV, Annapolis, control by Capital Bcstg. Co. (Albert H. MacCarthy estate and Alfred H. Smith) for $91,000 to Washington Bcstg. Co. (Henry Rau, 58% owner), operator of WOL, Washington and WDOV, Dover, Del. (Vol. 13:23) . . . KUDI, Great Falls, Mont. (formerly KBGF) by Dan Snyder & associates for $70,000 to co-owners Walter N. Nelskog, Paul Crain, D. Gene Williams & Delbert Bertholf, who also have interests in Wash., Ore. and Billings, Mont. radios (Vol. 13:16) . . . WWOC, Manitowoc, Wis. by Edward W. Jacker & Edward D. Allen Jr. (52% of WDOR, Sturgeon Bay, Wis.) for $62,300 to Joseph Clark, owner of WFOX, Milwaukee (Vol. 13:22) . . . WSTN, St. Augustine, Fla. by James D. Sinyard for $60,000 to group headed by Lawrence R. Pineus, mgr. of WIVY, Jacksonville (Vol. 13:23) . . . WKBL, Covington, Tenn. by R. Wm. Hoffman (owner of WGFS, Covington, Ga.) and Charles K. Sparks for $55,000 to Robert C. Whiteley Jr., chief engineer of WBOP, Pensacola, Fla. (13:24) . . . WORM, Savannah, Tenn. by owners of WJOI, Florence Ala. (Joe T. Van Sandt, pres.) for $50,000 to W. L. Barry & Neal B. Bunn, also mgr. & 25% owner of WDXL, Lexington, Tenn. (Vol. 13:23) . . . KLUF, Galveston, by Mayor George Roy Clough & family for $40,000 to local businessmen (with minority interest in KGUL-TV) including banker R. Lee Kempner, KGUL attorney Ballinger Mills (Vol. 13:22).

Radio station sales reported this week: KUDU, Ventura-Oxnard, Cal. by Voice of Ventura Co. (Wm. H. Haupt, pres.) for $162,500 in bankruptcy proceeding to group headed by Mrs. Virginia Wallace (50%), whose husband is asst. mgr. of CKNW, New Westminister, B. C.; other stockholders will be Wm. Rea Jr. (20%), former owner of CKNW, and Mr. & Mrs. Robert Grettenberg, 30% . . . KLYN, Amarillo, by Kenyon Brown (also applicant for Ch. 7 there) for $110,000 to Boyd Whitney, founder and co-owner of KLOS, Albuquerque . . . KCIJ, Shreveport, La. by Southland Bcstg. Co. (Lester Kamin, pres. & ⅓ owner) for $75,000 to Edward McLemore, also owner of "Texas Rasslin'" film show and 50% of radio KZEE, Weatherford, Tex. . . . WFYC, Alma, Mich. by L. R. Kamperman & associates for $70,100 to gen. mgr. David W. Somerville (30%), Gilbert E. Thomas, WWTV, Cadillac, account exec. (15.5%) and local businessmen Wayne G. Harris (40%) and H. B. Gase (13.3%) . . . WKTL, Kendallville, Ind. by Charles R. Palmquist Sr. & Jr. and associates for $48,000 to co-equal owners Paul L. King (program mgr. of WOHO, Toledo) and restauranteur Weldon M. Cornell. Brokers: KUDU, Wilt Gunzendorfer & Assoc.; KLYN, Hamilton, Stubblefield, Twining & Assoc.

Radio is driving adults away by playing too much music aimed exclusively at teen-agers, Columbia Records musical director Mitch Miller told recent Fla. Broadcasters Assn. meeting. He said too many stations play music to "please the kids who can only buy Popsicles and peanut brittle," urged them to try pleasing adults for a change.

AFTERMATH of final decisions—petitions for reconsideration—continue to be disposed of by FCC—which seldom changes its mind. In addition to releasing San Francisco-Oakland Ch. 2 final decision, Commission denied requests for "second chance" filed by losers to WWL-TV, New Orleans (Ch. 4); KSLA, Shreveport (Ch. 12) and WTIC-TV, Hartford (Ch. 4).

Four new translators were authorized: Ch. 71, Newport, N. H.; Ch. 70, La Grande, Ore.; Ch. 82, North Warren, Pa.; Ch. 76, Raymond, Wash.

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Reversing initial decision on very grounds on which examiner made it—proposed localized service—FCC this week released text of final decision awarding San Francisco's Ch. 2 to San Francisco-Oakland TV Inc. (Vol. 13:20, 26). As previously reported, vote was 4-3 in unusual party-line split. Democrats Bartley, Mack & Craven dissented but issued no statement of views.

Winner is headed (47½% each) by gen. mgr. Ward D. Ingrim of General Teleradio's Don Lee Broadcasting System and gen. mgr. Wm. D. Pabst of radio KFRC, San Francisco. Losers are TV East Bay, in which influential Democrat Edwin W. Pauley has 60.85% interest, and originally-favored Channel Two Inc. (Vol. 12:25), in which 5% is held by publisher Joseph R. Knowland of *Oakland Tribune*, father of the Senate Republican leader.

Main factor in examiner Thomas H. Donahue's recommendation of Channel Two Inc. year ago was that it would concentrate on "neglected" Oakland-East Bay communities instead of 5-outlet San Francisco (KGO-TV, KPIX, KRON-TV, KSAN-TV, educational KQED). FCC said this actually was "adverse factor," scored examiner's choice for planning "virtually a total neglect [of] a large segment of the area to be served." Commission commended San Francisco-Oakland TV Inc.'s plans for area-wide coverage, including auxiliary studio in San Francisco. Winner also was found superior in experience, ownership-management integration, planning & preparation and policy.

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System for telecasting color from black-&-white film is "under development" by Bryg Inc., 324 S. McKean St., Butler, Pa., according to announcement by pres. Ralph A. Nicholas & exec. v.p.-gen. mgr. Samuel H. Depew. Initial demonstrations were held recently for officials of WJAC-TV, Johnstown, which is joining Bryg for testing and development work. Demonstrations of new system in action are planned by late summer. Photographic and TV engineers have been working for many years on various color TV recording systems using black-&-white film—to take advantage of cheapness and quick processing of black-&-white film. Bryg says it is developing 2 systems—mechanical system using color filters in camera and projector, and electronic process using different filtering technique to achieve same result. Bryg Inc. was formed last year to develop and market the new film system.

Triple damage suit for $150,000 under anti-trust laws was filed July 2 against *Kansas City Star* and adv. director Emil A. Sees by Vogue Theatre proprietor Edward R. Golden. He alleged in U. S. District Court there that newspaper and Sees forced him to advertise in *Star*'s afternoon & morning issues when he wanted ads only in afternoon. Supreme Court last month rejected appeal by *Star* from criminal anti-trust conviction (Vol. 13:25).

TV-RADIO CENSORSHIP plan, promptly denounced by President Eisenhower as aligning U. S. with totalitarian systems, was proposed July 1 in House by Rep. Madden (D-Ind.) in protest against "false propaganda" he said was spread by CBS-TV interviews with leaders of Communist countries (see p. 2).

Denouncing CBS-TV for putting Soviet boss Khrushchev and Yugoslav President Tito on U. S. TV screens, Madden introduced measure (H. Res. 305) expressing "sense" of House that Secy. of State must screen & approve questions in TV-radio interviews "with any official representative of the Union of Soviet Socialist Republics or of any other Communist or Communist-dominated government."

President Eisenhower, who had been critical of "commercial" aspect of Khrushchev interview (Vol. 13:23), said at July 3 news conference that he was opposed to making it mandatory that any future telecast here by Communist leaders be submitted in advance for govt. approval. He said that would align us with countries which control press at expense of its freedom.

Censorship proposal aroused little apparent interest in House, although Rep. Feighan (D-O.) said he wanted "to congratulate the distinguished gentleman from Indiana for his timely & practical resolution," which Feighan said "would clearly fix responsibility for the questions asked of any Communistic dictators." Only other comment on floor came from Rep. Derounian (R-N. Y.), who wondered if "Mr. Murrow might be put out of business" by Madden's measure, which was referred in routine to House Commerce Committee.

In statement July 5, NARTB pres. Harold E. Fellows said Madden resolution is "gratuitous insult to broadcasters" and "repugnant to the most fundamental American concepts."

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"Campaign of deception" by TV, radio & press has aided supporters of "cunningly devised" civil rights legislation proposed by Eisenhower administration and passed by House, Sen. Russell (D-Ga.) charged July 2 in floor speech. He said news media are guilty of "abuse of the constitutional guarantee of freedom of the press" in promoting "propaganda line" that measure is intended to insure Negro voting rights. Instead, Russell said, bill gives "unprecedented power" to attorney general to "force a commingling of white & Negro children in the state-supported schools of the south."

New reps: WAAM, Baltimore, to Blair-TV July 1 (from Harrington, Righter & Parsons); KVIP, Redding, Cal. to Hollingbery (from Branham); WTVP, Decatur, Ill. to Gill-Perna (from Bolling); WWTV, Cadillac, Mich., to Hollingbery Sept. 1 (from Weed).

ASCAP's gross revenue from licensees in 1956 hit all-time record of $24,731,156, according to financial report to membership. Distributions to members totaled $18,689,638, with expenses of Society coming to $4,462,251.

Award for "distinguished service to higher education" was presented Joint Council on Educational TV (Ralph Steetle, exec. director) by American College Public Relations Assn. at annual meeting in Omaha.

Mobile color TV unit delivered July 1 by RCA to Crosley's WLWT, Cincinnati, is an air-conditioned $250,000 van with 3 color cameras, equipment for cable and microwave relay.

Telecasting Notes: One of slickest Hollywood publicity stunts in years was recent TV spot announcement prepared by a couple of movie producers who were certain that no TV station would use it. When it received its pilot turndown by a station (Los Angeles' KNXT, in this case), it got plenty of free publicity in the newspapers—which quoted the purported TV "spot" in full, giving name of picture, etc. . . . **The rejected spot** used the following copy (expurgated by us to avoid giving free publicity): "Hey you. You look terrible. I mean it. You are suffering from T.T., which means Television Tension. Now why don't you stop looking at this silly little box; stop straining your eyes on this bleak, foggy picture. Tear yourself away from these nauseating wavy lines and break away right now from this TV trap. Button your shirt. Put on your shoes, grab the little woman and take her out to some real entertainment, the movies" . . . **We think TV stations should accept the commercial**—on one condition: That the movie theatres of the nation (85% of which subject their paid audiences to advertising films) give equal time, using copy running something like this: "Are you disgusted? Have you had it? Did you pay $1 for parking plus $1.80 admission plus baby-sitting fees to come to this theatre and see a real turkey? Tired of dressing up and paying hard-earned money to be bored? Treat yourself and your family to free entertainment in the home—try television, and see the top stars of yesterday and today, plus up-to-date newsreels, in the comfort of your own living room. And remember—it doesn't cost you anything to watch. And you can turn it off if you don't like it" . . . **British TV sensation,** Prince Philip's 75-min. BBC show explaining International Geophysical Year, will appear on Russian & Czech TV via kinescope, at the request of those countries; Australia, Canada and Belgium have also requested prints of the show . . . **More than 40 western** series will be seen on TV next season—network and syndicated—July 1 *Billboard* reports, estimating sponsors will spend about $25,000,000 for the oaters . . . **TV-radio spectacular:** Sponsor Rexall Drugs has ordered NBC simulcast for Oct. 13 "special" *Pinocchio*, featuring Mickey Rooney . . . **Big ABC-Kaiser deal** for Sun. evening next season is on again—and this time it's final. It involves total of $7,000,000 in time & talent for year, of which $3,300,000 represents time charges for 7:30-8:30 p.m. Period will be filled by 60-min. filmed western series, *Maverick*, to be produced by new corporation owned jointly by Kaiser Industries, Warner Bros. & AB-PT . . . **National college football** telecasts sold out on NBC-TV, Libbey-Owens-Ford Glass Co. signing as fourth sponsor . . . **United Artists'** post-1948 package of 52 features reportedly has been sold in 40 markets in first 4 weeks of active selling, for gross of nearly $3,000,000 . . . **Time-for-films** barter deal blanketing country, similar to C&C-International Latex pact, reportedly in the making between NTA and Exquisite Form (brassieres).

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Senate hearing on terms of 1957 Mexican broadcasting compact and 1951 North American Regional Broadcasting Agreement will be held July 10 by Foreign Relations subcommittee headed by Sen. Fulbright (D-Ark.).

Republic Pictures will double its Hollywood TV and feature film production facilities under new $5,000,000 expansion project announced last week end.

Commercial telecasting for Sweden has been rejected by Parliament. Country currently has 4 govt.-operated stations and about 36,000 sets.

Electronics Reports: Radio "relays" in the sky might be "practical in the immediate future," International Geophysical Year Chairman Dr. Joseph Kaplan said this week in interview on CBS Radio's *Capitol Cloakroom*. "Ten pounds of chemical injected into the upper regions of the atmosphere can play a significant role," he said. He added he had induced Air Force to "toss 10 lb. of nitric oxide out at a height of about 60 mi. just to see what would happen. The results were amazing. During the daytime, it produced a new ionized layer from which we bounced radio signals, just as intense as the normal ionized layer. In other words we formed a mirror in the sky. At night the nitric oxide reacted with the atomic oxygen in the high atmosphere—a very simple, elementary reaction—and formed a blob of light about 10 mi. across and as bright as Venus. And so we realized that at least we were making a beginning on an artificial modification of the atmosphere."

* * * *

Electronic industry financial failures are increasing at faster rate than for business generally, says National Credit Office Inc. For year ended April 30, it lists 30 electronic manufacturer & 20 jobber failures, compared with 29 manufacturer & 22 jobber dropouts preceding year, 12 manufacturer & 9 jobber in 1952. It says electronic failures in year ended April 30 increased 175% over 1952 while all business failures increased 66%. Liabilities of manufacturers failing in year ended April 30 amounted to $19,500,000 vs. $11,000,000 a year earlier, NCO said. Report showed average age of companies failing in current year was 13 years—2 years greater than for preceding year and twice the age of those failing 2 years ago.

ELECTRONICS PERSONALS: **Harold B. Richmond,** ex-RMA (now RETMA) pres. and director, retires as chairman, General Radio Co. . . . **Newland F. Smith** elected pres. of Gray Research & Development Co. . . . **Dr. Cledo Brunetti** resigns as managing director, engineering research & development, General Mills mechanical div., takes exec. post at Food Machinery & Chemical Corp., San Jose, Cal. . . . **Brig. Gen. Alfred R. Maxwell** (USAF-ret.) named v.p. of Siegler Corp. Hallamore Electronics div. . . . **Charles A. Parry,** ex-RCA international div., named consultant to engineering director Ross Bateman, of Page Communications Engineers, also will be technical advisor on international telecommunications projects . . . **Joseph T. West** named mgr. of new Western Electric plant in Oklahoma City . . . **Gilbert M. Davidson,** ex-ACF Avion div., named DuMont Labs market research mgr. for instrument sales . . . **Paul E. Gregg,** Midwestern Instruments adv. director, takes on Magnecord div. adv. & merchandising duties . . . **Wm. H. Martin** appointed pres. of Clevite Ltd., St. Thomas, Ont., succeeding **Wilbur D. Prescott,** named to Clevite Corp. central management staff.

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New industrial products div. of IT&T takes over electronic instrument manufacturing & distribution activities formerly conducted by IT&T's Federal Telephone & Radio Co. New div. will specialize in manufacture & sale of large-screen oscilloscopes, bar graph oscilloscopes, sweep frequency generators and distribution of Rohde & Schwarz and other imported precision test equipment. Instrument organization is headed by Rudolph Feldt, IT&T industrial products v.p.; Richard Hess, sales mgr.; Henry Wolcott, engineering mgr.; Leon Seldin, mfg. mgr.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
July 6, 1957

MID-YEAR ASSESSMENT OF TV PORTABLES: With industry striving to "sell public up" to higher-end higher-profit receivers, we've taken pulse of good cross-section of industry -- seeking current facts and feelings about portables.

Production of portables for first 6 months ran about 800,000 units, some 30% of the 2,718,000 sets produced. This compares with 325,000 portables for first 6 months of 1956, about 9½% of the TV output for the period.

Statistical authorities tell us that portable inventories at end of June for all levels of industry were about 650,000, some 27% of total, compared with 550,000 at beginning of year. At this time last year, portable inventories were about 10% of total. Inventories aren't considered excessive. Retail sales of portables in May were about 125,000 and June sales probably were higher. Average factory price of portables is about $100, not including excise tax.

Ratio of 17-in. to 14-in. portable production was about 5-1 during first 6 months, compared with 2-1 ratio for similar period last year.

Here are evaluations of portables by some top producers:

Robert A. Seidel, RCA exec. v.p., consumer products, says portable TV won't continue to get as great a percentage of total market because of changed appearance in console cabinets -- due to slim styling and 110-degree tube. However, he adds that RCA hasn't sold "the percentage of portables that the industry has -- the RCA line is heavily weighted to the console end, having 5 portables to 25 consoles."

Seidel declared he didn't know whether "sales will increase RCA's ratio of portables to consoles...so far we've been able to merchandise a broad line of consoles...but we have to gauge production on what customers buy."

Example of consumer preference, he said, was recent RCA survey which showed lowboy styling picked over higher TV sets, liking for light finishes over mahogany.

Some increase in RCA's proportion of portable sales is expected, Seidel said, because "we haven't been strong there." He also expects some step-up in sale of table models because of improved appearance.

S.R. Herkes, Motorola consumer products marketing v.p., commenting on GE's changed advertising emphasis, shifting away from portables, told us: "GE echoed what most of us believe...that there's no money in portable TV." He went on to say that "Motorola's emphasis will not be there at all" (on portable TV). As a matter of fact, promotion for Motorola's new line -- which will be introduced July 18 -- features teaser ad on "Golden Satellite" which, Herkes said, "you can believe me, will be on the high end."

Motorola production currently is running about 25% portables, Herkes said, while "ordinarily we try to keep it to 20%." He explained increase is due to introduction of new 17-in. portable -- and need of filling pipelines.

Robert L. Shaw, gen. sales mgr., Sylvania radio-TV div., said it's a "normal situation that portable TV, like portable radios, will take a seasonal curve in Sept. & Oct. when emphasis shifts to table and console models -- merchandising sets inside the home." However, he said shift will be back to portables for Christmas.

"Sylvania will continue to push portables," Shaw said, adding that heavy emphasis will be put on 21-in. portable. He said that biggest profit squeeze is in portables 14-in. and under -- not in 17-in. sets at $170 and 21-in. at $200.

Portable production at Sylvania is running "well in excess of 1/3" of total production, he said, and he expects total for year to run about 1/3.

Admiral spokesman said portables will be featured in its substantially increased fall and winter national advertising campaign. And he said about 1/3 of Admiral TV production now is in portables.

Philco official told us its feeling is that "portables meet market no other set reaches; portable TV will be with us for a long time." He described portable market this way: "Highly competetive...profit margin thin...not the profitable end."

DuMont spokesman described position as "quite light on portables and not putting emphasis on them." DuMont aim is to put sets in the living room, he said.

Retail Sales: TV set sales at retail in year's first 5 months were 2,420,633, says RETMA, only slightly below the 2,428,888 sold in similar 1956 period. For May alone, sales amounted to 399,757, compared with 392,080 in May 1956. Radio sales at retail, excluding auto sets, totaled 2,909,548, compared with 2,551,272 sold in the first 5 months of 1956. Sales in May were 547,480 vs. 566,357 in May 1956.

Production: TV output was 117,337 week ended June 28, compared with 116,302 preceding week and 98,597 in corresponding week one year ago. It was year's 26th week and brought TV production for year to date to about 2,718,000, compared with 3,415,202 in same period of 1956. Also this week, RETMA officially estimated first 5-month production at 2,178,361 compared with 2,862,177 in similar 1956 period. May production was 342,386 (41,956 uhf), compared with 361,246 in April and 467,913 in May 1956. Radio production was 200,242 (80,129 auto) week ended June 28, compared with 252,299 (98,616) preceding week and 199,107 (58,491) in corresponding week year ago. Radio output for 26 weeks totaled about 7,186,000 (2,839,000) vs. 6,659,165 (2,313,651) in same 1956 period. First 5 months' production was placed at 6,098,951 compared with 5,585,390 in similar period last year. May production totaled 1,023,-771 (396,151 auto), compared with 1,115,813 in April and 1,060,165 in May 1956.

SYLVANIA'S DILEMMA: 'FLAT' vs. 'THIN' TV: Sylvania is deliberately soft-pedaling the very substantial TV possibilities of its developmental "Sylvatron" image-producing panels, demonstrated this week in New York. This apparent unnatural aversion to horn-blowing is easily understandable in light of public's aptitude for conclusion-jumping and the large stake of Sylvania in new "thin" TV sets.

Remembering what "wait for color" once did to the black-&-white set market, Sylvania went out of its way in press releases and at demonstration to stress that "we are restricting our attention to national defense applications and relatively specialized commercial and industrial fields. Exploratory work in any other fields will have to take a back seat for quite some time...As far as TV, specifically, is concerned, there will be no application of Sylvatron in the foreseeable future."

But newsmen at the demonstration quickly spotted the natural TV potential of the one-eighth-of-an-inch-thick panels (currently being made in 2-&-4-in. squares, but said to be virtually unlimited in size possibilities) -- particularly those versions which can reproduce moving pictures when excited optically or electronically. When pressed as to how much territory "foreseeable future" actually took in, company officials gave the rather surprising answer that flat wall TV "is possible in about 4 or 5 years and a few million dollars from now." In terms of time, this is about 10 years less than most industry leaders have previously been willing to predict.

There's no question that Sylvania topkicks are more excited about Sylvatron's TV possibilities than any of its other uses -- particularly in view of fact that the company already has made panelescent lamps, operating on similar principles, capable of giving off 40-50 foot-lamberts, about the brightness of today's monochrome picture tubes. Though 4-5 years would be relatively short time for such a revolutionary TV development, there are indications that Sylvania is hoping to cut even this period.

From thin to flat is a big step -- and the company has adopted a policy of tiptoeing ever so gently in order not to step on any eggs which it hopes will hatch this fall into heavy sales for new "slim" 110-degree sets.

Topics & Trends of TV Trade: Transparent phosphors for cathode ray tubes will be displayed for first time by GE Aug. 20-23 at Western Electronics Show & Convention (WESCON) in San Francisco. Announcement marks first hint that GE has renewed its activity in development of transparent phosphors—which it had discontinued after many years of research.

Though no GE officials were available for comment, there was speculation that the new phosphors were inspired by the approach taken by Naval Research Lab's Dr. Charles Feldman, who last May demonstrated transparent phosphors in various colors (Vol. 13:17-18). At that time, industry observers agreed that principal drawback of his method was the need for special expensive glass (such as Corning's Vicor) which could withstand the temperatures at which his phosphors are applied.

Dr. Feldman told us this week that CR tubes using his transparent phosphor would probably be in use this year in military aircraft. For TV purposes, he speculated, it may be more practical to develop new types of glass for use with the transparent phosphor than to attempt to develop a low-temperature version of the phosphor. He said both Corning and Kimble (Owens-Illinois) had submitted "promising" samples of lower-cost high-temperature glass; he also suggested the possibility of metal-coned picture tubes sealed to high-temperature glass screens. He said he had investigated possibilities of Corning's newly announced ceramic Pyroceram (Vol. 13:21), but had been told that transparent version was still far off and prices would be too high in foreseeable future.

Principal immediate advantage of transparent-phosphor picture is its extreme contrast—which would be particularly advantageous for viewing outdoors or other places where external light is bright. Using 3 layers of color phosphors, new type of color tube might be possible—but this is considered even further in future than the monochrome tube. Dr. Feldman said he is not working with GE on the phosphors.

GE didn't announce potential uses of its new phosphors, except to say they "can radically improve the clarity of pictures on a cathode ray tube screen" and permit "spot and line resolution to approach the diameter of the electron beam itself, instead of the usual 2-3 times enlargement found in powdered phosphor screens."

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Uhf receiver radiation limits were increased from 500 to 1000 uv/m above 260 mc for one year at request of RETMA, which told FCC that new 500 uv/m limit can't be met by manufacturers by Dec. 31, 1957 deadline (Vol. 13:19). In postponing its original limit until Dec. 31, 1958, Commission noted that Sarkes Tarzian Inc., commenting on proposal, had stated that all of its uhf tuners currently meet 500 uv/m limit, and FCC said "it would appear that this achievement should serve as an indication that the industry as a whole will find it practicable" to comply with that limit by end of next year. FCC rejected a proposal by RETMA to relax power line interference limits for TV sets, but agreed to relaxation of the limits for radios. Text of amended rules is available from Commission (Doc. No. 12018, Mimeo 57-706) or we'll get a copy for you.

Business failures in May among TV-radio-appliance retailers totaled 47, representing liabilities of $1,466,000 according to Dun & Bradstreet monthly reports. In May 1956 there were 22 failures & $632,000 liabilities.

More than 20% of N. Y. area homes have 2 or more TV sets, according to special survey of 1000 homes by Pulse Inc. for *Television Age*, detailed in its June 17 issue—shedding light on TV buying intentions of New York families. Capsule summary: (1) Of 1000 families, 78.3% said they had one set in working order, 20.1% had two, 1.6% had 3. (2) The 783 respondents in one-set homes were asked what they would do if they had money available to buy second black-&-white set now; 197 (25.2%) said they'd buy it now, 586 (74.8%) would use the money for something else. (3) Of those who would buy it now, 105 (53.3%) preferred portable as second set, 92 (46.7%) would buy console or table model. Some 87 (44.2%) said they have plans to buy another set this year, and of those, 45 (51.7%) plan to buy portable. (4) Of 586 who expressed no interest in buying second black-&-white set now, these were principal reasons given: 124 (21.9%) prefer color TV; 316 (55.9%) said they had no need for another set; 50 (8.8%) said they couldn't afford it; 48 (8.5%) said "necessities first;" 31 (5.5%) had no room for another set. (5) Of the 1000 TV homes, respondents in 44% had seen color TV. Of these, 241 (54.6%) were satisfied with color quality, and 199 (45.4%) said they weren't.

Philco has reorganized govt. & industrial div. sales dept., gen. sales mgr. Marshall A. Williams reporting following setup: (1) C. Paul Young named director of govt. & industry relations, covering general sales policy and contract negotiations. (2) F. D. Langstroth, marketing mgr., govt. products, supervises the 5 regional offices and home office govt. sales. (3) H. E. Taylor Jr., marketing mgr., industrial products, coordinates 3 depts.—communications & TV broadcast equipment, export and manufacturer's rep support. (4) C. C. Pond is marketing mgr., computer & automation equipment. (5) W. M. Carey is mgr. of business operations. (6) Richard M. Fielding, mgr. of public information, covers advertising, sales promotion & public relations. (7) A. T. Pollock, mgr. of field engineering, supervises installation, maintenance & warranty of div. products.

Admiral's fall & winter advertising for TV receivers will be substantially increased, probably about 20-25%, spokesman reports. Kickoff will be 4-page spread in Sept. 9 *Life*, followed by single pages at regular intervals for balance of year. He said ad program will hit these points: (1) Slimline styling with 110-degree tube. (2) Sonar remote control. (3) Hi-fi power pack. (4) Portable TV. Campaign also will use *Holiday, New Yorker, Sports Illustrated, Sunset*, etc.; 24-sheet posters; trade publications; co-op ads—which will be boosted over 25%; separate programs for radio & hi-fi.

First phase of Zenith patent suit has been settled by Wilmington, Del. federal district court ruling that Zenith did not infringe on a tuning condenser patent held by Western Electric. Remaining are 7 phases of 1947 Zenith patent suit against Western Electric, RCA and GE. Tuner was developed by Sidney E. Anderson, with patent held by Western Electric. Judge Paul Leahy declared "Zenith's is a different system from Anderson's and independent of the concept of Anderson."

Philco has been given until Aug. 1 to answer RCA treble-damage suit (Vol. 13:24) charging Philco and its subsidiary, Lansdale Tube Co., has been infringing on RCA patents since Jan. 1955. RCA suit was counterclaim to Philco's $150,000,000 anti-trust action against RCA, GE, AT&T, Western Electric and Bell Labs.

Trade Personals: Charles K. Rieger, GE v.p. and gen. mgr. of TV-appliance div., elected chairman, NEMA major appliance div., succeeding R. J. Sargent, mgr. Westinghouse marketing & distribution, consumer products div.; John A. Hurley, RCA-Whirlpool v.p.-sales, named vice chairman . . . Richard J. Sargent, Westinghouse consumer products div. marketing & distribution gen. mgr., elected a trustee of alma mater Hiram College . . . Louis H. Cohen, ex-manufacturers' rep in Canada and ex-gen. mgr. of Philco Service Inc., appointed gen. sales mgr., IT&T components div. . . . Gerald M. Miller appointed RCA components div. & adv. sales promotion administrator, Joseph C. Weitzman market planning research analyst . . . Joseph T. Nolan promoted to mgr. of RCA editorial & press services . . . Lowell H. Good promoted to RCA director, engineering utilization.

Obituary

Manton Davis, 80, retired RCA v.p. & general counsel, died July 1 following heart attack at Fishers Island, N. Y. summer home. A native of Mayfield, Ky., he joined RCA in 1923 following 6 years in army. He retired from RCA in 1941 because of poor health.

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Stromberg-Carlson appoints 4 regional mgrs. in reorganization of commercial product sales, special products div.: northeast, W. E. Cutler, New York; southeast, Alighero Cortese, Philadelphia; north central, A. V. Samuelson, Chicago; Pacific, E. V. Goodwin, Los Angeles. Martin T. Zegel, sales mgr.-commercial products, says southwest region office is also planned.

Motorola pres. Robert W. Galvin is subject of "Pat on the Back" section of July 8 *Sports Illustrated*, noting that he has made sports an important part of his company's corporate philosophy. Item says he has been known "to rush out of a West Coast business meeting to fly to Evanston, Ill. for weekly practice session" of softball team he plays with.

False advertising for "Color Filter" TV set device by Sunset House Distributing Corp., 792 Sunset Bldg., Hollywood, was charged July 2 by FTC. Complaint said company claimed plastic adapter, attached to black-&-white screen, would produce same visual effects as color set.

GE franchises for radio & housewares div. are being extended to 2 years from current one year. If franchise is terminated, distributor will have option of reselling merchandise to manufacturer.

DISTRIBUTOR NOTES: Graybar appoints E. E. Leavey asst. district mgr., Los Angeles, effective Aug. 16; H. G. Cook succeeds him Aug. 1 as Miss. Valley district mgr., St. Louis; D. A. Williams succeeds Cook Aug. 1 as Wolverine district mgr., Detroit. W. B. Whaley becomes asst. district mgr., Kansas City. C. C. McGraw named supply sales mgr., Houston, Aug. 1; F. M. Sholders succeeds him as Omaha branch mgr. Creighton C. Kohnert named district appliance sales mgr., Gulf Coast district, Houston; K. D. Leavitt succeeds him as Cleveland district appliance sales mgr.; Rudy Johnson takes over Leavitt's post as Cleveland mgr., major appliance sales. R. W. Miller becomes Duluth branch appliance sales mgr. . . . Admiral Distributors names Carl Lantz exec. v.p. replacing Clarence Tay, retired . . . Hamburg Bros. Inc. (RCA), Pittsburgh, appoints Wm. C. Lawrence sales mgr., RCA Victor div. . . . Ohio Appliances Inc. (RCA), 804 Sycamore St., Cincinatti, to move to 45,000-sq.-ft. building in suburban Edgemont by year's end . . . DuMont names Lyle Winslow for Columbus, O.; he's rep for DuMont National Distributors Inc. in Cleveland, Cincinatti, Dayton, Toledo—has offices and warehouse at 701 Clair St. NE, Cleveland . . . DuMont corrects its announcement (Vol. 13:26) to show that Orgill Bros. Hardware Co. Inc., 301-11 W. Pearl St., Jackson, Miss., will handle central and southern Miss., including Jackson, Meridian, Hattiesburg, Brookhaven, Vicksburg, Yazoo City, but excluding 6 southernmost counties . . . Philco 5-star annual merchant award presented 5th time to Larry May, owner-mgr., General Appliance Co., San Jose, Cal. . . . CBS-Hytron appoints John M. Bearse Seattle district mgr.; Joseph H. Denselbeck succeeds him in Detroit office . . . RCA Victor Distributing Corp., Chicago, appoints Fred Parsons, ex-Zenith, as sales v.p., effective Aug. 1; he succeeds Wm. Boss, recently named asst. to RCA pres. John L. Burns . . . Motorola appoints Central Distributing Co., 1201 E. Houston St., San Antonio (Cal Michelson, pres.), replacing South Texas Appliance Corp.

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Celebrating Golden Anniversary, RCA distributor Krich-New Jersey Inc., Newark, notes that RCA TV receiver saturation in area is now 26.6%, highest of markets covered in 23-city Consumer Analysis conducted by newspapers (Vol. 13:24); that survey shows 43.6% of families in area planning to buy TV this year list RCA first. Demand, says exec. v.p. Frederic M. Comins, "is unique in comparison with any trademarked product in the entire survey, whether it be toothpaste or automobiles."

P. R. Mallory & Co. and Radio Materials Corp. have agreed to merge, RMC—which makes ceramic capacitors—changing name to Radio Materials Co. and operating as div. of Mallory, which makes electronic & electrochemical products. RMC stockholders will receive total of 176,488 Mallory common shares. Mallory pres. J. E. Cain said merger is "expected to add materially" to earnings from combined sales in excess of "$80,000,000 in 1957." Mallory earnings last year were $3,065,108 ($2.60 per common share) on sales of $68,356,203. Effective date of merger is not set, but expected to be before Oct. 1.

Tung-Sol has registered $5,000,000 issue of 100,000 shares of $50 preferred stock with SEC for marketing through underwriters headed by Harriman Ripley & Co., N. Y. Proceeds from stock convertible into common shares until Aug. 1, 1967 would be used to reduce $6,600,000 short-term borrowings and increase working capital.

Walt Disney Productions, 26.6% held by Atlas Corp., has options to buy 31% of outstanding stock of Disneyland Inc. from Walt Disney, WED Enterprises and Western Printing & Lithographing Co., bringing total ownership to 66%, balance being held by American Broadcasting-Paramount Theatres. Option price was $528,810, of which $100,000 was in cash, remainder in notes to sellers. Disneyland Inc. is expected to earn $1,000,000 in fiscal year ending July 31 following depreciation of $2,200,000.

Unitronics reports $200,126 net profit (40¢ per share) on first quarter sales of $8,434,735, compared with $134,454 (26¢) on sales of $6,160,974 in similar 1956 period. Pres. Brantz Mayor said special meeting will be held this summer for stockholders' action on board's approval of merger with Siegler Corp., which also is acquiring Hufford Corp. Unitronics is parent of Olympic Radio & TV, David Bogen Co., Presto Recording Corp.

NATIONAL TV advertising expenditures—network plus spot—will exceed $1 billion for the first time this year, *Printer's Ink* predicts on basis of projection of McCann-Erickson research figures. The ad magazine estimates 1957 national TV expenditures at $1.035 billion, 8.4% above 1956 estimate of $954,700,000. The estimate for 1957, incidentally, is extremely close to the $1.02 billion we predicted for the year in our issue of Dec. 29, 1956 (Vol. 12:52).

Biggest increase predicted by *Printers' Ink* is for radio—rise of 21.8% in national business, from $229,900,000 in 1956 to $280,000,000 for 1957. Total ad expenditures for 1957 were forecast at record $10.2 billion, 3.4% increase over 1956's $9.9 billion. The complete *Printers' Ink* projection (for comparison with other years, see p. 42, *Television Factbook No. 24):*

First-Quarter 1957 Estimate of Current Annual Rate of Advertising Volume

Medium	Expected 1957 total advertising revenue (millions)	1956 final estimate (millions)	% change 1957 vs. 1956
Newspapers (national)	$ 815.0	$ 788.9	+ 3.3
Magazines	805.0	794.7	+ 1.3
Television (network and spot)	1,035.0	954.7	+ 8.4
Radio (network and spot)	280.0	229.9	+21.8
Business papers	540.0	495.5	+ 9.0
Outdoor (national)	133.0	134.7	— 1.3
Other investments by national advertisers	2,590.0	2,527.2	+ 2.5
Estimated total investments by national advertisers	6,198.0	5,925.6	+ 4.6
Estimated total investments by local advertisers	4,040.0	3,979.1	+ 1.5
Grand total	$10,238.0	$9,904.7	+ 3.4

Doctor in the house: A mistaken-identity problem is responsible for use of "Dr." in front of the name of CBS Inc. pres. Dr. Frank Stanton, he revealed in July 2 address to National Press Club in Washington. Referring to the title, he explained: "It is not something that I think I would have carried over from academic life into business were it not for the fact that in the New York area there is a man who issues a tip sheet in electronics stocks who has unfortunately the name of Frank Stanton, and I have not been able to separate him from my life except by going back and putting the Ph.D. in front of my name and then there is no doubt about it because he does not have that."

Tele-Broadcasters Inc. gained $44,745 on $108,000 sale of radio WKXL, Concord, N. H., to Joseph L. Close (WKNE, Keene, N. H.) and Frank B. Estes (Vol. 13:8), according to interim report to stockholders for quarter ended April 1. Company headed by H. Scott Killgore, incorporated last Aug., had net profit of $38,491 on net revenues of $149,120 in period, when earned surplus was $17,624, compared with $20,866 loss in all 1956. Tele-Broadcasters now is selling WKXV, Knoxville (Vol. 13:24), leaving these radio holdings: WPOW, N. Y.; KALI, Pasadena; WPOP, Hartford; KUDL, Kansas City.

Federal court injunction against IBEW Local 1212 in N. Y. TV jurisdictional dispute was issued July 1 by Judge Archie O. Dawson, who ordered union to stop unfair labor practices in handling lights for remote telecasts. Injunction was sought by NLRB on complaint of CBS-TV, whose April 21 telecast of "Tony" awards was cancelled as result of inter-union squabble with members of IATSE (Vol. 13:17-19). Injunction will stand until NLRB resolves dispute.

Jail & fines for leaks from govt. regulatory agencies, including FCC—and for improper attempts to "influence any adjudication" by them—are provided in bills (S. 2461 & 2462) introduced July 2 by chairman Jackson (D-Wash.) of Senate investigating subcommittee (Vol. 13:23). Penalties for violations would be fixed at imprisonment up to year and $500 fines. First measure makes it Federal crime for "members, officers & employes" of agencies to make unauthorized disclosure of votes, plans to vote, or advice they receive from subordinates on pending issues. Second measure forbids "undue influence" on members of FCC, CAB, FTC, ICC, SEC or FPC, requiring notice to all interested parties when "certain communications" are submitted to them. Jackson said anti-leak bill was needed because of "willful disclosure" of CAB information which brought burst of trading in Northeast Airline stock, that only FTC now has criminal provision covering such tips. Second bill "in no way curtails any interested party from presenting his views" to agencies so long as "all parties are first advised," Jackson said, adding: "It is only fair & just because it relieves the commissioners from undue influence." Sen. McClellan (D-Ark.) is co-author of both bills, which are expected to gather additional sponsors. They were referred to Judiciary Committee.

Flexible tax depreciation schedules are necessary in broadcasting industry in which equipment obsolescence is increasing factor, NARTB maintains in 25-page argument against tighter general all-industry standards proposed by Internal Revenue Service. Responding to request by IRS for comments on proposed changes in Bulletin F, last revised in 1954, NARTB attorneys Walter R. Powell Jr. & Walter J. Murphy Jr. urged that tax depreciation determination be left largely to agents in field, as it is now. They said any attempt to set rigid rate tables would raise peculiarly difficult tax problems for broadcasters because industry is changing constantly, equipment is replaced frequently by new inventions, buildings can't be salvaged for other industrial uses. Any new ruling by IRS on depreciation rates will be delayed at least until Sept.

October opening is set for Broadcasters Club in Washington (Vol. 13:21) with 32 resident and 43 non-resident members already signed up. Club will be on second floor of Colony Bldg., 1737 DeSales St., food and bar operations to be handled by Colony Restaurant. Membership is to be limited to 150 resident, 250 non-resident executives in broadcasting and related manufacturing industry, allied professions and business assns. Fees are: non-resident, $60 initiation, $50 annual dues; resident, $120 & $100. For non-resident applications, contact Howard Lane, KOIN-TV, Portland, Ore.; for resident, Leonard H. Marks, Cafritz Bldg., Washington.

Two TV station applications were filed with FCC this week, bringing total to 126 (34 uhf). Applications were for Norfolk, Va., Ch. 13, by group headed by Emil J. Arnold, who has ownership in group of southern radio stations; for Erie, Pa., Ch. 66, by local WLEU, which formerly held CP for same channel when under different ownership. No translator applications were filed. [For details, see *TV Addenda 24-Z* herewith.]

ODM takes over work of discontinued Cabinet Committee on Telecommunications Policy and Organization. Defense Mobilizer Gordon Gray plans to consult with Telecommunications Advisory Board—which includes FCC representative—in carrying out work. Spokesman said telecasting and broadcasting are excepted from ODM responsibility.

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Television Digest with ELECTRONICS REPORTS

Wyatt Building • Washington 5, D. C. • Telephone Sterling 3-1755 • Vol. 13: No. 28

SUMMARY-INDEX OF THE WEEK'S NEWS — July 13, 1957

FEE-TV BACKERS ask fullscale service now, looking askance at limited test; proposals to FCC are vague. More "antis" than "pros" (pp. 1 & 5).

40,000,000 TV HOMES are counted by NBC for sets-in-use high mark; new tabulation shows TV's saturation spread from .02% in 1946 to 80.3% now (p. 3).

RAPID RADIO GROWTH reflected in station totals. 3079 AMs, 530 FMs on air, vs. 500 TVs. Total tripled since construction resumed at end of war (p. 4).

SUMMER TV FARE draws criticism from critics and trade alike. Jack Gould proposes talent "try-outs," repeats of winter season's best shows (p. 7).

TWO "WHITE SPOTS" in U. S. filled in as KGEZ-TV, Kalispell, Mont. and KPLO-TV, Reliance, S. D. begin, latter to operate as a satellite (p. 8).

ANNUAL "GUESSTIMATE" sees 7,000,000-set year. Greenebaum & Assoc. also venture output predictions for top 11 producers (p. 10).

ATTRITION IN SET MAKERS to be pointed up in forthcoming TV Factbook; 44 U. S. & 16 Canadian left from peak of 94 & 13 in 1951 (p. 10).

NATIONAL TV WEEK plans shaping up, sponsors NARDA, NARTB, RETMA & TvB vowing to avoid fizzle of Radio Week promotion (p. 11).

RAYTHEON'S "SPACISTOR," newest semi-conductor device, said to be capable of operating up to 10,000 mc at 500° C. Regular use 3-5 years off (p. 12).

BARTLESVILLE "TELEMOVIE" debut postponed to Sept.; NCTA begins large-scale closed-circuit fee-TV study. Los Angeles postpones action on Skiatron (p. 9).

PAY-TV PROPONENTS DISLIKE 'TRIAL' IDEA: FCC thought it was opening the door a crack when it asked fee-TV backers to propose conditions for a trial operation—but when the comments came in this week, it was clear that subscription-TV proponents want a hole big enough to drive a bulldozer through.

Two of the 3 opposed the idea of a trial altogether, but indicated they'd go along if it were made broad enough. The third pouted, threatened to pick up its marbles and go home unless FCC gives it virtually free hand.

This week's filings added little to the sum total of knowledge of how fee TV would work if authorized, and there was some chagrin at Commission because pay-TV's promoters were unwilling or unable to present more concrete plans.

■ ■ ■

The opponents, sparked by NARTB and the networks, again pointed up all the arguments they could muster—none of them new.

They were joined by a strange bedfellow—Rep. Celler (D-N. Y.)—who, as chairman of House Judiciary Committee and its anti-trust subcommittee, has repeatedly accused them of monopolistic tendencies.

In letter to FCC this week, he demanded that Congress be permitted to decide whether there is to be a test of subscription TV—and his arguments seemed to hew closely to the "network line." But the author of the House's anti-fee-TV bill reverted to anti-network form at end of letter when he predicted that networks eventually would take over subscription TV, thereby compounding their "monopolies."

Chairman Harris of House Commerce Committee, meanwhile, is understood to be satisfied with FCC's current attitude as expressed in Chairman Doerfer's letter to him last week (Vol. 13:27). It's said that he feels Commission has receded considerably from its original position that it had blanket authority

to order tests, and he's accepted its assurance that it will come to Congress, if necessary, when it determines exactly what legislation is needed. Next move, he feels, is up to FCC.

Of the more than 30 comments filed, 21 opposed subscription TV and/or a test, 8 favored it, and a couple were undecipherable. While most stations filed "anti" comments, some broadcasters did favor a test.

Notable was RKO Teleradio, whose WOR-TV, New York, in the past has cooperated with Skiatron on fee-TV tests. It offered its 2 independent outlets—WOR-TV and KHJ-TV, Los Angeles—for trials, but said it wasn't wedded to any specific fee-TV system.

Other stations favoring trial, and suggesting their outlets be used, were: WITV, Ft. Lauderdale-Miami, Fla. (Ch. 17)—and permittees of uhfs WFMZ-TV, Allentown; WCAN-TV, Milwaukee; WSES-TV, Philadelphia; KBAY-TV, San Francisco. None of the latter 4 is on the air.

■ ■ ■

Subscription-TV proponents definitely gave impression they were throwing cold water on idea of a test. Comments filed jointly by Skiatron Electronics (Arthur Levey) and Skiatron TV (Matty Fox) expressed disappointment that FCC is talking about a test instead of fullscale service, stating that they were "skeptical of the validity of the trial suggested" and that a test "to be worthwhile must in essence be a full-fledged operation."

Paramount's International Telemeter flatly opposed a trial—as reported last week (Vol. 13:27)—giving lengthy arguments why test idea should be discarded and regular fee TV authorized forthwith.

Zenith wasn't as specific, but pres. E. F. McDonald Jr., in statement filed with his company's comments, urged Commission not to "tie our arms behind our backs," testily asked it "to reject our petition altogether rather than to bog us down in further endless administrative hearings and proceedings."

Proponents' comments had much in common, though details differed. All gave their versions of test conditions—even those opposing principle of a test.

All want a trial in large cities.

All seek relatively "open-ended" trial with no fixed termination date—Zenith asking at least 2 years, Skiatron 5-10 years, Telemeter no specific limit.

All want vhf as well as uhf stations to participate in test. Skiatron, which long ago proposed that fee TV be limited to uhf stations at outset, decided to "withdraw this previous suggestion" for purposes of the trial.

Their attitudes on wired systems were interesting—and divergent. Telemeter devoted 6 pages to its closed-circuit plans, describing them as "interim" step which will provide FCC with valuable data and aid broadcast subscription operation by establishing ready-made pay-TV audience.

Zenith blasted wired fee TV all over the map, accused networks of fostering it and warned "they may find when the time comes that AT&T has not only preempted the field but created a Frankenstein which will reduce broadcasting to a third-rate service."

Skiatron, most active of all in publicizing grandiose wired-TV ideas, mentioned nary a word about closed-circuit fee TV.

As to details of how they plan to operate, all 3 were so vague they gave definite impression they were holding back—either for competitive reasons or because they just plain weren't ready to say.

The opponents—networks, stations, theatre owners—pulled out all the stops, giving birth in the process to such colorful phrases as:

"If someone is confronted with an unmarked bottle, there are measures short of drinking a little of the contents to determine whether it is a mouthwash or a poison" (CBS).

"Any broad-scale test of pay TV would be like testing a new weapon by shooting it into a crowd of people to see how it works" (NBC).

". . . What stands if freedom falls? We suppose, in the present context, a promoter's dream—which bids fair to become the public's nightmare" (NARTB).

Principal arguments of the "antis": Commission doesn't have legal authority to order tests, nor can fee TV be classified as broadcasting. Congress must settle issue. Small-scale trial would be meaningless; fullscale trial might be impossible to turn off. If there are tests, they shouldn't be in broadcast band; use other frequencies or wired TV. Tests would aggravate competitive station shortage problems. Basic public interest questions and technical standards should be settled before trials. Full evidentiary hearings should be held.

■ ■ ■

Continuing to occupy its unique position on toll TV, Jerrold Electronics Corp. told FCC that broadcast subscription TV is unworkable, while closed-circuit method is practical and feasible.

Video Independent Theatres' "Cable Theatre" project in Bartlesville, Okla., Jerrold said, will provide test information without dangers of on-air test; it offered to make available any data Commission wants, said scrambled-picture facilities can be tested in lab without on-air trial.

For comparison of 3 major fee-TV proponents' ideas of what trial should be like, see p. 5. For developments on closed-circuit pay-TV projects, see p. 9.

NBC ESTIMATES TV SATURATION AT 80.3%: Total TV homes attained 40,000,000 milestone July 1, NBC Research estimated this week in new tabulations underscoring industry's astonishing growth from a standing start just 12 years ago.

TV saturation has spread from two-hundredths of one per cent in 1946 to 80.3% now, according to measurements tallied under direction of NBC planning & development v.p. Hugh M. Beville Jr.

Only 8000 homes boasted TV-sets-in-use in 1946, and it was 1948 before number of second sets (1000) was significant enough to be counted in continuing NBC tables now built from Advertising Research Foundation-Census Bureau surveys (Vol. 12:8).

All but 9,800,000 of estimated 49,800,000 homes in all U. S. (they increased from 37,825,000 in 1946) had TV sets by July this year—and 3,160,000 of TV homes had extra sets—according to NBC figures, which will be condensed in our TV Factbook No. 25, due in mails in mid-Aug. Here's NBC's graphic story of TV's rise:

TV's 12-YEAR GROWTH (Figures in thousands)

Jan. 1	TV Homes	Secondary Sets in Homes	Public Place Sets	Total TV Sets	Total Homes	% TV Saturation
1946	8	—	2	10	37,825	.02
1947	14	—	2	16	38,575	.04
1948	172	1	17	190	39,950	.4
1949	940	10	50	1,000	41,475	2.3
1950	3,875	50	75	4,000	43,000	9.0
1951	10,320	165	115	10,600	43,888	23.5
1952	15,300	315	185	15,800	44,760	34.2
1953	20,400	505	295	21,200	45,640	44.7
1954	26,000	800	500	27,300	46,660	55.7
1955	30,700	1,000	800	32,500	47,621	64.5
1956	34,900	1,610	1,080	37,600	48,600	71.8
1957*	38,850	2,520	1,280	42,650	49,500	78.7
July 1, 1957*	40,000	3,160	1,340	44,500	49,800	80.3

* Estimated

RADIO GROWTH—IN TERMS OF STATION TOTALS: For years, much of FCC's time has been taken up with haggling over scarcity of TV stations. No such problem with radio. Tallying AM-FM station figures, you can see that radio has continued without letup its speedy multiplication. As for "media of local expression," to employ a choice FCC expression, radio is localer and localer. Consider these grass-roots CPs granted in recent weeks: Gillette, Wyo. (pop. 2191); Wauchula, Fla. (2872); Alma, Ga. (2588); Mount Dora, Fla. (3028); McRae, Ga. (1904).

First half of 1957 ended with exactly 3079 AM and 530 FM stations on air, compared with 500 TVs. These compare with year-ago figures of 2893 AM, 532 FM, 477 TV. During first 6 months of this year, only one AM license was turned in, 4 CPs dropped, compared with 9 TVs quitting and 5 CPs dropped.

July 1 count is based on our 1957 annual AM-FM Directory, which is kept current with weekly Addenda covering FCC grants, changes, withdrawals, etc. It actually shows 3247 AM stations authorized (including on-air or under-construction), as against 3140 last Jan. 1 and 3021 July 1 year ago.

Authorized AMs have almost exactly tripled since 1945, when wartime freeze on construction was lifted. Here's how list has grown (as of Dec. 30 each year): 1945, 1056; 1946, 1579; 1947, 1961; 1948, 2131; 1949, 2246; 1950, 2351; 1951, 2410; 1952, 2516; 1953, 2644; 1954, 2782; 1955, 2941; 1956, 3140.

Applications pending for new AMs totaled 270 June 30, while AMs in CP status totaled 169.

Even FM has crept up a bit, with stimulus of multiplexing, etc. There are 568 authorized, up from 549 year ago. Peak was 706 FMs at end of 1950.

Emerging as the major power in Pacific northwest broadcasting, Mrs. A. Scott Bullitt's King Broadcasting Co. this week completed negotiations for purchase of KREM-TV, Spokane (Ch. 2) with KREM & KREM-FM. Purchase will give King ownership of TV-radio combinations in the 3 major Pacific northwest markets, with Seattle's KING-TV-AM combination and Portland's KGW-TV & AM. Spokane stations are to be purchased from Louis Wasmer for $2,000,000 ($500,000 down, balance over 11 years) through establishment of new KREM Broadcasting Corp., of which Wasmer will be pres. and presumably a minority stockholder. Sale was negotiated through Blackburn & Co.

Purchase of KOVR, Stockton, Cal. (Ch. 13) for some $3,500,000 by Lowell Thomas, Frank M. Smith and associates is being negotiated. They will form new corporation to take over ABC-TV affiliate from Television Diablo Inc., majority owned by manufacturer H. Leslie Hoffman. Thomas-Smith interests also operate WCDA, Albany, N. Y. (Ch. 41), with satellites WCDB, Hagaman, N. Y. (Ch. 29) and WCDC, Adams, Mass. (Ch. 19); they also control WTVD, Durham, N. C. (Ch. 11).

Bait advertising is outlawed in Ohio bill, signed by Gov. C. Wm. O'Neill and effective in Sept., providing $200-$1000 fines and/or 20-day jail terms for advertisers who offer "any merchandise, commodity or service" with intent not to sell at stated price—or not to sell at all. Media will not be implicated in violations if they act "in good faith" in accepting such advertising without knowledge of "false, deceptive or misleading character."

First foreign TV station built by private firm for its own employes is under construction at Dharan, Saudi Arabia, by Arabian American Oil Co. Station management advisory services will be provided by NBC International Inc.—second such deal signed by the NBC subsidiary (first being with British commercial TV program contractor for upcoming Cardiff, Wales, station). Aramco plans to have station on air within 6 months, using 6-kw transmitter and concentrating on kines and films of U. S. TV shows—many dubbed in Arabic. The population of Dharan and environs consists of 25,000 Arabs and 5000 Americans. New outlet won't be first TV service for area, since U. S. Air Force maintains AFTV station AJL-TV (100 watts) for American Armed Forces personnel there. Under management services contract, NBC is sending 2 programming advisors —Wm. Parrish, of network's public affairs dept., and TV-radio writer Jack Krutcher—who will remain with the station 3 months to a year.

In effort to dissuade FCC from its firm stand against unauthorized vhf boosters, Colo. Gov. Steven R. McNichols met late July 12 with FCC Chairman Doerfer, key Commission staff members and representatives of congressmen. McNichols is following pattern set by former Colo. Gov. Edwin Johnson, who encouraged groups to establish boosters despite FCC disapproval. Among Commission staff members at this week's meeting: Warren Baker, Harold Cogwill, James Barr, McIvor Parker. Nick Zapple represented Senate Commerce Committee; Richard Pelz sat in for Rep. Don Magnuson (D-Wash.), vigorous supporter of the booster operators.

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SUBSCRIPTION-TV proponents' responses to FCC's requests for specific pay-TV test proposals (though Skiatron & Telemeter expressed opposition to basic idea of a limited trial):

(1) Cities in which tests should be conducted:

Skiatron—At least one metropolitan market for each system, preferably a "mixed" vhf-uhf market, with proponents also to be permitted to operate on stations in markets adjacent to metropolitan areas.

Telemeter—Prefers no limit to number of cities, but participating stations should be limited to those unaffiliated with networks.

Zenith—Maximum of 3 communities for each system, chosen from list of 30 communities which have 4 or more authorized stations—proponents of each system being permitted to select one Class A, one Class B and one Class C market.

(2) Number of stations to be permitted to participate in each test market:

Skiatron—All stations in the community should have opportunity to participate at various times during trial period.

Telemeter—All non-network stations should be permitted to participate.

Zenith—Same as Telemeter.

(3) Should test in any community be limited to single fee-TV system?

Skiatron—Yes.

Telemeter—Prefers to have FCC select single system for fee TV, but otherwise would leave choice to individual stations.

Zenith—Has no objections to more than one system in a community, but feels its own system may be only one which can qualify under standards it proposes to Commission.

(4) Name proposed individual stations for test:

All three—No specific stations mentioned.

(5) Time required for production, distribution and installation of necessary equipment:

Skiatron—Initial production of minimum required amount (200,000 decoders) should take about a year.

Telemeter—No answer possible now.

Zenith—At least 6 months to commence operations in first community, more could be added at "somewhat faster rate."

(6) Minimum test period:

Skiatron—Five years minimum, 10 years desirable.

Telemeter—No time limit, FCC to give 9 months advance notice before termination.

Zenith—No time limit, but minimum of 2 years.

(7) Approximate minimum & maximum numbers of subscribers to be permitted in each trial area:

Skiatron—Minimum 200,000, no maximum.

Telemeter—No limits.

Zenith—As many as possible.

(8) Should decoders be leased or sold?

Skiatron—FCC shouldn't concern itself with this; it is a merchandising problem. Would prefer to sell equipment, but would lease if required.

Telemeter—Lease only.

Zenith—Lease for $1-$2 a month, plus installation charge.

(9) Number of fee-TV programming hours per week:

Skiatron—No limit in multiple-station markets; limit to be worked out area-by-area in other markets, possibly maximum of 20 hours weekly during 6-11 p.m. segment with maximum of 35 hours a week during all segments.

Telemeter—Only limitation should be FCC rules on minimum hours of operation, fee-TV hours not to be counted as programming.

Zenith—15% of annual operating hours, with no more than 3 hours in any time segment; this rule may have to be relaxed in markets with 4 or more stations, where only one station is carrying subscription programs.

* * * *

These parties filed in opposition to broadcast trial of fee TV: NARTB; ABC; CBS; NBC; Joint Committee on Toll TV; Jerrold Electronics; WDSM-TV, Duluth; WBRZ, Baton Rouge; WSAZ-TV, Huntington; WGAL-TV, Lancaster; WXEX-TV, Petersburg, Va.; KVOO-TV, Tulsa; WVEC-TV, Hampton-Norfolk; WSYR-TV, Syracuse, & WSYE-TV, Elmira; WBRE-TV, Wilkes-Barre; KTRK-TV, Houston; KHAS-TV, Hastings, Neb.; WHBF-TV, Rock Island, Ill.; WTOP-TV, Washington, & WMBR-TV, Jacksonville, Fla.; KOTV, Tulsa, with KGUL-TV, Galveston, WISH-TV, Indianapolis & WANE-TV, Fort Wayne (Whitney stations).

All parties filing in favor are listed in story on p. 1. Petitions by Cinema-Sound Co., Chicago, and TV Consumers Inc., East Orange, N. J., were not specifically pro or con.

Stations which opposed a test generally gave same arguments as those covered in comments of the networks and movie exhibitor-dominated Joint Committee on Toll TV—with particular emphasis on allegations that FCC has no authority to permit toll TV and that a limited test wouldn't prove anything, while a fullscale test might severely damage free TV.

RKO Teleradio's comments, submitted by v.p. John B. Poor, stated that tests "will provide the Commission with complete, factual and incontrovertible evidence" whether there is demand for pay-TV, whether it is technically and economically feasible and whether it can coexist with free TV. RKO proposed that test stations be non-affiliated vhf & uhf outlets in multiple-station markets, that fee programs be limited to 35 hours weekly, that they not be confined to single station in any test market where there are enough outlets to assure "continuous availability of non-subscription service."

The uhf broadcasters favoring trials all proposed that tests be confined mainly to uhf outlets. Each suggested its own market and station as a possibility. Allentown's WFMZ-TV, instead of proposing time limit for tests, said subscription-TV proponents should be given time to recover their costs, "but only their costs, before their operations are halted by the Commission."

Cinema-Sound Co. (Almer S. Linkton, managing director) claimed "copyright" on all fee-TV systems (it proposes a wired system), asked FCC to notify all 25,000 parties which have commented in fee-TV proceedings of this fact "and inform them to communicate with us" about licensing. "We are presently compiling data of our damages," Cinema-Sound said ominously.

TV Consumers Inc. (Walter C. Routson, pres.), claiming to represent independent servicemen, urged that this group of enterprisers be "a part of the over-all picture" through change in "relationships between the producer and the retailer." What this group was driving at was unclear.

Deadline for counter-comments is July 22.

Personal Notes: **Robert E. Kintner**, NBC exec. v.p. for TV programs & sales, and **Manie Sacks**, v.p. for TV programs, elected directors . . . **Lew Arnold**, gen. mgr. of KTLA, Los Angeles, named v.p. & director of owner Paramount TV Productions, replacing **Bernard Goodwin** who resigned to give full time to DuMont Bcstg. Corp. as pres. . . . **Ken Carter** resigns as gen. mgr. of WAAM, Baltimore, recently bought by Westinghouse . . . **Elliott F. Alexander**, ex-BBDO, named adv. & promotion mgr. of ABC-TV's western div. . . . **Daniel M. Curtis** promoted to regional sales mgr. of NBC-TV Films, succeeded by **John F. Tobin** as eastern sales mgr. . . . **Gunnar Rugheimer** promoted to national TV-radio sales director of CBC, Toronto . . . **Erik Hazelhoff**, ex-NBC, appointed deputy director of Radio Free Europe, Munich . . . **James S. McMurry**, ex-WRC-TV, Washington, named operations mgr. of WVUE (formerly WPFH), Wilmington-Philadelphia . . . **Ray Baker** named sales director of radio KFSD, San Diego, not KFSD-TV, as reported in Vol. 13:27; **Jay Grill** remains KFSD-TV sales mgr. . . . **John Holbrook**, ex-Washington & N. Y. network commentator, named news director of upcoming WPST-TV, Miami . . . **Chester G. Matson** retires as Los Angeles mgr. for rep Edward Petry; **L. D. Larimer**, TV-radio dept. mgr. there, replaces him . . . **Ray Carow**, ex-WCTV, Thomasville, Ga. named sales mgr. of WALB-TV, Albany, Ga. . . . **George A. Greenwood**, ex-radio WNAX, Yankton, S. D., named promotion director of WSAZ-TV & WSAZ, Huntington, W. Va. . . . **George Vickery**, publicity director of WTVJ, Miami, also named merchandising director . . . **Allen W. Dunn**, ex-KNTV, San Jose, joins KLRJ-TV, Las Vegas, as national sales mgr. . . . **Edwin J. Lasko** promoted from program mgr. to asst. mgr. in charge of programs of WSJV, Elkhart-South Bend; **Bill Dorrow** named program production mgr.; **Vince Doyle**, ex-sports director for radio WJVA, South Bend, named national sales director; **Don Fuller** promoted to local & regional sales director . . . **S. John Schile**, ex-KLOR (now KPTV), Portland, Ore. named gen. mgr. of KMSO-TV, Missoula, Mont., succeeding **A. J. Mosby**, who remains pres. . . . **Edward Wetter** resigns as exec. secy. for special operations of Defense Dept.'s Research & Engineering Office to join brokers Allen Kander & Co., N. Y. . . . **Arthur Snowberger** sells his 48.3% of WPTX, Lexington Park, Md. to **James S. Beattie**, with whom he recently acquired station (Vol. 13:10), joins consulting engineers Page, Creutz, Steel & Waldschmitt . . . **Alvin A. Dann**, ex-NBC; **Merryle S. Rukeyser Jr.**, ex-Young & Rubicam; Mrs. **Beth Drexler Brod**, ex-*Tide*, join Lynn Farnol Group, N. Y. public relations firm . . . **Eric H. Haight**, ex-International Affiliates Inc. & Encyclopedia Britannica Films Inc., named treas. of NTA . . . **Syd E. Bandes** promoted to marketing director of International News Photos sales dept. . . . **Wm. E. Young** named north-central div. mgr. of Screen Gems, Detroit; **Harry Bubeck**, ex-Leo Burnett, joins Chicago sales staff . . . **Joe Levine** of *Boston Herald-Traveler* news staff joins paper's upcoming WHDH-TV as head of news & film depts.

Obituary

Frank Samuels, 46, west coast mgr. of CBS-TV sales, died July 7 in General Hospital, Hollywood, of encethial myclitis, rare virus-type disease, following 2½-month illness. He formerly was a v.p. of ABC & Wm. Morris Agency. His widow, 2 sons, daughter and sister survive.

Art Van Harvey (Arthur Van Berschot), 73, TV & radio actor who was "Vic" on NBC's *Vic & Sade* which started in 1932 for 12-year radio run, died July 7 at Chicago home. Later he was in NBC-TV's *Hawkins Falls* cast and played old "Vic" role when series was resumed on TV on WNBQ, Chicago, early this year. Surviving are his widow, sister, brother.

Robert W. Sedam, 52, asst. v.p. of AT&T in charge of press information & customer relations div., died July 10 of leukemia in Lenox Hill Hospital, N. Y. Surviving are his widow, parents, 2 sons.

ADVERTISING AGENCIES: **Harry W. Chesley Jr.** succeeds late Percy J. Orthwein as pres. of D'Arcy Adv., St. Louis; **Pettersen B. Marzoni & Wm. Raidt**, N. Y., and **David W. Lockwood, Peter Cavallo & James A. McPhail**, Chicago, named v.p.'s . . . **Warren Fales, H. G. Bissinger, Wm. E. Macke, E. L. Whitney** promoted to v.p.'s of Norman, Craig & Kummel . . . **Robert Kirschbaum**, TV-radio copy chief, and **Guy Oring**, administrative art director, elected v.p.'s of Grey Adv. . . . **Jack Kaduson**, ex-Roy S. Durstine, joins Warwick & Legler as a v.p. . . . **Walter F. McNiff**, TvB western div. director, elected a director of Advertising Assn. of West . . . **Robert L. Whitehead** resigns as v.p. & mgr. of Roy S. Durstine Inc., San Francisco . . . **Berkeley C. Quill** promoted to TV-radio production director of Harold F. Stanfield Ltd., Montreal . . . **Richard P. Slade** promoted to v.p. & TV-radio director of Rogers & Smith, Kansas City . . . **Wm. F. Maughan**, Dancer-Fitzgerald-Sample treas., also named a v.p. & business mgr.

Warren E. Baker, FCC general counsel, adds duties of acting liaison representative with Congress, with associate general counsel Edgar W. Holtz as alternate. Holtz also adds responsibilities of acting security officer, Baker as alternate. Both jobs had been held by Robert D. L'Heureux, now in private practice.

Harrington, Righter & Parsons rep firm opens Boston office, 80 Boylston St. (Liberty 2-7537), Carter S. Knight in charge.

Harry Butcher is acquiring KIVA, Yuma, Ariz. (Ch. 11) under agreement whereby all but $37,000 (to be retained for working capital) of $241,000 involved is earmarked to clear up obligations of station which calls itself "underfinanced and . . . insolvent" in transfer application filed with FCC. Butcher owns radio KIST, Santa Barbara, once had interest in KEYT (Ch. 3) there. Agreement states KIVA has "secured creditors in excess of $225,000; unsecured creditors of approximately $180,000; owes taxes to various governmental agencies of approximately $22,000 . . ." May 31 balance sheet shows April 1 - May 31 loss of $2249, total loss being $159,120. It had $96,342 current assets, $204,177 fixed; $359,236 accounts payable, $100,403 loans from stockholders.

NBC is reorganizing overseas news setup, sending Joseph C. Harsch to London as bureau chief & senior European correspondent. Ed Newman, former head of London bureau, goes to Rome as Mediterranean area chief. Frank Bourgholtzer moves from Bonn to new Vienna bureau, John Rich from N. Y. to Berlin, Jim Robinson from Hong Kong to Tokyo.

Certificates of Appreciation have been awarded by Army to Edward R. Murrow & Walter Cronkite (CBS) and John Daly & John Cameron Swayze (ABC) for "outstanding patriotic civilian service" in narrating Army Reserve documentary film series.

Sylvia D. Kessler, Washington communications attorney, moves to Washington Bldg. (Sterling 3-0116).

Telecasting Notes: Caustic comments on summer TV are more prevalent—and more deserved—this year than ever before, with trade press as well as newspapers and magazines getting licks in. July 8 *Advertising Age* leads off a pro-&-con roundup of summer programming letdown with this statement: "The summer network TV schedule would be understandable if it had been put together by a committee composed of magazine editors, book publishers, dance hall operators, amusement park owners, drive-in-theatre managers and beach concessionnaires" . . . Says the agency trade journal: "All these people have their own perfectly logical and thoroughly honorable reasons for wanting to drive the public away from TV and toward other pursuits." But why should TV "try to strangle itself?" . . . Similar commentary from *New York Times'* Jack Gould July 7: "TV this summer is an unmitigated mess. The slack season once was regarded as the ideal time to experiment with new formats and afford a hearing for new personalities. Now the warm weather is the time for rerunning half-hour TV films or putting on trivia that requires little time or trouble" . . . **Gould has 2 suggestions for summer TV:** (1) As "the logical 'minor league' where newcomers in all branches of the creative arts can have a fair chance to compete for the first team." (2) As a showcase for really top-notch repeats—both kinescope and film—of hit shows of previous season, with all-inclusive format such as *The Best of NBC* or *The Best of CBS* . . . **Caution is watchword** of TV advertisers for upcoming season, according to July 13 *Sponsor*, noting that for first time joint sponsorships (57) will outnumber full sponsorships (53) in fall, compared with 49 & 65 last season . . . **Figaro Inc.**, jointly owned by Joseph L. Mankiewicz and NBC, now has definite plans for both live and film TV production, as well as at least one legitimate show to open on Broadway next fall and several theatrical film projects . . . **Warner Bros.** will spend $15,000,000—up $10,000,000 from last year—on TV film production in coming year, including 4 one-hour programs for ABC-TV in fall; movie maker also has earmarked $1,000,000 for expansion of TV production facilities, with work on new 2-story TV building to begin immediately . . . **Two major 30-min. drama** series will be shot simultaneously by NBC's CNP—beginning "immediately." One of them, *Boots & Saddles*, is being offered for non-network sale; future of the other, *Union Pacific*, hasn't been decided . . . **Official Films** will handle first-run syndication of new *Big Story* series in $1,500,000 deal with Pyramid Productions. Advance orders for former NBC-TV show, now featuring Burgess Meredith as narrator, have come from WABD, N. Y.; KTLA, Los Angeles; WTTG, Washington . . . **TV film series** boosting New York City's industry will be produced by Walt Framer Productions on contract for N. Y. Board of Trade, for network or station use on commercial or sustaining basis . . . **Reruns of Ann Sothern's** *Private Secretary (Susie)* have grossed $3,220,000 for TPA; more income still expected from stripping in syndication . . . **"Largest ever"** Canadian TV deal is in works, according to CBC, now negotiating with General Motors for sponsorship of drama series Tues. 9-10 p.m. after year's lay-off, along with renewal of variety program on French network.

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Nathan Leopold cancelled scheduled July 12 interview by Irvin Kupcinet of *Chicago Sun-Times* on NBC-TV's *Tonight*, explaining at Stateville Penitentiary that it "might jeopardize my opportunity for freedom" in application for parole from 85-year sentence for 1924 Bobby Franks slaying. Prison officials had approved arrangements for telecast from Stateville.

Radio Station Sales Reports: **WHDL, Olean, N. Y.** 49% of radio and *Olean Times-Herald* by Gannett Co. for $213,566 to Olean Times-Herald Corp., with stock being retired to treasury, increasing holdings of pres. E. B. Fitzpatrick from 35% to 68.6% . . . **KOME, Tulsa**, by John Brown U, Siloam Springs, Ark. for $100,000 to partners John W. Kluge, Washington industrialist and radio station owner (80%), and Marcus J. Austad (20%), better known as TV-radio performer Mark Evans . . . **WLBN, Lebanon, Ky.** by Charles Shuffett & Clarence H. Hulse Jr. for $65,000 to W. Dee Huddleston, gen. mgr. of WIEL, Elizabethtown, Ky. in association with 5 WIEL owners, Huddleston and others to own 16⅔% each of WLBN . . . **WPLY, Plymouth, Wis.** by Milton Maltz & Robert Wright for $65,000 to Charles & Marion Boonstra, R. B. Rogoski & Dalton C. Hille; latter being gen. mgr. of WMUS, Muskegon, in which Boonstras are substantial stockholders . . . **KERV, Kerrville, Tex.** by Arthur G. Rodgers for $65,000 to Clyde Jones, KERV chief engineer, and Albert F. Mason Jr., employe of KVOU, Uvalde, Tex. . . . **WARB, Covington, La.** sold by A. R. Blossman for $50,000 to co-equal owners brother David C. Blossman, station mgr., and son A. R. Blossman Jr. . . . **WBSE, Hillsdale, Mich.** by Lloyd V. Hickok, acting as attorney for stockholders, for $35,150 plus nearly $20,000 in current assets (book value) to co-equal owners movie actor Harmon L. Stevens & John F. Wisner, also owners of WHLS, Port Huron, Mich., holding CP for WHLS-TV (Ch. 34), and WLEW, Bad Axe, Mich. . . . **WGAD, Gadsden, Ala.** by Coosa Bestg. Co. (Richard B. Biddle, principal owner) for $25,000 to group with interest in WGSV, Guntersville, Ala., including Rep. Albert M. Rains (D-Ala.), gen. mgr. Edward Z. Carrell & chief engineer D. L. Jackson. Biddle is pres. & 25% owner of grantee WOWL-TV, Florence, Ala. (Ch. 41). Brokers: WLBN, Paul H. Chapman & Co.; WPLY, Allen Kander & Co.

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Radio station sales approved this week: **WMBH, Joplin, Mo.** by D. J. Poynor for $110,000 to Don O'Brien & Herbert Lee (Vol. 13:21) . . . **WWPF, Palatka, Fla.** by L. C. McCall & J. E. Massey for $100,000 to George W. Hall (Vol. 13:23) . . . **WMRO, Aurora, Ill.** by Martin R. O'Brien for $85,000 to equal partners Vincent G. Cofey & Benjamin A. Oswalt (Vol. 13:24) . . . **KVOE, Emporia, Kan.** by Lyon County Bestg. Co. (Sherwood R. Parks, pres.) for $83,500 to Edward J. McKernan Jr. (90%) and Charles N. Putt (10%) (Vol. 13:25) . . . **KOVE, Lander, Wyo.** by Edward J. Breece for $75,000 to Fremont Bestg. Inc., in which he has 4% interest; sons Daniel E. & John L. Breece, 32% each; sister-in-law Mrs. Dorothy Reed, 32% (Vol. 13:24).

"Major upswing" in radio sales is reported by NBC Radio, which announced new and renewal business totaling $1,500,000 in net revenue was placed with the network by 14 advertisers last week. Announcement followed CBS's disclosure last week that it signed $2,200,000 gross radio billings in single week.

Dismantling of old WOR-TV tower in North Bergen, N. J.—or what was left of it after last fall's plane crash (Vol. 12:45-46)—was started this week. Tower originally was 810-ft.; top was removed after accident, leaving 450-ft. section to be demolished. North Bergen's mayor had ordered tower removed as a hazard.

New and Upcoming Stations: KGEZ-TV, Kalispell, Mont. (Ch. 9) began 6 p.m. July 9 with CBS-TV while KPLO-TV, Reliance, S. D. (Ch. 6) was all set for start on July 15, using mostly film, having received program test authorization from FCC July 11. On-air box score now is 502 (91 uhf).

KGEZ-TV has 5-kw RCA transmitter and 300-ft. Ideco tower with 3-bay antenna at Flathead. It's picking up CBS-TV programs from KXLY-TV, Spokane, Wash. (Ch. 4), 131-mi. away, taking advantage of freak condition which puts 350 uv/m signal to mountain, and transferring it by cable ½ mi. to KGEZ-TV transmitter.

Principal owners are pres. Frank Reardon and community antenna operator Northwest Video Inc. (G. Norman Penwell, pres.), which exercised option for 30% of stock. Reardon controls Montana radios KGEZ; KBOW, Butte; KLCB, Libby. Richard K. Vick, v.p. & 2.4% owner, is TV gen. mgr.; Robert S. Bennett, commercial mgr.; Martin Tollberg, ex-WBZ-TV, Boston, program director; Wilbur E. Myhre, chief engineer. Base hour is $125. Rep is Donald Cooke Inc.

KPLO-TV has 10-kw RCA transmitter in Butler steel building, 700-ft. Stainless tower with 6-section superturnstile antenna. Live programming, as semi-satellite, is scheduled for mid-Aug. upon completion of microwave link with parent KELO-TV, Sioux Falls (Ch. 11), 146 mi. away. Owners, also operators of satellite KDLO-TV, Florence, S. D. (Ch. 3) and radio WLOL, St. Paul, are Joseph L. Floyd, N. L. Bentson and Edmund R. Ruben, each with ⅓. C. J. Johnson, ex-KDLO-TV, is station mgr.; Charles Delperdang, ex-KELO-TV, engineering supervisor. KELO-TV base hour is $510. Rep is H-R Television.

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In our continuing survey of upcoming stations, these are latest reports from prineipals:

WBOY-TV, Clarksburg, W. Va. (Ch. 12), changing from WBLK-TV July 15, has 25-kw RCA transmitter due in Aug. and plans start with NBC-TV first day of World Series. It has changed to 380-ft. Ideco tower, and construction of transmitter house and tower base has begun on Pinnickinnick Mt. It's part of Friendly Group, operator of WSTV-TV, Steubenville, O. (Ch. 9) and KODE-TV, Joplin, Mo. (Ch. 12). Peter Lyman will be program-production chief, with Vilah Brooks, from WPAR, Parkersburg, W. Va., chief engineer. Base hour will be $250. Rep will be Avery-Knodel.

WRIK-TV, Ponce, P. R. (Ch. 7) has ordered 500-watt DuMont transmitter and plans Sept. 1 start, reports 50% owner George A. Mayoral, also exec. v.p. of WJMR-TV, New Orleans, and WORA-TV, Mayaguez, P. R. Construction is under way and 100-ft. custom-built tower will be used. Rep will be Forjoe.

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RCA shipped 25-kw transmitter with 6-kw standby July 11 to upcoming WWL-TV, New Orleans (Ch. 4), due in mid-Aug., previous day shipped 6-section superturnstile antenna; 12-section custom-built superturnstile antenna July 8 to upcoming WPST-TV, Miami (Ch. 10), due Aug. 1; used 12-kw transmitter July 11 to upcoming WPTA, Roanoke-Ft. Wayne (Ch. 21), due in mid-summer; 46-gain antenna July 8 to WBUF, Buffalo (Ch. 17), planning boost to 1000-kw; 24-gain antenna July 1 to WFIE-TV, Evansville (Ch. 14), which has switched over from Ch. 62.

Rock Springs, Wyo. translators K74AF & K78AB began July 4 repeating KTVT & KSL-TV, Salt Lake City, reports R. A. Forsgren, director of Translator T.V. Bcstg. Co-op Inc. Redmond, Ore. translators K73AE & K83AA had July 10 target to begin repeating KOIN-TV & KPTV, Portland, writes A. J. Sheffield for grantee Redmond Jr. Chamber of Commerce. Newport, Ore. translator, also planned to serve Otter Rock, has Aug. 1 target to begin relaying KOIN-TV, Portland, reports owner Paul Kafoury.

First Canadian translator application comes from J. Conrad Lavigne, owner of CFCL-TV, Timmins, Ont. (Ch. 6), who asks grant for 34-watt Ch. 3 satellite in Kapuskasing, Ont. be changed to Ch. 70 translator. If change is approved, he reports he will probably order Adler equipment, plans to use 300-ft. tower of Spruce Falls Power & Paper Co., hopes to begin by Christmas.

WMBD-TV, Peoria (Ch. 31) signs with CBS-TV as primary interconnected affiliate, to replace WTVH (Ch. 19), has Jan. 12 programming target.

RCA shipped 3-V color film chain July 9 to WLWT, Cincinnati.

New deal for Canadian broadcasters, in line with Royal Commission recommendations for end of CBC monopoly controls (Vol. 13:13, 15), may be expedited by new Progressive Conservative Govt. in Ottawa. Report by Commission headed by industrialist Robert M. Fowler had been favored generally by ousted Liberals, and it wasn't big election issue. But incoming Conservatives have aggressively advocated such Commission measures as replacement of CBC Board of Governors with separate govt. regulatory agency. It would have authority over CBC and private TV & radio stations. Probable results if Conservatives carry program through Parliament in session opening in Oct.: Early loosening of licensing restrictions on private stations in competition with publicly owned CBC stations; increased promotion by CBC of commercial business.

NBC-TV is severing dual affiliations in Dallas-Fort Worth area, station relations v.p. Harry Bannister stating that basic affiliate there will be WBAP-TV, Ft. Worth, and that contract with WFAA-TV, Dallas, will be terminated. Long-standing share-time radio affiliation isn't affected.

More classroom TV will be used at U of Texas as result of televised courses which showed students progressed faster with chemistry lab experiments than those in regular classes. Faculty report by Dr. W. H. R. Shaw, Dr. Pete D. Gardner & Dr. L. O. Morgan said lectures limited to factual exposition were no more effective on TV than in regular courses, but that experiments could be demonstrated better on TV. "Our feeling is that in no sense will TV replace the conventional classroom, but TV can be used very efficiently to supplement regular lectures," they said.

Printers' Ink Publishing Co. has sold *Printers' Ink* to Vision Inc., management service & publication firm. Confirming deal at press conference July 11 in N. Y., Vision pres. Wm. E. Barlow said 69-year-old magazine will continue as "authoritative business paper of advertising," that "series of publishing improvements" will be announced soon. Terms of sale were not disclosed, but *Printers' Ink* pres. Richard W. Lawrence Jr. will be Vision chairman, Eldridge Peterson continues as publisher, operating magazine as autonomous division.

WIRED "TELEMOVIE" project's debut in Bartlesville, Okla., has been postponed for a month to Sept. 1, Video Independent Theatres pres. Henry Griffing attributing delay to need for extensive equipment and reception tests. He says public subscription campaign will begin in late Aug., though he doesn't expect mass audience until the first-run-movies-in-the-home begin.

He estimated that it would take a year of hard selling to build up audience of 2000 homes and said his eventual goal is 4000. When project starts, however, Bartlesville is expected to become the research capital of the U. S.—with possibly more researchers studying the effects, whys & wherefores of wired fee TV than there are citizens of Bartlesville.

One of first groups to begin such a study met last week in Oklahoma City—National Community TV Assn.'s home theatre committee, which started work on most intensive research project in NCTA history. Headed by Wm. Daniels, the committee outlined tentative program covering all technical aspects of constructing a cable theatre system or converting existing community antenna systems to cable-theatre operation, continuing analysis of Bartlesville test together with study of legal problems of cable theatre operation.

In Los Angeles, meanwhile, city council postponed for another week consideration of Skiatron's request for franchise to wire up city for closed-circuit fee TV.

Last week city's Board of Public Utilities approved Skiatron's request for franchise, but on non-exclusive basis, cancellable if system isn't in operation in 2 years (Vol. 13:27).

A leading advertising executive, visiting in Los Angeles this week, predicted that wired pay TV would not be economically feasible for an area like Los Angeles, and went on record as favoring on-air test of subscription TV—which he said "will fall on its face."

He was BBDO exec. v.p.-gen. mgr. Charles Brower, who said Skiatron would be in pay-TV business in Los Angeles next summer, carrying games of the Dodgers—but on a regular broadcast basis. He said he favors a test because "I don't believe in saving people from themselves." Test will fail, he added, since "the public will not feed quarters into a machine all day."

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Film distribution monopoly by 20th Century-Fox & affiliated theatre interests in 1947-50 was charged by Samuel Goldwyn of Samuel Goldwyn Productions Inc. in $1,800,000 anti-trust trial opening this week in Federal Court, San Francisco. Civil action claimed theatre market was "honeycombed" with Sherman Act violations by 20th Century-Fox & National Theatres Inc., preventing Goldwyn from obtaining fair market rentals for his films.

Rate increases: KAKE-TV, Wichita, July 1 raised base hour from $600 to $675, min. $135 to $151.50; WLOS-TV, Asheville, N. C. July 1, hour $400 to $450, min. $80 to $90; WSAV-TV, Savannah, Aug. 1 raises hour $275 to $300; KHVH-TV, Honolulu, sets base min. at $75 for MGM & Warner Bros. special feature participations.

Projection TV receivers for closed-circuit educational and business meeting use are being manufactured by new Tela-Electronics div. of Meilink Steel Safe Co., Toledo. Sales chief of new div. is W. R. Smith, ex-v.p. of East-West TV Network, closed-circuit TV organization.

Do's-&-Don't's for producers of children's TV programs are offered in new 60-page illustrated booklet, *Television for Children*, prepared by Foundation for Character Education, Boston, in cooperation with Boston U's School of Education. Principal theme of manual, written by specialists in TV, education & psychology, is that programmers—and parents—make many "purely adult" assumptions about child's mind which "do not square with the ideas which children actually have about the world." Foundation is mailing 11,000 copies to networks, educational & psychological organizations, package producers, sponsors, FCC; NARTB is distributing them to member stations; U. S. Office of Education to special libraries.

School Bell Awards in second annual competition co-sponsored by U. S. Office of Education & 6 national school organizations have been won by Loretta Young (NBC-TV), Bette Davis (ABC-TV) and WRCV-TV, Philadelphia. Citations for "most distinguishing dramatic interpretations of education" on TV network in 1956-57 school year were given for "End of the Week" on *Loretta Young Show* Nov. 11 and "Stranded," featuring Miss Davis, on *Telephone Time* May 9. WRCV-TV was cited for "outstanding local or state reporting of education" in *Progress* series.

Suit for $149,500 against CBS and 4 other defendants has been filed in Nassau supreme court, Mineola, N. Y., by song writer Paul W. Flynn, alleging that CBS-TV's *High Finance* used quiz show format he had submitted to producers Mark Goodson & Wm. S. Todman. Naming all as defendants, he claimed producers either "sold" or "divulged" his format to Jade Productions Inc., which in turn delivered it to CBS & employe Peter Arno. Defense attorneys denied charges at hearing this week before Judge Joseph M. Conroy.

Full texts of speech by CBS Inc. pres. Dr. Frank Stanton and transcript of question-&-answer period at Washington's National Press Club July 2 (Vol. 13:27) were inserted in July 8 *Congressional Record* by Rep. Celler (D-N. Y.) Meanwhile State Dept. press officer Lincoln White reported that Kremlin had made no reply to official U. S. proposal for regular U. S.-Soviet TV-radio exchange as follow-up to CBS-TV's June 2 interview with Communist boss Nikita Khrushchev (Vol. 13:26).

Children in Fairfax County, Va. watch screens 2-3 hours "regularly" in evening, Mon.-thru-Fri., according to survey of 1500 students by local American Assn. of University Women branch. Other findings: 41% watched TV one hour after school; 93% watched Sat., ⅔ spending 2½-5 hours at it; "comparatively high percentage" in all grades watched Mon.-thru-Fri. after 9 p.m.

Hearing on Frederick Ford's nomination to be FCC commissioner hasn't been set by Senate Commerce Committee yet. Committee is due to meet for short closed session July 16, could set date for hearing at that meeting. No opposition to nomination is expected.

Sweden will have 1,000,000 TV sets by 1965—or one set for every 7 people—according to report by Swedish Institute of Industrial Administration. There currently are 4 TV stations serving approximately 45,000 sets.

Guild Television International S. A. is new Guild Films subsidiary formed to handle foreign TV program activities. Incorporated in Panama, it will have offices in Panama City, Mexico City, London, Rome & Dusseldorf.

"Interim" agreement on staff requirements for video tape recording has been reached by NABET and NBC in Hollywood. Details weren't announced.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
July 13, 1957

OUT ON A LIMB WITH 1957 'GUESSTIMATES': Prediction of 7,000,000 TV set output this year keynotes annual "guesstimate" made for us this week by financial analyst Edgar N. Greenebaum Jr., of Greenebaum & Assoc., Chicago.

Estimate was revised upward from 6,000,000-6,500,000 forecast earlier this year, he said -- the 7,000,000 figure reflecting industry's optimism, due partly to "excellent reception accorded some of the 1958 lines by distributors and dealers."

The 110-degree tube seems to have caught on, Greenebaum stated, "though time will tell whether the 2 majors who have shunned this development (Zenith & Magnavox) have had good reason to do so or were merely ultra-conservative."

Greenebaum's estimate of 7,000,000 is somewhat higher than most we've heard. Many have given us guesses from 6,500,000 to 7,000,000. Nonetheless, Greenebaum's neck-sticking-out year ago -- foreseeing 7,400,000 by year's end -- was phenomenally accurate: RETMA official figure was 7,387,029.

Turning to something considerably more controversial, always vigorously challenged by some set manufacturers, he proferred his estimates of year's output for individual producers. Without endorsing his figures, which are sometimes protested with considerable heat and which are never officially verifiable, we pass along these estimates for 1957, compared with those he made for 1956:

	1957	1956		1957	1956
RCA	1,000,000	1,150,000	Magnavox	285,000	300,000
GE-Hotpoint	850,000	800,000	Emerson	225,000	380,000
Admiral	700,000	900,000	Sylvania	225,000	no est.
Philco	600,000	750,000	Westinghouse	225,000	200,000
Zenith	600,000	675,000	TOTAL	5,560,000	6,230,000
Motorola	500,000	675,000			
Silvertone	350,000	400,000	Balance of Industry	1,440,000	1,170,000

Set Maker Attrition: Following up foregoing estimates, which show just 11 majors producing about 80% of whole industry's output, we've gone back over our semi-annual Television Factbooks and marked the rise & decline in number of TV manufacturers. Though the majors have always had the lion's share of business, there was a time when anyone who could use a soldering iron could call himself a set manufacturer -- and make money at it. However, even today, TV-radio industry is far more competitive than most -- no one producer really dominating the field.

Here is the number of set producers we listed in each mid-year Factbook since 1948, when the figures began to jell into significance: 1948, 70; 1949, 77; 1950, 90; 1951, 94 U.S. & 13 Canadian; 1952, 93 & 21; 1953, 87 & 27; 1954, 75 & 25; 1955, 80 & 24; 1956, 56 & 20; 1957, 44 & 16.

Some of the 44 U.S. & 16 Canadian organizations to be listed in the new Fall-Winter Factbook, due off presses in mid-Aug., may be scarcely worthy of the title "set manufacturer," but we prefer to err on side of generosity. However, a few more are certain to slip out of the picture by Spring-Summer Factbook time.

Business Better? Revised govt. statistics make upward adjustment in U.S. economy for 1956 and first quarter 1957. Commerce Dept.'s final figure for 1956 Gross National Product is $414.7 billion, compared with previous estimate of $412.4 billion; new estimate for 1957 first quarter is at annual rate of $429.1 billion -- or $2 billion higher than earlier predictions. At same time, downward revision was made in first quarter's $1.2 billion estimated inventory liquidation to $800,000,000.

Production: TV production was 63,785 week ended July 5, reflecting July 4 holiday and start of plant vacations, compared with 117,337 preceding week and 48,115 in corresponding week one year ago. It was year's 27th week and brought TV production for year to date to about 2,782,000 compared with 3,499,435 in same period of 1956. Radio production totaled 76,832 (35,714 auto) week ended July 5, compared with 200,242 (90,129) the preceding week and 92,751 (35,937) in corresponding week year ago. Radio output for 27 weeks totaled about 7,263,000 (2,875,000) vs. 6,800,839 (2,363,292) in same 1956 period.

Topics & Trends of TV Trade: Campaign for National TV Week, Sept. 8-14 (Vol. 13:26), is getting up full head of steam as co-sponsors NARDA, NARTB, RETMA, TvB, line up promotional plans. One active participant, seeking to jog his confreres, remarked to us: "You know, I hope this doesn't fall on its face, as Radio Week did, because some of the sponsors sat on their hands."

NARTB and TvB, representing broadcasters, will use theme: "Television—A Member of the Family." NARTB pres. Harold E. Fellows says objective will be to unite stations and networks in showing how TV serves America. TvB pres. Norman Cash plans "expanded services to advertisers to assist them in the effective use of this moving medium."

NARDA and RETMA, representing manufacturers and dealers, are planning a "Television Fall Festival" in 148 cities. A. W. Bernsohn, NARDA exec. v.p. and chairman of manufacturing-retailing steering committee, said "the retailer is the key factor in our program." RETMA exec. v.p. James D. Secrest represents manufacturers on committee. Other groups active in supporting campaign are NEDA, NRFA, NAMM.

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Capehart Corp. has no immediate plans to produce TV sets, pres. Robert A. Gross indicated in July 8 *Home Furnishings Daily* report. He said "TV today is in a chaotic and non-profitable state. We will not produce or enter into fields which we know in advance are not profitable for our company." Capehart—former IT&T div. which was sold last year (Vol. 12:18) to Ben Gross Corp.—is reported planning to introduce a British-made hi-fi line and considering possibility of domestic radio & hi-fi lines.

Functions of advisory groups to Govt. are spelled out in bill passed this week by House and sent to Senate. Opposed by Administration, bill says Federal Govt. would have to advise Congress of membership and aims of advisory groups and meetings would have to be supervised by govt. employe who would supply summary of proceedings. In opposition, Rep. Halleck (R-Ind.) said bill's red tape might make capable people hesitant to accept membership on such panels.

Transistor sales for first 5 months of 1957 were 8,954,300 worth $25,128,000, compared with 3,628,000 valued at $10,082,000 in similar 1956 period, RETMA reports. May factory sales were 2,055,000, compared with 898,000 in May 1956, and 1,774,000 in April 1957.

Closed-circuit meetings of GE appliance dealers, distributors & retailers introduced new TV sets and automatic clothes washers & dryers in 39-city coast-to-coast hookup from Los Angeles July 10. Teleprompter handled technical facilities for show produced by Young & Rubicam.

Westinghouse introduces its first major hi-fi line, 4 basic models priced $159-$298. Consoles—to be available in fall—have 3-4 speakers, 6-18 watt amplifiers.

Picture tube sales in first 5 months of 1957 totaled 3,710,646 valued at $67,005,712, compared with 4,376,142 at $81,132,537 in similar 1956 period, reports RETMA. Receiving tube sales totaled 185,847,000 worth $159,147,000 in first 5 months vs. 188,619,000 at $152,680,000 in same period year ago. RETMA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan.	760,860	$13,594,525	37,571,000	$31,170,000
Feb.	728,363	13,134,778	44,460,000	36,631,000
March	833,257	14,850,847	43,010,000	37,007,000
April	629,838	11,394,043	27,970,000	25,384,000
May	758,328	14,031,519	32,836,000	28,955,000
TOTAL	3,710,646	$67,005,712	185,847,000	$159,147,000

Supreme Court Justice Harlan has refused GE request for injunction to prohibit Masters Mail Order Co. of Washington from advertising GE products in N. Y. at less than "fair trade" prices. GE asked the injunction in appealing a U. S. Circuit Court decision in N. Y. reversing a lower court order which had banned such advertising. Harlan said GE can make a new request for an injunction this fall if Supreme Court decides to consider GE's appeal.

Sonic Industries Inc. has filed $1,000,000 damage suit in N. Y. Federal Court against resistor manufacturer Globe-Union Inc., charging breach of warranty. Suit claims controls purchased from Globe-Union proved defective when phonographs containing them were returned by customers.

Industrial closed-circuit 3-dimensional color TV system has been developed by GE for use initially in its nuclear aircraft propulsion research project for Air Force. In application, twin-lensed TV camera is positioned within radioactive area to transmit double image outside to technician who views screen through polarized glasses.

United Kingdom TV sales for first 5 months amounted to 426,000 at retail, compared with 352,000 for similar 1956 period, says British Radio Equipment Mfrs. Assn. Radio sales for 5 months were 412,000 vs. 339,000 a year ago.

Hoffman Labs buys 3-story building at 2621 S. Hill St., Los Angeles, to house new electro-mechanical dept. Laurence Mendelsohn, ex-Atlantic Instrument Co., Norwood, Mass., heads dept. as v.p.

Philco plans to mail 9,000,000 copies—one of its largest mail undertakings—of 8-page promotion of 1958 TV-radio-hi-fi line to coincide with early Sept. national ad campaign.

Canadian Admiral new models introduced this week use 110-degree tubes, as does full Admiral line (Vol. 13:24). Table models run $270-$290; consoles, $330-$450; combinations, $600.

RCA color advertising will be sustained at high level, reports adv. & sales promotion mgr. J. M. Williams, who says color will be featured during Aug.-Sept. on TV-radio, *TV Guide, Life, Sports Illustrated, New Yorker.*

Trade Personals: Charles M. Odorizzi, RCA exec. v.p., sales and service, elected member of RCA board, succeeding Wm. E. Robinson, Coca-Cola pres., who resigned; Pinckney B. Reed promoted to v.p.-international sales, effective July 16 . . . Roger S. Drew named mgr., RCA color TV market development, with 8 field reps: W. J. Cummins, Chicago; P. E. Cunningham, Boston; J. E. Decker, Dallas; R. P. Edwards Jr., Los Angeles; J. V. C. Harter, Kansas City; C. G. Miller, Cleveland; G. F. O'Brien, N. Y.; G. W. Rogers Jr., Atlanta . . . Alfred P. Petrusky promoted to mgr., Sylvania marketing research-electronics . . . C. Kenneth Emery named media planning & research mgr. of GE's adv. & sales promotion dept. . . . W. J. Turnbull elected exec. v.p. and a director of National Theatre Supply Co., subsidiary of General Precision Equipment Corp. . . . James N. Bailey, ex-RCA, appointed Dot Records director of administration & finance, succeeding L. L. Thornton, resigned . . . Robert E. Lake promoted to Whirlpool international div. director of technical services . . . B. J. Snow named Westinghouse Dallas area sales mgr. . . . Irving Tjomsland named director of TV component renewal sales dept., Triad Transformer Corp.

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Frank M. Folsom, chairman of RCA board's executive committee, was named member of advisory board of Loeb Awards for business and financial journalism. Other members: Laurence J. Ackerman, U of Conn.; Gerald M. Loeb, E. F. Hutton & Co.; Raymond L. Hoadley, *N. Y. Herald Tribune;* Herbert E. Dougall, Stanford U. Two winners are to be picked annually starting next April, with prizes of $1000 and bronze plaque.

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DISTRIBUTOR NOTES: Westinghouse appoints Dudley E. Warner district mgr. of new Richmond, Va. district headquarters, Westinghouse Appliance sales; Harry A. Cheyney becomes district sales promotion & training mgr.; Jack Adams, sales mgr., major appliances; Gene Roberts, sales mgr. for TV, room air conditioners & vacuum cleaners; Robert E. Moesta, service mgr. Westinghouse also appoints Glen Whitaker southwest district mgr., San Antonio, with Si Degulis, promotion & sales training mgr. and Joe Cutler district sales mgr. . . . Philco appoints Bud Schuster, ex-California Electric Supply Co. (Philco), San Francisco sales development mgr., succeeding Lawrence Kulp . . . Sylvania appoints Allentown Wholesale Distributors Inc., Penn & Green Sts., Allentown, Pa. (Ralph L. Way, pres.), for Lehigh, Berks & Northampton counties . . . Motorola appoints Robert L. Perretz northwestern N. Y. regional sales mgr., replacing Rit Bottorf, resigned; Harry Schecter named regional sales mgr. for N. Y., Newark, Philadelphia, Atlantic City; Herb Dorrance transferred from N. Y. to Fla. regional sales mgr., succeeding Wm. E. Laswell, recently transferred to Cal.

RETMA teacher training seminar on advanced TV servicing (Vol. 13:24) will be held Aug. 12-31 in Los Angeles in cooperation with UCLA University Extension and Western Electronics Institute. Course is open to teachers of TV courses, tuition $27, payable to Regents of U of Cal., 10851 Le Conte Ave., Los Angeles 24.

RETMA is polling members on recommendation to change name to Electronic Industries Assn. (Vol. 13:11, 19, 21). Answers received so far are heavily in favor of change. Result will be disclosed after proxy meeting July 23 in Washington. Change, if voted, will be effective couple weeks later when approved by State of Illinois—where RETMA is incorporated.

Electronics Reports: "Spacistor" is latest in family of semi-conductor devices, and developer Raytheon makes strong claims for its potential. So-called because of importance of spacing in its parts, spacistor is said to have potential of operating up to 10,000 mc at 500 degrees centigrade. It's still in research stage, may take 3-5 years for commercialization, Raytheon says.

Raytheon reports device can be made of variety of semi-conductor materials, more than those applicable to transistors. Small as transistor, it's said to operate electrically like a vacuum tube. Patents have been applied for by inventors—Dr. Herman Statz, Dr. Robert Pucel, Conrad Lanza.

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Five new recommended standards for electronics industry, approved by industry reps, are available through RETMA engineering dept., 11 W. 42nd St., New York 36, N. Y.: RS-185, *Dimensional and Electrical Characteristics Defining Miniature Receiver Type Tube Sockets for Printed Circuits*, $2.80; RS-187, *Vibrators for Auto Radio*, $1.65; RS-188, *Standard Dimensional System for Automation Requirements*, 25¢; RS-190, *Pin Straighteners and Wiring Jigs for Electron Tubes*, 50¢; RS-191, *Measurement of Direct Interelectrode Capacitance*, $1.50 (minimum order charge $1).

Navy Electronics Lab manual, *Reliability Design Handbook* (PB 121T839), used by engineering personnel & Navy contractors as guide to construction techniques, design procedures & application design data, is available for $3 from Commerce Dept.'s Office of Technical Services, Washington 25, D. C.

Construction of new plant of Sylvania-Corning Nuclear Corp. at Hicksville, N. Y., to manufacture nuclear fuel elements for atomic reactors was started July 10. Scheduled for completion early next year, 25,000 sq.-ft. building will double Hicksville facilities.

Air Force guidebook on *Electron Tube Operation as Influenced by Temperature & Voltage* by T. H. Briggs of Wright Air Development Center (PB 121798) is available for $2.50 from Office of Technical Services, Commerce Dept., Washington 25, D. C.

New $3,000,000 plant will be built by IT&T subsidiary Farnsworth Electronics Co. at Ft. Wayne, scheduled for completion in 1958. Facilities are expected to add 1000 to Farnsworth's 4500 employes there.

Motorola leases 60,000-sq.-ft. bldg. (4900 Flournoy St., Chicago) for regional sales offices and electronics div. parts warehouse.

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ELECTRONICS PERSONALS: Glen McDaniel, RETMA pres.-emeritus, appointed director of Litton Industries . . . Frank A. Ungro elected exec. v.p. of Westrex, Western Electric Co. subsidiary, effective July 31; R. A. Colistra succeeds him as treas. . . . Forrest E. Gehrke promoted to mgr. of Sylvania's microwave power tube plant, Williamsport, Pa. . . . Dr. Kenneth R. Eldredge appointed asst. director of Stanford Research Institute's engineering research div., Menlo Park, Cal.; Dr. Manning Hermes succeeds him as mgr. of control systems lab . . . Dr. Clarence Zener, Westinghouse research labs director, lectures on "Anelasticity in Solids" at summer session of International School of Physics, Varenna, Lake Como, Italy . . . S. M. Barr, Western Union v.p.-plant & engineering, named to new post of v.p.-planning, in charge of administering company's diversification program.

Financial & Trade Notes: Officers - & - directors stock transactions during May, as reported to SEC: **American Bosch Arma**—Charles Allen Jr. sold 3500 through Allen & Co., holds 70,214 indirectly, none personally; Frank I. Berisch sold 250, holds 800; Clifton T. Foss sold 1500, holds 600; Harold R. Sennstrom bought 200, holds 305; Wm. S. Wasserman sold 100 through holding company, holds 14,000 in holding company, 4969 in trusts, 12 personally. **AB-PT**—Robert H. Hinckley bought 1000, holds 1000; Herbert B. Lazarus bought 1000, holds 1500. **American Electronics**—Clifton W. Reed sold 3000, holds 1200. **American Machine & Foundry**—Morehead Patterson sold 200, holds 48,862 in trust, 35,453 personally. **Amphenol**—Arthur J. Schmidtt bought 500, holds 29,858. **Arvin Industries**—Eldo H. Stonecipher exercised option to buy 150, holds 1700. **Avco**—Arthur R. Kantrowitz bought 10,000, holds 11,000. **Bendix Aviation**—W. H. Houghton sold 500, holds 2383; Raymond P. Lansing exercised option to buy 750, holds 4198; Palmer Nicholis exercised option to buy 2247, holds 3484. **Consolidated Electrodynamics**—Philip S. Fogg sold 1000, holds 20,000; Edwin Harbach bought 200, holds 1000. **Daystrom**—Thomas Roy Jones bought 4500, holds 15,610. **DuMont Labs**—Armand G. Erpf bought 2100, holds 5800; George Etkin bought 200, holds 200; George C. McConeghy bought 100, holds 100; David T. Schultz bought 2800, holds 4200. **Gabriel**—L. H. Davis bought 500, holds 5500. **General Dynamics**—Robert C. Tait bought 7500, holds 23,925. **GE**—Wm. R. Herod sold 330, holds 8176; Willard H. Sahloff sold 475, holds 3080. **Globe-Union**—George C. French Jr. bought 100, holds 3175; Wm. B. Fyie sold 100, holds 4400; Chester O. Wanvig Jr. bought 100 for trust, holds 15,000 in trust, 10,100 personally. **Hazeltine**—Henry Reeve sold 250, holds 10,000. **International Resistance**—Edward A. Stevens exercised option to buy 600, holds 5100. **IT&T**—Robert McKinney bought 5000, holds 30,000. **Litton Industries**—Roy L. Ash exercised option to buy 5000, holds 19,357 in partnership, 52,415 personally; L. W. Howard sold 700, holds 200 in trust, 4762 personally. **Magnavox**—Stanley S. Sondles bought 10, sold 105, holds 3200; Richard A. Wilson sold 1600, holds 1524. **Minneapolis-Honeywell**—Richard P. Brown sold 200, holds 64,034; J. J. Wilson sold 1800, holds 75,270. **Paramount Pictures**—Duncan G. Harris bought 500, holds 2500; Randolph C. Wood sold 2100, holds 39,900. **Raytheon**—D. R. Hull exercised option to buy 1000, holds 1500. **Sperry Rand**—Harry Landsiedel sold 3000 from joint account, holds 26,960 in joint account, 13,904 personally; Bernard O. Reuther sold 5000, holds 25,000. **Sylvania**—W. Benton Harrison sold 200, holds 466; Robert E. Lewis exercised option to buy 390, holds 8310. **Unitronics**—Robert A. Kerr sold 220, holds 200. **Webcor**—Harry R. Ferris bought 1100, holds 1200. **Westinghouse**—Bruce D. Henderson bought 150, holds 600.

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Avco reports net income of $5,232,621 (56¢ per common share) on sales of $165,016,259 in 6 months ended May 31 compared with $28,716 profit on $167,844,606 in similar period year ago. No provision was required for income taxes due to loss carry-forward. Avco sold its Bendix home laundry business to Philco, discontinued its Crosley TV-radio-appliances, last Nov.

National Telefilm Assoc. offered new $5,000,000 issue of 6% 5-year sinking fund subordinated notes (Vol. 13:24) this week at par through Cruttenden, Podesta & Co., Cantor, Fitzgerald & Co. and Westheimer & Co. At same time, 350,000 common stock shares were offered at $7.75 per share.

RCA second quarter sales are up, profits about same, *Wall Street Journal* reports, making comparison with similar 1956 period. For quarter ended June 30, story says sales were 6% higher than $251,600,000 in corresponding quarter last year, while profits showed little change from the $7,310,000 (47¢ per share) reported then. RCA financial report will be released about July 30. RCA had no 1957 TV or hi-fi factory inventory at end of June, report adds, while last year it had some old model inventory until Sept. Shipments of new line to distributors are said to be running substantially ahead of last year. Bloomington, Ind. TV plant is reported operating on 2-shift basis, having recalled most of 1800 laid off last winter.

Aerovox will have good profit in first 6 months of 1957, despite fact sales were lower than during similar 1956 period, says pres. W. M. Owen. Improved earnings on lower volume are due to operating economies and dropping of some unprofitable lines of resistors and capacitors, he said, adding that he was optimistic about second half. He added part of Aerovox volume decline resulted from TV inventory reduction, that a step-up in TV production "could help us quite a bit." He stated only 30% of Aerovox production goes to TV-radio, compared with 45% two years ago.

C&C Super Corp., which owns pre-1948 RKO feature films, will change name to C&C TV Corp. and turn over all non-TV operations to subsidiary National Phoenix Industries Inc. if stockholders approve company plans at special meeting July 29. Proxy statement proposes distribution of about 4,000,000 National Phoenix shares on basis of one share for each 2 shares of C&C Super, whose TV operations are headed by Matty Fox. Company and consolidated subsidiaries had total operating revenues of $10,664,725, net loss of $1,594,764 in 1956.

Sanders Assoc., Nashua, N. H. manufacturer of electronic components and research & development firm, has filed with SEC for registration of 110,000 shares of non-voting Class A common stock ($1 par). Company plans public issue of 100,000 shares, reserving remaining 10,000 for employes. At least $700,000 of net proceeds will be applied to reduction of bank loan.

Stromberg-Carlson is "bright light" div. of General Dynamics, pres. Frank Pace Jr. of parent company told N. Y. Society of Security Analysts recently. He predicted that it "will be the fastest growing in the future," that overall General Dynamics sales & earnings "will increase substantially" this year over 1956, when net was $31,946,995 on sales of more than $1 billion.

Dividends: Gross Telecasting, 40¢ payable Aug. 9 to stockholders of record July 25; Howard W. Sams, 10¢ July 25 to holders July 12; International Resistance, 5¢ Sept. 3 to holders Aug. 15; Warner Bros., 30¢ Aug. 5 to holders July 19; General Telephone, 45¢ Sept. 30 to holders Sept. 3; National Theatres, 12½¢ Aug. 8 to holders July 25.

Airborne Instruments Lab has been granted exemption by SEC from Investment Company Act of 1940 for non-public sale of $1,000,000 convertible notes to small group of purchasers, including American Research & Development Corp., which has inter-company affiliations with Airborne (Vol. 13:20).

Television-Electronics Fund reports record net assets of $155,073,811 June 30 vs. $128,181,192 year earlier. Net asset value per share increased to $12.46 on 12,443,606 shares from $11.96 on 10,713,875 in period after deduction of 55.7¢ per share paid in realized capital gains.

U. S.-Europe live TV link in 5 years was predicted by NBC pres. Robert Sarnoff in July 10 edition of his newsletter to TV-radio editors, devoted to his recent European trip. He said question most frequently asked him by European TV officials was: "When will we have a live link-up with the American continent?" Europeans are eager for the link, he added, "as a means of generating new interest in new programming." He said western Europe currently has about 10,000,000 TV sets and estimated that number would double within 3 years. "The spark for this expansion must come from programming," he added, "and the best hope for fulfillment appears to lie in the rise of competing commercial services."

Asking for special microwave channels or permission to share telecasting STL frequencies, Jerrold Electronics Corp. pres. Milton J. Shapp told FCC, in testimony during microwave hearing this week, that there are 501 towns of 1500-10,000 population beyond range of reliable direct TV service from stations. He said 375 are within 60-100 mi. of stations, 126 beyond. Need for microwave, he said, is to provide "run-to-town" link from reception point to heart of town where signal may be distributed by CATV system. He stated that cost of cable run from suitable reception point is prohibitive for most of the towns. Analyzing STL distribution, Shapp asserted that use of station STLs is such that sharing of frequencies may be accomplished with no interference problems.

First TV coverage of murder trial in Ark. history started July 10 in Texarkana, where Judge Lyle Brown permitted KCMC-TV, Texarkana, Tex., to film court proceedings. Disregarding American Bar Assn.'s Canon 35 against cameras, judge authorized TV recordings, stipulating only that they be withheld until after end of retrial of once-convicted James Moore on robbery-slaying charges. In addition, newscaster for radio KCMC sat in adjoining room listening to trial through earphones, breaking into programs to give running account.

Unusual public service "network" has been established by Ohio State U's educational WOSU-TV and commercial WHIZ-TV, Zanesville, and WTAP, Parkersburg, W. Va. The 3 uhf stations are cooperating to carry WOSU-TV's *Five & Ten Show*, daily 5 p.m. children's educational variety program, on live basis via private microwave—possibly first daily program originated on educational station for live "networking" to commercial outlets. Additional programs are slated to be added to 3-station schedule later this year.

Polish Govt. has ordered at least $14,000,000 worth of TV sets from Pye Ltd. of London, after company had displayed sets at Poznan fair. Polish Govt. Buying Agency placed immediate order for 12,000 sets, with at least 100,000 more to be delivered later, according to Pye.

FCC allocations actions: (1) Finalized assignment of Ch. 8 to Ainsworth, Neb. (instead of originally assigned Ch. 3), added Ch. 3 to McCook, Neb. (2) Received petition from WTVP, Decatur, Ill. (Ch. 17) to shift Ch. 3 from Champaign, Ill. to some other area to effect deintermixture, giving a uhf channel to WCIA, Champaign.

Single TV application for new station filed this week was by Tele-Views News Co. Inc., Rock Island, Ill. printer of *TV Guide*, for Ch. 8 in Moline, Ill. This brings total to 127 (34 uhf). No translator applications were filed. [For details, see *TV Addenda 24-AA* herewith.]

Translator CPs granted: Ch. 79 & Ch. 82 to Morrison-Knudsen Co., Brownlee Trailer Court, Ore.; Ch. 70 to Town of Pinedale, Wyo.

New inexpensive movie-making technique — high-quality adaptation of the kinescope—is being offered to businesses, educators, etc., in new venture of NBC's burgeoning subsidiary California National Productions Inc. New system, not designed for TV use, is called "Calnatron," offers quick quality films at fraction of cost of conventional methods, CNP says. Using special lighting techniques, film and processing methods, the kines can be made via closed-circuit TV from remote as well as studio locations. NBC's entire film library of stock shots will be made available to Calnatron users for backgrounds, settings, etc. Calnatron operations, concentrated in New York, will be headed by Theodore H. Markovic, under NBC-TV Film Sales v.p. H. Weller Keever.

Advertising agency profits are down, July 12 *Printers' Ink* reports in 1956 survey, first undertaken by magazine since similar 1953 roundup. Study of 315 agencies shows before-tax profits last year averaged only 1.46% of billings, or 9.74% of income including commissions, percentage charges & fees, compared with 10.8% in 1953. Income from TV time & talent increased last year to 11.42% of total from 9.59% in 1953, but income from radio time & talent was down to 7.62% compared with 9.26%. *Printers' Ink* says big reason for lower profits is that "the advertising agency, like other service businesses, can never increase its charges as rapidly as costs increase."

Billion-dollar radio industry can be achieved as "immediate target"—and "then we're going to go on from there"—pres. Robert E. Eastman of ABC Radio told Station Representatives Assn. at meeting July 9 in ABC's N. Y. headquarters. He said ABC is "going to be a constructive force to stabilize rates & values" in support of objective, outlining these network policies: (1) No selling 6-9 a.m. & 4-6 p.m. (2) "Smallest unit of sale—5 min." (3) "No negative selling." (4) "Only live programming." (5) "No expediency selling."

Suits for $3,000,000 for libel & slander on ABC-TV's *Mike Wallace Interviews* show May 19 were filed against ABC July 8 in Los Angeles superior court by police chief Wm. H. Parker and captain James Hamilton, alleging ex-gambler Mickey Cohen damaged them by remarks he made on program (Vol. 13:22-23). Parker demanded $2,000,000, Hamilton $1,000,000, in actions which also named Wallace, Cohen, sponsor Philip Morris, N. W. Ayer agency, 10 "John Does" as defendants.

New by-laws of NBC-TV affiliates, effective at annual meeting Sept. 11-13 at Waldorf-Astoria, N. Y., provide for replacing 9-member executive committee with 10-member board of delegates elected for 2-year terms. Officers of station-network liaison board will be chairman & vice chairman representing basic affiliates, vice chairman representing optional affiliates, secy.-treas. selected from either group. Walter J. Damm of WTMJ-TV & WTMJ, Milwaukee, is chairman of executive committee.

Closed-circuit TV was used for first time in a British art auction this week when Sotheby's of Bond Street used it to show paintings to overflow crowd in the $914,000 auction of collection of late Wilhelm Weinberg. Potential buyers who couldn't get into main room saw the pictures by TV and their bids were relayed to auctioneer by telephone.

Industrial TV training devices are rated according to image clarity in new study, *Visual Principles for Training by Television* (PB 121931), by R. Jackson of Office of Naval Research, available for 75¢ from Commerce Dept.'s Office of Technical Services, Washington 25, D. C.

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SUMMARY-INDEX OF THE WEEK'S NEWS — July 20, 1957

TV COURT COVERAGE fight carried to ABA convention by ABC's Daly; Canon 35 must go, he says. Lawyers await committee report on revision (p. 1).

SAFETY OF PORTABLE SETS reaffirmed by manufacturers, warning public against jumping to conclusions following "electrocution" report (p. 2).

CLOSED-CIRCUIT PAY TV draws congressional attention as Matty Fox pledges start next year. Rep. Chelf demands fee-TV trial (p. 4).

TASO ACTIVITY slowed by Justice Dept. red tape, govt. representatives presiding over panels. New Orleans' cut-mileage Ch. 12 experiment worries AMST (p. 7).

UHF EXCISE EXEMPTION campaign starts anew in Congress, with new bill introduced. Magnuson urges passage; amendment of excise tax bill sought (p. 7).

7,000,000-SET YEAR seen by Motorola, introducing new line, as bullish comments continue—latest from Admiral, Emerson and Sylvania (p. 11).

RCA REPORTS RECORD first-half sales of $564,990,000, more than $38,500,000 higher than previous record; profits up slightly (p. 10).

MBS SALE FOR "UNDER $1,000,000" due next week as RKO Teleradio Pictures concentrates on TV-radio station operation, film syndicate (p. 8).

TV REACHES MORE HOMES than dailies do, new Gallup poll shows; broadcasts preferred 3-to-1 to newspapers for "understandable" news (p. 9).

FTC HITS TV COMMERCIALS for Lanolin shampoo as ad monitors move on cosmetics field; footage aimed at "beauty conscious young girls" scored (p. 14).

ASSAULTING THE COURT-COVERAGE IRON CURTAIN: It's time for courts "to go along with history—and to stop fighting it" with bans on TV-radio trial coverage, ABC v.p. John Daly, in charge of network's news & public affairs, told American Bar Assn. convention this week in N. Y., demanding unrestricted freedom of press for broadcasters.

In vigorous assault on ABA's Canon 35—"the major barrier to our inherent rights under the Constitution"—Daly called for repeal of non-binding but generally-observed lawyers' dictum:

"The taking of photographs in the courtroom . . . and the broadcasting or televising of courtroom proceedings are calculated to detract from the essential dignity of the proceedings, distract the witness, degrade the court, and create misconceptions thereto in the minds of the public and should not be permitted."

Daly said: "Let's set the record straight on a few basic facts," emphasizing that "the news function is broadcasting's first responsibility to the public." He listed commonly-heard objections to TV-radio coverage—and answered them, paraphrasing points in Colo. Supreme Court ruling last year (Vol. 12:9) which authorized individual state court judges to permit cameras & microphones:

(1) Broadcasters are in entertainment field, not protected by freedom of speech—"The Supreme Court of the United States has ruled otherwise."

(2) Broadcasters merely want to satisfy curiosity & entertain public—"Public is poorly informed about the courts; additional coverage will be beneficial."

(3) Publicity-hungry judges & attorneys will play to cameras—"We can't deny the Constitutional right of all citizens just to prevent a few persons from making fools of themselves before a larger audience than usual."

(4) TV & radio violate privacy of everybody in courtroom—"There just isn't a law protecting anybody's privacy on a public matter." Moreover, "Canon 35 violates freedom of the press in that it constitutes censorship."

(5) Cameras, mikes, technicians will make "madhouse" of court—"Industry's agreed to pool its coverage of trials."

Possible softening of Canon 35 by ABA was hinted in report by board of governors to house of delegates that special committee is studying rule. Findings will be presented to ABA meeting next Feb. But Daly was dubious about it:

"Where Canon 35 is concerned, we feel that documentary dynamite not only fails to stampede you; you hardly even look around . . . For us, relaxation of the ban is insufficient; for you abandonment is still unthinkable."

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Meanwhile Daly's arguments for court coverage were supported by results of latest in succession of dozen TV-radio tests in which Circuit Court Judge Lyle Brown permitted KCMC-TV, Texarkana, Tex., to film murder trial across state line in Texarkana, Kan. (Vol. 13:28).

Judge Brown complimented broadcasters on orderly work. Following guilty verdict, other court officers, including defense lawyer Harold Flowers, also agreed that coverage was success. And no complaints were reported earlier when Judge James W. Crawford permitted televising part of perjury trial in Portland, Ore. of Mayor Terry D. Schrunk, who was acquitted by jury.

Score kept by NARTB since 1954 shows similar successes when other telecasters have had access to courts: KWTX-TV, Waco, Tex., murder trial; KEYD-TV (now KMGM-TV), Minneapolis, murder trial; WOAI-TV, San Antonio, hearing; WTMJ-TV, Milwaukee, sentencing; WSM-TV, Nashville, murder trial; WBTV, Charlotte, superior court proceedings; KCSJ-TV, Pueblo, murder trial; WKY-TV, Oklahoma City, general trial coverage; WWJ-TV, Detroit, and WRC-TV, Washington, traffic court.

PORTABLE TV, SAFETY & PUBLIC RELATIONS: Set manufacturers and distributors moved quickly this week to reassure public about safety of metal-cased portable receivers.

Manufacturers rechecked their own safety precautions following July 14 tragedy in which 6-year-old boy was killed in Skokie, Ill. when he reportedly brushed against aluminum TV stand while reaching into kitchen cabinet for a knife. Reports from Cook County coroner's office, where the 17-in. 1958 GE portable was impounded, indicated that receiver's cabinet was in electrical contact with hot (110-v.) chassis, though coroner said tests on set so far were "inconclusive."

Incident received widespread newspaper publicity, including big story by TV editor Jack Gould in July 17 New York Times decrying portables' "hazards" and urging review of safety standards.

Congress stepped into the act next day when Chairman Magnuson (D-Wash.) of Senate Commerce Committee wrote FCC Chairman Doerfer expressing "grave concern" and asking what steps Commission can take "in order to require adequate safeguards to protect the public against this type of a hazard." Magnuson asked if FCC had authority to meet this type of situation. "If not," he added, "I would welcome any suggestions for legislation to meet this problem head-on."

There is only one other case of TV electrocution on record which cannot be traced directly to tampering. It also is said to have involved child and a portable, but what actually happened in this case was never fully explained.

Set makers point out that TV safety record is perhaps better than that of almost any other type of appliance around the home; that over 43,000,000 are in use, including more than 2,500,000 portables.

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Underwriters' Laboratory, whose safety standards are followed by all major set makers, took wait-&-see approach, stressing that full facts in case aren't known, that the allegedly faulty set hasn't

yet been examined to determine responsibility for the trouble. An official expressed regret that so much publicity was given the case before "the cause of the fatality is actually known."

"There's no reason why a TV receiver complying with our requirements shouldn't be as safe as any other appliance," we were told by UL assoc. managing engineer Arnold Smoot. "It's certainly possible that we may make changes in our rules, but not until all the facts are known. We have felt that, considering everything—including the economics of TV receivers—our standards are entirely adequate." He said Underwriters had never even heard a complaint involving a GE portable.

There was immediate public reaction. GE said its offices have been receiving calls from owners of its portables asking for servicemen to check their sets for shock hazard. Company ordered immediate field tests of its TV sets, and at week's end a check of stocks in hands of distributors and in factory hadn't turned up a single defective one.

GE engineers said a preliminary check of the set involved in tragedy showed that it had been damaged—but there were also reports that it was dropped after the reported electrocution.

Like other set makers, GE said that every set is normally tested for safety before it leaves factory, and that Underwriters' standards are rigidly followed.

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Despite its widespread publicity, the incident has caused no consumer panic, set manufacturers agreed. We contacted a number of them, and all agreed there was no drop in sales of portables or any other kind of sets this week. Nor was there any evidence that people were afraid to use their sets.

Set makers do realize they may have a public relations problem on their hands. RCA and Admiral wired distributors spelling out in detail the safety factors in their portable sets.

None of the manufacturers we contacted could understand how accident could have happened unless set had been tampered with or improperly serviced.

Admiral pres. Ross D. Siragusa said portable TV sets are no more dangerous than AC-DC radios, which have used similar hot-chassis principle for past 25 years—"and more than 100,000,000 of these are in use today."

Emerson pres. Benjamin Abrams said all receivers leave factory with proper insulation and instructions for servicing. Unless tampered with or improperly serviced, he added, such an accident never could have happened.

Most set makers, like Motorola, expressed interest in taking any further steps possible to add further safeguards to what they consider an already safe set.

In Chicago, meanwhile, Coroner McCarron began assembling "blue ribbon" jury of electrical & TV experts—with assistance of Illinois Institute of Technology—to examine the receiver involved in tragedy, as well as factory-fresh portables from other manufacturers. Jury is due for fact-weighing session July 30.

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Always feuding with manufacturers, pres. Frank Moch of National Alliance of TV & Electronic Service Assns. (NATESA), with headquarters in Chicago, called conference of his board to draft statement which he hopes servicemen will have their customers sign when a portable is fixed. Draft statement says flatly: "This set can cause electrocution." It adds that serviceman has taken all possible precautions and has checked set after servicing, but that he is not legally liable for any injuries.

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Manufacturers emphasized that there is some danger in any appliance if misused or improperly serviced; that a power lawnmower can amputate toes, a gas range can cause asphyxiation, an electric iron can burn down a house. Almost daily, misused or damaged electrical appliances cause electrocution, but these incidents no longer get nationwide publicity.

Meanwhile, industry seems to be faced with potential problem similar to those of TV's early days—the days of picture tube implosion scares, X-ray and sterility scares, eyestrain scares.

PAY-TV PENDULUM SWINGS TO WIRED SYSTEMS: Subscription-TV spotlight turned again to closed-circuit approach this week—in lull between comments and counter-comments (due July 22) on FCC's proposal for trial of broadcast fee TV—as Skiatron TV's Matty Fox assured a Congressional committee that people will be paying-as-they-see next year in Los Angeles, San Francisco or New York, that he has adequate financial backing, that programs will be cheap, that his wired pay TV will give people programs they couldn't see on free TV. Baseball, f'rinstance.

On FCC's pay-TV front, business was mostly mail-order, with these letters going back and forth:

(1) From Commission to Chairman Celler (D-N.Y.) of House Judiciary Committee, in answer to his letter of last week demanding that Congress be permitted to decide question of pay TV (Vol. 13:28). Letter, approved unanimously by FCC, said, in part:

"We agree that Congress could reach the conclusion that the use of radio frequencies for a subscription-TV service should be prohibited. However, in the absence of Congressional action . . . the Commission is obligated to abide by the provisions of the Communications Act and the Administrative Procedures Act [and] we believe it is FCC's duty to make some disposition of the pending petitions . . .

"On the basis of these comments and reply comments we will carefully examine the problems involved in a determination of the proper scope of trial demonstrations and the Commission's power under the present law to safeguard the public interest adequately during a trial period."

(2) From Rep. Chelf (D-Ky.), also a Judiciary Committee member, to Chairman Doerfer, urging trial of fee TV without further delay, expressing opinion that FCC has "full, complete and final authority" and warning it not to "allow anybody, no matter what position he may hold in or out of Govt., to attempt to either pressure or intimidate you."

Letter referred to Rep. Celler's opposition to fee-TV trial, and Chelf repeated the oft-denied charge that RCA chairman Brig. Gen. David Sarnoff "tried to buy the patents of pay-as-you-see TV from its inventors when it was first developed."

(3) From Gen. Sarnoff to Chairman Doerfer, denying as "utterly false and untrue" Chelf's statement that he tried to buy subscription-TV patents, blaming "the president of Zenith Radio Corp." for originating the report, and reiterating his belief that pay TV would "cripple this great democratic medium for the free dissemination of ideas, education and entertainment to all the people of America."

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House anti-trust subcommittee's hearings on professional baseball meanwhile delved again into closed-circuit subscription-TV issue this week. As did Dodgers Pres. O'Malley (Vol. 13:26), Giants Pres. Stoneham told hearing that he had tentative contract with Skiatron TV to carry his team's games on toll TV next season if team moves to west coast or on expiration of current TV commitments (3 years) if team stays in New York. He said contract guarantees Giants one-third of gross, with specific minimum which is larger than the $730,750 Giants received from TV in 1956.

Just before Stoneham's appearance in Washington, San Francisco Mayor Christopher let out a groan heard coast-to-coast after Pacific Telephone Co. pres. Mark Sullivan observed that it would cost $30-$60,000,000 to wire San Francisco Bay Area and this money "was not forthcoming immediately."

After conferring with Skiatron officials later, however, Sullivan—while still maintaining project involved "tens of millions of dollars" and "thousands of man-years"—said it was "well within the range of commercial possibility."

Television Digest with Electronics Reports
WYATT BUILDING, WASHINGTON 5, D. C.

MARTIN CODEL, Editor and Publisher; ALBERT WARREN, Senior Editor; ROBERT CADEL, Business Manager; DAVID LACHENBRUCH, Associate Editor; JAMES S. CANNON, Trade Reports Editor

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Sullivan scotched reports that telephone company has signed contract with Skiatron or that it would put any risk capital into the venture. He indicated that PT&T is considering contract to let Skiatron use its poles and conduits, and stated:

"We have decided that our company cannot enter into a speculative business. We might put in some money on a guaranteed basis. Costs must be borne by TV people or guaranteed in some fashion."

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Skiatron pres. Matty Fox, star pay-TV witness before Rep. Celler's subcommittee, drew interested attention as he explained his plans to "go nationwide," to wire up cities "in a great many places." In response to questions, he made these points:

(1) Sullivan's estimate of $30-$60,000,000 to wire San Francisco area did not apply to Skiatron system. He said "wire grid system" covering greater Bay area would cost about $6,000,000, for Los Angeles County under $12,000,000—not including connecting loops to homes or decoder attachments. He didn't say what they'd cost.

(2) He could start operations 4-6 months after beginning to wire San Francisco, could give service to all TV homes in Los Angeles County in 11 months. He promised service could begin to some homes either on coast or in New York (outside of Manhattan) by 1958 baseball season.

(3) Skiatron would charge subscribers $3 monthly covering installation and rental which would include 2 pay-TV channels and one free "hi-fi music" channel. Then, viewers would pay on per-program basis through Skiatron's IBM card system. He said no specific charge had been decided for baseball games, but 50c-$1 had been discussed with O'Malley.

(4) He's negotiating for other program attractions and for wiring other cities. Skiatron wouldn't put on any programs that public could ordinarily see free. He added that without pay TV, baseball games would soon be withdrawn from TV to preserve box office.

(5) He owns 87½% of Skiatron TV, only stockholders are "myself and another fellow" (unidentified). Company has no corporate tie with Skiatron Electronics & TV Corp., which developed system.

(6) Discussions and tentative agreements with Giants & Dodgers aren't limited to closed-circuit TV, also apply to on-air fee TV, if authorized.

Celler and other congressmen listened attentively and politely, asked few questions. At one point, however, Celler told Fox: "I think you better be prepared for state legislation [to control rates] if there aren't already regulations which apply."

Rep. Rogers (D-Colo.) injected only harsh note into proceedings when he said: "From the letters that I have received, the public is pretty much in opposition to paying for programs."

Limited Red China coverage by U. S. newsmen was proposed July 18 by Secy. of State Dulles to TV-radio-press representatives as modification of outright ban on travel there (Vol. 13:17), but they insisted on removal of all restrictions. Dulles suggested that dozen reporters, presumably selected from newspapers & news organizations which now have foreign bureaus, be permitted to go to China mainland for 6-month trial period. Disagreement with compromise was expressed at State Dept. conference by committee composed of pres. Theodore Koop of Radio-TV News Directors Assn., chairman Robert Hurleigh of Radio & TV Correspondents Assn., ANPA pres. Wm. Dwight, J. Russell Wiggins of American Society of Newspaper Editors, editor Henry R. Luce of *Time*. Next step: State Dept. will try to find out how many correspondents would go if China ban is lifted.

Peru will get TV by Nov., according to RCA International, which announced this week that Radio America Co. has ordered 2-kw transmitter, 2 camera chains and studio equipment for installation in Lima.

Slow-starting "watchdog" probe of FCC and 16 other govt. agencies by special House Commerce Oversight Subcommittee, headed by Rep. Moulder (D-Mo.), moves another step July 22 when it meets to pick staff director. Leading candidates for job are J. E. (Buck) Taylor, 1944-52 attorney general in Moulder's home state, and Bernard Schwartz, director of NYU's Institute of Law. Set up 3 months ago with $250,000 appropriation to see whether regulatory agencies are administered properly (Vol. 13:22), Subcommittee isn't expected to get down to hearings before fall or winter, when FCC will be No. 1 investigative target. Staff so far consists of chief investigator Baron I. Shacklette, consultant Dr. Walter M. W. Splawn, attorneys Mary Louise Ramsey & Joseph T. Conlon Jr., clerk-coordinator Herman Clay Beasley.

Asking WJZ call letters for newly purchased WAAM, Baltimore, Westinghouse told FCC history of the call: Owned by Westinghouse for radio in Newark 1921-23, then transferred to RCA and moved to N. Y., later sold to ABC and changed to WABC—unused since.

Personal Notes: Sylvester L. (Pat) Weaver retained by Kaiser Industries Corp. to direct all of its TV advertising activities, including new weekly 60-min. *Maverick* drama on ABC-TV, to be produced by new company owned jointly by Kaiser, Warner Bros. & AB-PT; Weaver and his associates assume the Kaiser duties in addition to their Program Service networking organization; **Mort Werner**, NBC v.p. for daytime programming, Aug. 19 joins Kaiser in executive capacity with responsibility for all "internal TV activities of the affiliated Kaiser companies;" he'll be elected a v.p. . . . **Stanley Moldow** promoted to film coordinator of CBS TV Film Sales . . . **Eugene R. Myers** named mgr. of CBS Radio spot sales, St. Louis . . . Herman Rush resigns as v.p. & director of Official Films to establish own business . . . **Ben A. Hudelson**, ex-Westinghouse Bcstg. Co., named production mgr. of WRCA-TV, N. Y. . . . **Bob Lemon** resigns as gen. mgr. of WTTV, Bloomington-Indianapolis after 8 years with Sarkes Tarzian organization, says he has no immediate plans . . . Tom Sheeley promoted to operations mgr. of KELO-TV, Sioux Fals, S. D., J. C. Johnson to mgr. of satellite KPLO-TV, Reliance . . . A. Schneider, first v.p. of Columbia Pictures, assumes duties of late exec. v.p. Jack Cohn; A. Montague named v.p. in charge of distribution . . . Chester R. Cooper promoted from Triangle Publications program dept. to program mgr. of WNHC-TV, New Haven . . . **Harry Travis** promoted to v.p. & asst. gen. mgr. of WNEM-TV, Bay City-Saginaw, Tom Matthews to operations director; John J. Keenan resigns as sales mgr. to join WINT, Ft. Wayne . . . **Kendall Smith**, ex-WHYN-TV, Springfield-Holyoke, Mass., joins upcoming WTIC-TV, Hartford, as asst. program mgr. . . . **Mrs. Anne Kohler** promoted to v.p. of Roger Wade Productions . . . **Robert Schultz**, ex-Perceptual Development Labs, St. Louis, named sales mgr. of Shamus Culhane Productions . . . **Ken Bagwell**, ex-radio KXYZ, Houston, named asst. national sales mgr. of WTVJ, Miami . . . **Sheldon W. Peterson**, ex-KLZ-TV, Denver, joins WTCN-TV & WTCN, Minneapolis-St. Paul, as news & special events director . . . **Edward M. Gray**, NTA v.p., named head of NTA's new Famous Films-Programs for TV div. to supply low-budget specialized programming, headquartering at 8721 Sunset Blvd., Hollywood; Cy Kaplan appointed special asst. to NTA sales v.p. Harold Goldman, N. Y. . . . **Robert Livingston** promoted to Pacific Coast mgr. of CBS-TV sales, succeeding late Frank Samuels.

Obituary

James M. Cox, 87, Democratic Presidential candidate in 1920 and 3-term Governor of Ohio who had wide newspaper & radio-TV interests, died July 15 in Dayton home. His health had been failing several years during which son James Cox Jr. assumed management of properties, but he was at work last week at *Dayton Daily News* when fall led to fatal heart attack. He bought *News* in 1898 with borrowed $26,000, spread from it into political-publishing-broadcasting career. Properties included *Dayton News* and *Journal-Herald* (WHIO-TV & WHIO), *Atlanta Journal* and *Constitution* (WSB-TV & WSB), *Miami News* (part of WCKT & WCKR), *Springfield* (O.) *Sun* and *News*. He served in Congress 1909-13, was Ohio Governor 1913-15, 1917-19, 1919-21, lost to Warren G. Harding in Presidential campaign in which he carried on Woodrow Wilson's League of Nations fight. Many newspapers eulogized Cox, while bipartisan tributes were paid in Senate & House this week. Surviving in addition to widow and James Cox Jr. are another son, 2 daughters, 5 grandchildren.

ADVERTISING AGENCIES: **Jere Patterson**, ex-*Life*, joins Erwin, Wasey & Co. as exec. v.p. . . . **Harry S. Bean** elected a v.p. of BBDO . . . **Gilbert L. Burton**, gen. mgr. of Guild, Bascom & Bonfigli, elected a v.p. . . . **Fred Becker** named TV-radio director of Roy S. Durstine, San Francisco . . . **Robert J. Black**, ex-Hicks & Greist of Cal., named a v.p. of Calkins & Holden, Los Angeles . . . **Ruth Chilton** named TV-radio director of Robinson, Adleman & Montgomery, Philadelphia.

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One of FM's greatest enthusiasts, Capt. W. G. H. Finch (USN-ret.) is on air again—this time with a multiplex operation at Brookfield, Conn. Associated with him is another retired Navy captain, A. J. Detzer. Finch had once operated WGHF, New York, a pioneer FM station, was an early experimenter with facsimile. New station is WGHF-FM, operates on 95.1 mc with regular service, also offers stereophonic sound through multiplexing—latter carrying no commercials, aimed primarily at commercial establishments. Finch's last active duty with Navy was as chief of patents. Detzer was also an electronics specialist, served as chief of staff, New York Navy Base, before retirement in 1951, most recently was exec. v.p. of Haller, Raymond & Brown electronics research & development firm.

Lawrence Creshkoff, ex-asst. director of Boston's educational WGBH-TV & WGBH-FM, named director of Chelsea closed-circuit TV project, Ford Foundation-backed experiment which will bring special educational TV programs to homes of 608 low-income families in New York's John Lovejoy Elliott Houses (Vol. 13:16).

Wm. H. Bauer, FCC patent adviser, retires Aug. 31 to enter private practice. With Govt. 42 years, with FCC since 1935, he worked persistently in attempt to get Commission to adopt strong rules governing TV-radio patents. In letter of resignation tendered to gen. counsel Warren Baker, he stated: "As you know, I have a number of times, in memoranda and orally, pointed out to the Commission that my work is ineffective without patent rules such as defined, and the purposes and benefits stated, in Comr. Lee's dissenting statement to the Commission's recent Report & Order terminating rule-making proceedings in Dockets 10090 & 11228. It is my hope that I will find a way to continue my work for the adoption of such rules by the Commission."

Three-point cold war plan was advocated by RCA chairman Brig. Gen. David Sarnoff in interview with Drew Pearson for column syndicated July 15. Sarnoff said U. S. should: (1) Spend 1/10th of military budget in propaganda contest with Russia. (2) "Set up a strategic board for political defense equivalent to the Joint Chiefs of Staff." (3) Change name of VOA to "Voice of America—For Freedom & Peace." He argued: "No investment to win the cold war is exorbitant when measured against the cost of a bombing war."

New AT&T govt. communications mgr. in Washington is Robert E. Gradle, replacing Claude M. Blair, promoted to asst. treas. in N. Y. headquarters. In other Washington div. promotions, AT&T named Ernest H. Crabb commercial mgr., Arthur L. Winner plant supt.

New rep: KOB-TV, Albuquerque, N. M. to Petry July 1 (from Branham).

TASO, the all-industry uhf-vhf crash-research organization, appears to be running into some trouble—apparently largely due to Justice Dept.'s insistence on controlling panels if anti-trust possibilities are to be minimized. Chairmen of panels are chafing, because Justice insists govt. representative must actually preside—making chairmen something even less than figureheads. Panel 2, on receivers, hasn't met for months—has no date to meet—manufacturers being understandably shy in view of Justice's refusal to guarantee anti-trust immunity for panel actions.

Another uhf-vhf development being watched closely is proposed experimental operation of WJMR-TV, New Orleans (Ch. 20), planning to test Ch. 12 at site 162½ mi. from WJTV, Jackson, Miss. (Ch. 12), instead of rules-required 190 mi. Commission has ordered WJMR-TV's Ch. 12 power kept at no more than 40 kw towards WJTV, but latter still fears interference. Legally cautious, Commission has ordered WJTV to "show cause" why the WJMR-TV operation shouldn't be permitted. Maximum Service Telecasters members have joined WJTV in fighting the mileage-cut experiment.

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A long fight evaporated this week when WMUR-TV, Manchester, N. H. (Ch. 9) dismissed application to sell to Storer Bcstg. Co. after sale agreement expired July 7. Storer loosed blast at applicant TV for New Hampshire, which participated in blocking sale by filing for Ch. 9 at WMUR-TV's renewal time, calling the application "almost without precedent." WMUR-TV is retaining application to move nearer Boston.

One vhf CP was granted—KSOO, Sioux Falls, S. D. (Ch. 13)—along with 3 translators: Ch. 71 & Ch. 74, Flagstaff, Ariz.; Ch. 72, Susanville, Cal. Two CP-holders were told to ask for hearings to show why they haven't built—or surrender grants: KOLF-TV, Flagstaff (Ch. 9); KAMT-TV, Alpine, Tex. (Ch. 12).

Sole FCC allocations action was to start rule-making on conflicting proposals to assign Ch. 12 to Mankato, Minn.; Fairmont, Minn.; Estherville, Ia.

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Three applications for stations and 5 for translators were filed with FCC this week, bringing total pending to 129 for stations (35 uhf) and 43 for translators. Station applications were: (1) For Los Angeles, Ch. 34, by Sherrill C. Corwin, who holds CP for KBAY-TV, San Francisco, and owns 15% of KAKE-TV, Wichita, with interests in 4 Cal. AMs; (2) for Moline, Ill., Ch. 8, by group headed by H. Leslie Atlass Jr.; (3) for Farmington, N. M., Ch. 12, by group including owners of radio KVBC and local community antenna operator. Translator applications were for 3 channels in McGill, Nev., one each in La Grande, Ore. and Benton City, Wash. [For details, see *TV Addenda 24-BB* herewith.]

Quick Senate confirmation of Frederick Ford as FCC commissioner appeared assured this week following July 19 hearing by Senate Commerce Committee in which no opposition was heard and all of Committee's members praised nominee highly. Senators' questions in 45-min. hearing concerned expediting of pending FCC cases, recognition that FCC is "arm of Congress," importance of educational TV. Sen. Revercomb (R-W. Va.) testified in Ford's behalf. Committee recessed hearing until July 24, when Ford's current boss—Deputy Attorney General Wm. Rogers—will testify.

HELP-UHF campaign to exempt all-channel sets from 10% manufacturers' excise tax—now a hardy perennial—started anew this week with aim of amending House-passed excise tax revision bill (HR-7125) either before or after it is reported out of Senate Finance Committee. Opening gun was fired in featured Sunday TV article July 14 by *New York Times'* Jack Gould, who pointed out the unanimity with which entire industry endorses proposal and expressed hope that Treasury Dept. would reconsider its opposition.

Gould's column was inserted in *Congressional Record* by Senate Commerce Committee Chairman Magnuson (D-Wash.) with the notation that "every impartial group, every Congressional committee that has looked into this subject matter, as well as the FCC, has strongly recommended the removal of the Federal excise tax on all-channel sets . . . "

Meanwhile, Rep. Ikard (D-Tex.) reintroduced his bill, which died in committee last session, to accomplish the exemption (HR-8675). Committee For Competitive TV also got to work on the issue this week, is pushing for amendment of HR-7125 from floor in both House and Senate. Senate Finance Committee still has set no date for consideration of excise tax revisions.

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Translator starts: K75AD, Blythe, Cal. began July 11 repeating KRCA, Los Angeles, reports Paul Micalizio, secy. of Palo Verde Valley TV Club, also operator of K71AB there and holder of CP for K79AA. W79AA, Claremont, N. H. is on air with equipment tests, reports Bill Putnam, pres.-gen. mgr. of parent WRLP, Greenfield (Ch. 32), satellite of WWLP, Springfield (Ch. 22). K83AB, Santa Rosa, N. M. began equipment tests July 3, repeating KGGM-TV, Albuquerque, reports E. M. Lucero, pres. of local Chamber of Commerce, owner. K77AC, John Day, Ore. plans start by Aug. 1, repeating KIDO-TV, Boise, reports R. W. Southworth, pres. of John Day Valley TV Inc. operator of K72AG there. K70AW, Pinedale, Wyo., plans Aug. 1 start repeating KID-TV, Idaho Falls, reports Glen W. Wise for owner, Town of Pinedale.

Power & height increases: WMT-TV, Cedar Rapids, Ia. (Ch. 2) began telecasting from its new 1355-ft. tower July 17; WHP-TV, Harrisburg, Pa. (Ch. 55) July 12 increased power to 514-kw ERP, plans boost to 1000-kw in several months; WEAU-TV, Eau Claire, Wis. (Ch. 13) July 11 to 310-kw; CKVR-TV, Barrie, Ont. (Ch. 3) July 9 to new 740-ft. tower with 26.7-kw; WJTV, Jackson, Miss. (Ch. 12) plans boost to 316-kw Aug. 10.

Rate increases: WTMJ-TV, Milwaukee, Aug. 1 adds Class AA hour (6:30-10 p.m., daily) at $1450, 20 sec. at $275, Class A hour going from $1150 to $1250. WSYR-TV, Syracuse, July 1 raised base hour from $900 to $1100, min. $175 to $200. WBRZ, Baton Rouge, Aug. 1, hour $300 to $400, min. $65 to $90. **Note:** KAKE-TV, Wichita, $675 hourly rate reported last week (Vol. 13:28) is for combination including affiliated KTVC, Ensign, Kan.

WHYY-TV, Philadelphia (Ch. 35, educational), delayed by controversy over station control, now has Sept. 16 programming target, following reorganization of board of directors, giving greater representation to school board and city council. Public school authorities have approved payment of $100,000 to station, withheld pending outcome of dispute.

Video tape for Ampex recorders is now commercially available from Minnesota Mining & Mfg. Co. in 4800-ft. rolls at $306 each.

Telecasting Notes: Drive to preserve New York's film production industry got sympathetic ear of Mayor Wagner this week at meeting with representatives of Film Producers Assn. of New York. Wagner designated city's first Asst. Corporation Counsel Leo A. Larkin to meet with group July 25 to provide whatever immediate assistance is necessary to head off the widely heralded (but undocumented) exodus of TV film commercial production to west coast . . . **New York film companies** asked mayor to name special coordinator "to promote and expedite civic cooperation with respect to location permits, revision of antiquated fire regulations, clarification of sales tax provisions [on commercial films] and encouragement generally of film producers to schedule shooting in New York City . . . City's **non-theatrical** film industry, FPA pointed out, is $70,000,000 business, employing 25,000 in production, laboratory and creative posts . . . **MCA's Revue Productions** is No. 1 in this year's TV film production race, reports July 15 *Billboard*, which says it has $20,800,000 worth of business in the works and planned. Same article reports that top 4 companies account for about half of this years' TV film output; in addition to Revue, they are Desilu with $15,875,000 gross (largely being produced for others), Screen Gems with $10,200,000 and Warner Bros. (newcomer to the top ranks) with $8,000,000. Others, in order, are McCadden ($5,600,000), 4 Star ($5,500,000), Ziv ($4,800,000), Disney ($4,000,000), Don Fedderson ($3,200,000), Official Films ($3,100,000) . . . **MGM-TV's first TV film series**, *The Thin Man*, has been purchased by Colgate-Palmolive on 26-week contract for Friday evening NBC-TV exposure beginning next fall . . . **Revlon seeking injunction** to prevent Hal March, m.c. on its *$64,000 Question*, from taking on similar duties on NBC-TV's *What's the Use?;* both shows are owned by Entertainment Productions Inc. . . . **Second sponsor** has been signed by Pat Weaver for his Program Service network's *Ding Dong School*, which starts Aug. 26 on 8 stations—Climax Industries, for Kid-O, synthetic modeling compound, buying unspecified number of participations thru Hicks & Greist Inc.

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Plumping strongly for TV-radio use of microwave facilities, NARTB pres. Harold E. Fellows and engineering mgr. A. Prose Walker testified this week in FCC's above-890-mc hearing, documenting value of remotes and STLs. Walker made these specific recommendations: (1) Use of 940-952 mc exclusively for aural STLs. (2) Exclusive use of 1990-2110, 6875-7050 & 12,700-13,200 mc, with TV-radio foregoing sharing of 2450-2500 & 10,500-10,700 mc. (3) The 3 channels in 7050-7125 mc, allocated to TV-radio but "temporarily" reserved for sole use of common carrier should be made available to TV-radio on same basis as other channels in these bands. Walker noted that most remote equipment has been in 7000-mc band but said he expects equipment development in 2000 & 13,000 mc range to ease congestion. Also testifying this weeek was John Boler, North Dakota telecaster (KXJB-TV, Fargo, etc.), who launched severe attack on AT&T, saying he's paid $364,211 in 2½ years for 8-hour-daily service he could have provided himself for $90,000—24 hours a day. Last April, he said, after he told AT&T he could no longer afford service, basic tariffs were cut from $10,650 to $4580 monthly. He asked for investigation, called AT&T "vicious, arrogant and arbitrary."

Primary affiliation of WFAA-TV, Dallas, with ABC-TV is effective Sept. 9, following termination of arrangement whereby WFAA-TV and WBAP-TV, Ft. Worth, shared both NBC-TV & ABC-TV (Vol. 13:28).

SALE OF MUTUAL Broadcasting System for "under $1,000,000" to syndicate headed by Paul Roberts, mgr. of KRKD-FM, Los Angeles, is expected to be agreed upon next week. Not involved in sale are any of the stations owned by MBS' parent RKO Teleradio Pictures Inc. Assets to be transferred include contracts with 480 affiliates, good will, contracts for AT&T lines, contracts with talent, office equipment, etc.

No official word at all was forthcoming from principals, but considerable partial information was floating around. Roberts wasn't telling who his backers were, but one may be Roger L. Stevens, investment broker and theatrical producer ("Tea & Sympathy," "Bus Stop" and other hits). Stevens told us he may or may not lend Roberts group some money. "That would be my only connection," he said. "I'm not interested in radio—but I'd only have a small amount involved, if any. I understand Roberts doesn't have a deal yet. I don't know who else has been approached for loans."

Apparently, the Thomas F. O'Neil enterprise is being sold because O'Neil chooses to concentrate on his profitable TV-radio station holdings: WNAC-TV & WNAC, Boston; KHJ-TV & KHJ, Los Angeles; WOR-TV & WOR, New York; WHBQ-TV & WHBQ, Memphis; radio KFRC, San Francisco; ⅓ of CKLW-TV & CKLW, Windsor-Detroit, along with Don Lee and Yankee Networks, RKO Teleradio film syndicate; is buying radio WGMS, Washington.

MBS spokesmen were quick to scotch rumors network is going out of business, pointing to new business signed this week. Network currently has only 63 employes. It was started in 1934 by WOR, New York; WLW, Cincinnati; WGN, Chicago; WXYZ, Detroit. In 1943, parent of RKO Teleradio Pictures and MBS, General Tire & Rubber Co., began buying into groups holding part of network. General Tire obtained controlling interest in 1952.

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Sale of KERO-TV, Bakersfield (Ch. 10) for $2,150,000 by Gene DeYoung & associates to Wrather-Alvarez Bcstg. Inc., operator of KFMB-TV, San Diego (Ch. 8) & KFMB (Vol. 13:11) was approved by FCC. However, approval was with following conditions: (1) Agreement KERO-TV has with KFSD-TV, San Diego, not to increase coverage by either station is to be cancelled. (2) Grant is subject to action FCC may deem necessary as result of court proceedings regarding sale. (3) Grant is subject to FCC action on petitions regarding Ch. 10. Sale has been protested in courts and with FCC by Robert K. Strauss, 10% owner of WITI-TV, Milwaukee, who is suing sellers, charging abrogation of contract to buy KERO-TV (Vol. 13:17).

Transfer of KSBY-TV, San Luis Obispo (Ch. 6)—formerly KVEC-TV—to owners of KSBW-TV, Salinas-Monterey (Ch. 8) was approved by FCC. Former co-owners John C. Cohan & Jerome Kantro get $25,000 each, plus advances they made to station, and KSBW-TV assumes $372,021 obligations (Vol. 13:22). Cohan is pres. & 32% owner of KSBW-TV & KSBW, Kantro 5%. Also approved was transfer of radio KVEC to Cohan, who pays Kantro $50,000 for 50%, becomes 100% owner.

Frank J. Russell's WDMJ-TV, Marquette, Mich. (Ch. 6) has purchased CP for WJMS-TV, Ironwood, Mich. (Ch. 12), provided FCC will permit Ironwood operation as satellite and construction of private intercity relay. Seller Wm. L. Johnson, also owner of radio WJMS, is to receive $10,000 out-of-pocket expenses.

TV HOMES outnumber newspaper homes — and editors had better "take stock" and "plan accordingly" if they "want the newspaper to maintain its present strong position" against TV competition, according to report by American Institute of Public Opinion being prepared by Dr. George Gallup for fall publication.

Reporting "disturbing" and "rather startling" findings in survey to American Society of Newspaper Editors convention July 11 in San Francisco, Dr. Gallup said special poll based on 7000 interviews showed that:

(1) "As of June 1, a total of 41,000,000 households had TV receivers. The number getting a daily newspaper at that time was 39,000,000." (NBC estimates 40,000,000 TV homes as of July 1, Vol. 13:28).

(2) ". . . only one adult in 5 gets his news, on a typical day, solely from newspapers. And as many persons listen to news on radio before 9 a.m. as read a newspaper before 9 a.m. And as many look at TV news after 6 p.m. as read a newspaper in this time period."

(3) "Radio won by a vote of nearly 3 to one" in answers to question whether newspapers or broadcasts were preferred if only 15 minutes could be spared for news. And TV won by the same margin." Why? The people who voted for radio or TV said that broadcast news is more understandable, easier to get."

(4) "It is too much to expect people to pay more money [in increased price] for a newspaper whose editorial emphasis is on the very same news which these people have already heard on their radios, or seen on their TV sets."

Dr. Gallup warned ASNE that TV & radio "competitors are on the march, experimenting constantly with new types of material, new techniques, new forms of presentation." Nevertheless: "The evidence is overwhelming as to the basic strength of the newspaper with the American public."

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Communications systems survived simulated atomic attacks this week in Operation Alert 1957, ODM officials indicated July 19 at close of nationwide exercise in which 167 nuclear weapons were assumed to have destroyed 155 key target areas. Reports of presumed damage to broadcasting, telephone & telegraph facilities were charted by ODM's Emergency Communications Agency in secret relocation center, where it was estimated that vital inter-city messages could have been sent & received despite attack—and adequate services to peripheries of bombed-out areas restored by end of week. Maj. Gen. Jerry V. Matejka (ret.) was acting ECA administrator for tests.

DuMont appoints 10 distributors for new industrial TV line: Audio Equipment Co., Detroit; Engineered Electronics Inc., Pittsburgh; Hunter & Bell Inc., Buffalo; A. B. Loudermilk Co., San Francisco; John A. Morefield Co., Camp Hill, Pa.; N. J. Communications Corp., Kenilworth, N. J.; Research Instruments Corp., Richmond; Sound Systems Inc., Long Island City, N. Y.; J. H. Sparks Inc., Philadelphia; Telephone Electronic Sound Corp., St. Louis.

Control of WTOV-TV, Norfolk (Ch. 27) will be equally held by Louis H. Peterson's Norfolk Bestg. Corp. (WNOR) and Temus R. Bright, FCC this week approving transfer of another share to bring Peterson's holdings to 50% (Vol. 13:27). Norfolk Bestg. also holds 21% of WLVA-TV, Lynchburg, Va. (Ch. 13) & WLVA, and Peterson owns 94% of radio WSSV, Petersburg, Va.

Unique TV audience measurement service is being offered by ARB, surveying all counties in which station claims effective coverage. Report will give total homes reached by each program, average number of viewers per set, percentage of men, women, children watching—in place of ratings stated in terms of percentage of specific "coverage areas." New surveys will be done simultaneously with metropolitan area surveys in order to provide method of evaluation. Effort will be made to interest ad agencies in new method—which will cost $2400-$4000 for one-week survey. Example of new area survey: Memphis area, now being measured, includes 60 counties. Because of overlap in outlying areas, audience data will be supplied only for home market stations. Another area currently being surveyed is Wichita-Hutchinson.

WEWS, Cleveland, makes unique use of precast concrete stave silo for microwave equipment which beams programs from downtown station to transmitting tower in suburban Parma, O. Parabolic antennas are enclosed in circular room with plexiglas windows at top of 16 x 100 ft. structure, thus eliminating weather interference, "particularly bounce caused by high winds." Silo also enables workmen to service equipment by using inside ladder. WEWS chief engineer J. B. Epperson conceived and developed idea; Mann Engineering Co., Pittsburgh, handled construction; Marietta Concrete Corp. built silo.

Deaf-blind communication by electronic Braille was demonstrated July 17 at meeting of World Council for the Welfare of the Blind and Committee on Services for Deaf-Blind in N. Y. Messages are tapped out on typewriter-like machine, transmitted over regular telephone circuit, translated into Braille through pins in "feeling box" at other end. System was developed in labs of Netherlands Telephone & Telegraph Co. at The Hague by Dr. Wm. L. van der Poel & Dr. Gerritt van der May, who is himself deaf & blind.

Educational TV stations average 31 hours on air per week compared with 25 hours year ago, but proportion of live programming dropped to 58% from 60%, according to report released July 17 by Educational TV & Radio Center, Ann Arbor. Survey of 21 stations in week of April 1-7 showed in-school & after-school programs for children increased 52%, most popular categories being music & dance, literature & philosophy, science, national & world affairs. Least scheduled were vocational guidance programs.

Lowell TV Lecturers at Harvard for 1957-58 are Prof. I. A. Richards, critic & language teacher who pioneered in basic English techniques, and Prof. Jakob Rosenberg, art historian. They will give weekly lectures, adapted from college class work, on Boston's educational WGBH-TV. Richards will present "Poetry through TV"; Rosenberg, "History & Appreciation of Graphic Arts." First Lowell TV Lectureships, established by Harvard in 1956, were held by Edwin G. Boring and late Zechariah Chafee.

TV spurs reading, according to annual report of Brockville, Ont. Public Library. Report says librarians should drop fears that TV lures viewers from books, and states that TV's "frequent screening of the classics has directly resulted" in increased library use. For instance: "The juvenile division is bursting at the seams."

Fellowship grants of $2000 each have been given to MIT, Stanford U & U of Ill. by TV Shares Management Corp., principal underwriter of TV-Electronics Fund Inc., for graduate students in electronics. Similar grants totaling $6000 were made last year.

Radio station sales approved by FCC: **WIL, St. Louis, & WWIL, Ft. Lauderdale** by Missouri Bcstg. Corp. for $650,000 by H. & E. Balaban Corp. (⅓), Atlantic Brewing Co., Chicago (⅓) and 4 family trusts (Vol. 13:26) . . . **WLOW, Portsmouth, Va.** by owners of WTOB, Winston-Salem (Ch. 26) for $250,000 to James Bcstg. Co. (Vol. 13:24) . . . **KUTI, Yakima,** by Independent Bcstrs. for $237,500 to Harrison Roddick (Vol. 13:19) . . . **KCRS, Midland, Tex.** by Ruth & Clarence Scharbaur Jr. for $220,000 to Wendell Mayes (Vol. 13:16) . . . **WMEX, Boston,** by Northern Corp. for $215,000 to brothers Robert S. & Max E. Richmond (Vol. 13:21) . . . **WTOD, Toledo,** by Edward Lamb for $122,500 to John L. Booth (Vol. 11:34) . . . **KRKD, Los Angeles & KITO, San Bernardino,** 36⅔% by Richard C. Simonton for $107,500 to parent corp., with Albert Zugsmith increasing holdings from 35⅓% to 55.57% (Vol. 13:26) . . . **KBYE, Oklahoma City,** by co-owners Frank J. Lynch & Kenyon Brown for $90,000 to Great Empire Telecasting Corp. (Vol. 13:11) . . . **WANS, Anderson, S. C.** by J. C. Johnson & associates for $85,000 to W. Ennis Bray, George C. Nicholson & Mrs. John C. Amick (Vol. 13:26) . . . **WHBG, Harrisonburg, Va.** by Rockingham Radio Corp. for $65,000 to co-owners Robert C. Currie Jr. & Frederick R. Griffiths (Vol. 13:25) . . . **KIHR, Hood River, Ore.** by C. H. Fisher for $60,000 to Clarence J. McCredie (Vol. 13:23) . . . **WNTM, Vero Beach,** by Mrs. Naomi Murrell for $52,500 to Frank Spires (Vol. 13:20) . . . **KLOG, Kelso, Wash.** by Northwest Public Services Inc. for $50,000 to J. J. Flanigan (Vol. 13:26). Note: Also approved was transfer by Mrs. Louise P. Pursley of all but 10% of WKAB, Mobile, under refinancing deal to John E. & George D. Hopkinson and Quentin C. Sturm (Vol. 13:25).

Radio station sales reported this week: **WXRA, Buffalo,** by Thaddeus Podbelniak for $175,000 to John W. Kluge, also buying KOME, Tulsa (Vol. 13:28) and owner of stations in Washington, D. C. area, St. Louis, Nashville, Pittsburgh & Ft. Worth . . . **WNAM, Neenah, Wis.** by owners of WFRV-TV, Green Bay, Wis. (Ch. 5) for $154,000 to Neenah-Menasha Bcstg. Co. . . . **KPEG, Spokane,** by Martha & Robert D. Rapp (owners of WINI, Murphysboro, Ill.) for $137,500 to F. Kemper Freeman (46.67%), Elwell C. Case (46.67%) & Mrs. Florence C. Hayes (6.66%) . . . **KSEO, Durant, Okla.** by B. F. & Bennett Story for $60,000 to U of Okla. journalism professor Robert V. Peterson & wife (30% each) and sons Robert H. & Richard P. Peterson (20% each); Petersons also have purchased *Durant Daily Democrat* from Storys.

TV refinement for sidewalk superintendents is provided by Sam Minskoff & Sons Inc., builder of new 34-story office structure at Lexington Ave. & 51st St., N. Y. Closed circuit links camera with three 21-in. receivers mounted on wooden fence along Lexington Ave., giving bystanders close-up of construction details 8 a.m.-4 p.m. daily.

List of firms offering films for co-op TV use has been compiled by TvB. First of kind, it contains 203 company names divided into product categories. Largest groups are household appliances with 43 firms listed, toilet requisites with 17, food products with 14. List is available from TvB.

Hour a day of educational programs will be scheduled beginning next fall by WSOC-TV, Charlotte, N. C. (Ch. 9), which plans to pick up and rebroadcast programs from educational WUNC-TV, Chapel Hill (Ch. 4) daily 9-10 a.m. during coming school year.

Financial & Trade Notes: RCA reported record sales of $564,990,000 for first 6 months of year, a 7% increase over previous first-half record of $526,488,000 in 1956. Net income amounted to $20,311,000 ($1.35 per share) in first 6 months of 1957 compared with $20,037,000 ($1.32) in similar period last year.

Second quarter earnings were $7,501,000 (48¢) on sales of $269,217,000, compared with $7,310,000 (47¢) on sales of $251,640,000 in same period of 1956.

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General Instrument earned $77,454 on $7,042,565 in first fiscal quarter ended May 31 vs. loss of $84,355 on $5,668,079 in corresponding period last year, chairman Martin H. Benedek ascribing firm's bettered position to diversified electronics program. Figures include earnings & sales of Micamold Electronics & T. S. Farley Ltd. of Canada, both bought in 1956, but exclude those of Radio Receptor, acquired in April (Vol. 13:15). Benedek said diversification in industrial & military fields provides "a broader cushion against fluctuations of the TV & radio market while allowing the company to maintain its position as a major supplier of components in the field of 'entertainment' electronics. . . . "

GE reports record sales and earnings for first half 1957—$127,823,000 (1.47 per share) on sales of $2.121 billion, compared with $112,864,000 ($1.30) on sales of $1.958 billion in first 6 months of 1956. Second quarter profits were $63,817,000 (74¢) on $1.072 billion sales vs. $57,902,000 (67¢) on sales of $1.012 billion in similar period last year. Pres. Ralph B. Cordiner said sales of capital goods equipment continued at "high levels," durable goods remained about the same, several home appliance lines "declined in recent months." He blamed drop on smaller number of housing starts, unusual weather—and appliances are "lasting longer before replacement is necessary."

Raytheon reports operating profits of $2,296,000 (81¢ per share) on sales of $111,950,000 in first 6 months of 1957, plus non-recurring gain of $2,671,000 (94¢) from sale of 40% interest in Datamatic Corp. to Minneapolis-Honeywell (Vol. 13:25). Second quarter profits were $1,153,000 (41¢) on sales of $59,680,000. (No comparison with previous year available since Raytheon changed this year from fiscal to calendar year basis.) Pres. C. F. Adams says backlog of govt. business exceeds $250,000,000 despite increased volume of shipments.

United Artists already has grossed $2,500,000 of anticipated $5,000,000 in contracts for 52 films released in May for TV syndication (Vol. 13:21), chairman Robert S. Benjamin reported this week. He said company is headed toward record gross income of around $70,000,000 from theatre & TV films this year for net in excess of last year's $3,106,000 ($3.84 per share). Gross for second quarter ended June 30 was about $3,500,000 ahead of $15,147,000 in same 1956 period.

ORRadio Industries earned $59,700 (13¢ per share on 477,335 outstanding) on sales of $524,400 in 3 months ending May 31, compared with $37,100 (7¢ on 422,515) on sales of $314,300 in similar 1956 period.

International Resistance Co. reports net income of $255,980 (19¢ per share) on sales of $7,667,065 in 25 weeks ended June 23, compared with $111,455 (8¢) on sales of $7,725,097 in similar 1956 period.

Teleprompter Corp. stockholders approved 2½-for-1 stock split, increase in shares from 250,000 to 1,000,000, at special meeting in N. Y. July 15 (Vol. 13:26).

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
July 20, 1957

SETMAKERS SEE SECOND SEMESTER SURGE: Predictions for TV set sales during last 6 months of 1957 continue bullish -- ranging from ebullient to restrained. Add the following to previous string of optimistic judgments:

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(1) Last of the majors to show new line, Motorola held sales convention in Chicago this week, and consumer products exec. v.p. Edward R. Taylor predicted that industry would sell 4,500,000 sets in second half, making year's total 7,000,000. He also forecast 1957 phonograph sales 60% higher than last year, radio up 15%. He could see only 100,000 color sales this year -- "about the same as in 1956." To emphasize Motorola's drive, he said its ad budget would be double that of year ago. For Motorola's new line, see p. 12.

(2) "TV business is beginning to look up," says Emerson pres. Benjamin Abrams, who reports radio has been "fairly good, helped along by hi-fi." However, he said, hi-fi is being "overdone" -- with too many companies climbing on bandwagon.

(3) Admiral pres. Ross Siragusa, reporting June distributors' convention produced orders for 300,000 Admiral hi-fi & TV units -- "second best in the company's history"--looks for exceptionally good last half. Commenting on Greenebaum & Assoc. estimates that Admiral would produce 700,000 sets this year, compared with 900,000 in 1956 (Vol. 13:28), Siragusa said that the 1957 figures excluded Canadian production, whereas 1956 total included some 150,000 Canadian units. Thus, he added, Admiral U.S. production may be running about same as last year in units -- but a far higher dollar total is in prospect.

(4) Sylvania expects larger share of market than the 225,000 sets in the Greenebaum "guesstimate." Robert L. Shaw, TV-radio-gen. sales mgr., declined to give a figure but indicated Sylvania is expecting considerably more. At any rate, company appears to have the capacity to produce. We visited Batavia, N.Y. plant this week, were told it can turn out 12,000 or more sets weekly on single-shift 5-day basis -- more than twice the rate planned when plant was built 3 years ago.

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Business Outlook: Slight hedging on economic forecast is seen in July report of National Assn. of Purchasing Agents' Business Survey Committee, describing business situation as "spotty and mixed." NAPA says "conditions are not quite meeting expectations, and this is causing concern, despite the fact that, in the aggregate, a high level of activity is reported."

"Upswing in the second half" is hope of most of NAPA group members, but they don't have "same degree of assurance that was expressed in the May and June reports."

Majority of members -- 54% -- report production since June about same, 25% say their production is down, 21% list increase. New orders are better for 23%, worse for 29%, unchanged for 48%. However, NAPA says commodity prices were up, due mainly to steel; inventories are coming into balance; employment shows little change.

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Production: TV production was 65,338 week ended July 12, compared with 63,785 preceding week and 62,657 in corresponding week one year ago. It was the year's 28th week and brought TV production for year to date to about 2,847,000, compared with 3,583,668 in same period of 1956. Radio production totaled 110,092 (50,197 auto) week ended July 12, compared with 76,832 (35,714) the preceding week and 105,560 (42,748) in corresponding week year ago. Radio output for 28 weeks totaled about 7,373,000 (2,925,000) vs. 6,942,513 (2,412,933).

Topics & Trends of TV Trade: Shipments of TVs to dealers totaled 2,121,267 in year's first 5 months, when production was 2,178,361, according to RETMA state-by-state report. They compare with shipments of 2,386,108, production of 2,862,177, in first 5 months of 1956. New York again led with 247,590; California was second with 204,582; Pennsylvania was third, 142,634. May shipments were 333,921, compared with 329,710 in April and 326,979 in May, 1956. Here's first 5 months' report (county-by-county tables available to RETMA members):

State	Total	State	Total
Alabama	33,397	New Jersey	74,397
Arizona	13,361	New Mexico	8,749
Arkansas	19,209	New York	247,590
California	204,582	North Carolina	42,277
Colorado	18,459	North Dakota	7,229
Connecticut	34,481	Ohio	118,744
Delaware	4,862	Oklahoma	22,650
District of Columbia	20,620	Oregon	22,624
Florida	77,894	Pennsylvania	142,634
Georgia	43,861	Rhode Island	11,210
Idaho	6,946	South Carolina	18,162
Illinois	124,244	South Dakota	7,323
Indiana	51,613	Tennessee	37,836
Iowa	22,875	Texas	117,459
Kansas	23,342	Utah	9,642
Kentucky	35,919	Vermont	4,376
Louisiana	41,896	Virginia	34,360
Maine	11,083	Washington	33,769
Maryland	29,384	West Virginia	21,992
Massachusetts	61,813	Wisconsin	34,128
Michigan	81,072	Wyoming	4,697
Minnesota	30,111	U. S. Total	2,115,313
Mississippi	20,033		
Missouri	47,267		
Montana	10,917	Alaska	1,460
Nebraska	15,386	Hawaii	4,494
Nevada	3,399		
New Hampshire	5,439	Grand Total	2,121,267

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Motorola's 1958 line, using 90-degree short-neck CR tube in all but carry-over 17-in. portable which has 110-degree, features "Golden Satellite" wireless transistorized remote control tuner which operates on "supersonics generated by a magnetostrictive transducer" to turn set off or on, change channels. Also featured is automatic tube warm-up system which Motorola says adds to life of tubes. Leader 21-in. table model starts at $200, console at $230; 24-in. consolette, $300; 17-in. table model, $170-$180. Upper-end Golden Satellite series has no suggested list. Hi-fi line runs from $35 to $775. Motorola plans ad campaign doubling 1956 expenditures. Harold J. McCormick, ad & sales promotion director, says full page ads will be used every other week in *Saturday Evening Post*, plus 2-page spread in *Life* on Golden Satellite line. Newspaper ads will be used every other week, starting in Sept. in every distributor market, with local newspaper campaign in 100 key cities.

Magnavox dropped in 3 new TV sets this week at Chicago Music Show; 21-in. lowboy console with short-neck 90-degree tube at $300 in mahogany, $310 in oak & cherry; 21-in. combination with 110-degree tube at $595; 24-in. console with 110-degree tube at $390 in mahogany, $400 in walnut, blond walnut, cherry. New hi-fi models introduced range $200-$995.

Hotel-motel styled TV sets were unveiled this week by RCA Victor TV div., using 110-degree tubes: Whitfield (series 21H822), 262-sq.-in.; Ashton (series 17S807), 156 sq.-in. Sets are available in mahogany, walnut, limed oak grained finishes, are alcohol and burn-resistant, have tamper-proof back and hidden volume limiter. Both are table models, have optional metal stands.

FTC has approved consent order prohibiting J. David Paisley Co., St. Louis, from claiming plastic sheet it sells for TV screens will produce same visual effect as color TV (Vol. 13:16), prevent eyestrain or eliminate snow, blurring or haziness.

DISTRIBUTOR NOTES: Admiral appoints Capital Radio & Television Co., 1705 Charlotte Ave., Nashville (Herbert Eskind, pres.) for middle Tenn. and southern Ky., replacing Radio & Appliance Corp. of Nashville; Admiral Distributor-Detroit div. and Independent Distributors Inc., Grand Rapids, for Michigan counties formerly handled in Lansing; Detroit div. will operate branch at 1100 S. Water St., Saginaw . . . **Canadian Admiral** appoints J. Albert Reed Montreal branch manager . . . **Sylvania** appoints Electric Sales & Service Co., Atlanta (Arthur Butts, pres.), replacing Electrical Wholesalers Inc., and Northwest Radio & Electronic Supply Co., 116 E. St. Germain St., St. Cloud, Minn. (branch of Northwest Co., Minneapolis) for TV-radio; Lavender Radio & TV Supply Inc., 1307 E. Hillsboro, El Dorado, Ark., and Superior Radio Parts Co., 1433 E. Main St., Madison, Wis. for electronic tube products . . . **Westinghouse** appoints Walter Frederiksen, ex-Buffalo Electric Inc., Buffalo sales mgr., major appliances; Wm. J. Mara, sales mgr., TV, air conditioners and vacuum cleaners; Roland R. Hand, adv. and sales promotion mgr. . . . **Sues, Young & Brown**, Los Angeles (Zenith), appoints Ed J. Dymek gen. merchandise mgr. . . . **Delmonico International Corp.** names Ray Gincavage v.p.; he's ex-pres. of Olympic of Conn. and Raymond Distributors, New Haven . . . **Allied Stores Corp.** appoints Jay Murphy asst. market rep, TV-radio-hi-fi, replacing Howard Edelman, resigned . . . **Isador Kaufman** resigns as gen. sales mgr., Jos. M. Zamoiski Co. (Zenith), Baltimore.

Canadian Electronic Wholesalers Assn. elects M. L. Poole pres., succeeding John Dunn; W. H. Cowley, v.p.; John T. Rochford, secy.-treas.

Magnavox and Sentinel were charged with "conspiracy and agreement in restraint of trade" and sued for $900,000 treble damages this week by National Sales Co., Rochester, N. Y., former Sentinel distributor. Suit, filed in U. S. District Court, Buffalo, charges that prior to Magnavox purchase of Sentinel (Vol. 12:8), firms reached agreement which had "design and purpose of compelling withdrawal of Sentinel radio and TV receivers from the market" by supplying distributors with faulty equipment so as to "create an unfavorable market" for the brand.

NRDGA report says dept. stores having annual sales volume of $10-$20,000,000 sold 7% fewer TV sets in 1956, compared with 1955, while their radio-phonograph sales increased 31%. Dept. stores with annual sales volume of over $50,000,000 report TV sales increased 4%, radio-phonographs 22%. Figures are contained in *Departmental Merchandising and Operating Results of 1956*, published by NRDGA, 100 W. 31st St., N. Y.

Canadian TV sales by distributors for first 5 months of year were 149,215, compared with 189,059 in similar 1956 period and 218,350 in 1955, reports RETMA of Canada. May console sales were 7983 compared with 9641 in May, 1956; table models were 5833 vs. 10,301. Portable sales in May amounted to 4388 (no comparable figures available for May, 1956).

NAMM reelects pres. Paul E. Murphy, Steinert & Sons, Boston, and v.p. Clay Sherman, Sherman Clay & Co., San Francisco. Others elected: R. Gregory Durham, Lyon & Healy, Chicago, treas.; Ray B. Fitzsimmons, Fitzsimmons, Dayton, O., secy.

RCA's $100,000,000 color TV investment will be detailed in fourth and final article in *Fortune*'s electronics series in Aug. issue.

Trade Personals: Arthur A. Currie, ex-Adams Distributing Co., Boston, and Sylvania, named Westinghouse TV merchandise mgr. . . . Selwyn Jones promoted to appliances mgr., RCA Victor Co., Ltd., Montreal . . . Richard W. Griffiths, ex-Graybar, named sales director of Litton Industries components div. . . . George E. Eyer, Stromberg-Carlson v.p.-properties, received diamond pin July 15 to mark 50 years with firm . . . Arthur M. Liebschutz promoted to administrator, planning-entertainment, RCA semi-conductor div. . . . Dr. Cledo Brunetti, ex-General Mills, joins ordnance div. of Food Machinery & Chemical Corp. . . . Chester W. Nimitz Jr. resigns as Navy captain to join Texas Instruments, Dallas, in apparatus div. . . . Robert Beck named chief engineer, Packard-Bell Computer Corp. . . . Brig. Gen. Wm. L. Bayer resigns as exec. v.p., Tele-Dynamics Inc., subsidiary of Raymond Rosen & Co., Philadelphia . . . Robert T. Plummer promoted to Eitel-McCullough commercial marketing mgr., succeeding O. H. Brown, recently promoted to marketing director . . . Allen S. Johnson, ex-Thompson Products, named sales mgr. of Cletron Inc., sales div. of Cleveland Electronics, succeeding Dave Harris who is Cletron v.p. & gen. sales mgr. of Cleveland Electronics . . . Charles H. Berman, Trav-Ler adv. mgr., resigns . . . Dr. C. B. Jolliffe, RCA v.p. & technical director, appointed to new post of v.p. & technical director of RCA Defense Electronics Products; Joseph M. Hertzberg, mgr. RCA airborne systems dept., promoted to mgr. defense marketing; Wm. B. Kirkpatrick succeeds Hertzberg.

Obituary

John Woods, 48, v.p. & gen. mgr., Canadian Admiral Sales, was believed to have drowned July 14 in Mud Lake, near Peterborough, Ont. He was seen in motor boat, apparently going from a friend's cottage to his own. Short time later, boat was found empty. He had been vacationing with his wife, son and daughter.

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RCA electron tube div. has been divided into three units to meet requirements of growing industrial tube market. L. F. Holleran was named mgr., distributor products; John B. Farese, mgr., entertainment tube products; C. E. Burnett, mgr., industrial tube products. V.p. & gen. mgr. Douglas Y. Smith placed Holleran in charge of renewal sales and the products of components & semiconductor divs. sold through distributors; Farese is responsible for marketing, engineering & manufacturing of entertainment-type receiving & CR tubes; Burnett supervises development, design & marketing of all types of industrial receiving tubes. Following continue present posts: W. H. Painter, mgr., administration; T. J. Scanlon, purchasing agent; L. S. Thees, gen. commercial mgr.; G. R. Shaw, chief engineer. L. A. Kameen was promoted from labor relations administrator to mgr. personnel, succeeding Farese.

Reorganization of RCA Service Co. includes these new assignments: Donald H. Kunsman, v.p. & operations mgr.; R. N. Baggs, v.p. & gen. sales mgr.; Anthony L. Conrad, v.p., govt. service; Stephen D. Heller, v.p., missile test project; Gerald W. Pfister, v.p., consumer products service; Edgar H. Griffiths, treas. & controller. Pres. E. C. Cahill says reorganization provides "necessary flexibility required at the operations level to assure continued growth in the expanding industrial and govt. service fields."

Excise tax on children's phonograph records retailing at 25¢ or less would be repealed under terms of bill approved this week by House Ways & Means Committee.

Growth of west coast electronics industry is highlighted by Calvin K. Townsend, pres. of West Coast Electronics Mfrs. Assn. and exec. v.p. of Jennings Radio, with statement that 15% of U. S. electronics firms, 17% of employment, 24% of sales are in west. In San Francisco area, he says, 3,500,000 sq.-ft. plant capacity is expected to increase 50%, sales to go up 41% by end of 1957. WCEMA survey showed at end of 1956 that 470 electronic firms in Los Angeles area employed 73,000, had $300,000,000 payroll, $1 billion sales.

Hi-fi boom is evidenced by RETMA figures on 5-month production of phonographs, combinations and record player attachments totaling 1,293,000 units, an increase of more than 300,000 over similar 1956 period. Breakdown showed phonographs made up 955,000 of total compared with 737,000 last year; combinations, 234,000 vs. 143,000; record player attachments, 104,000 vs. 95,000.

RETMA TV Week promotion committee, announced this week: chairman, Julius Haber, RCA; Joseph R. Owen, GE; David B. Van Winkle, Hoffman; Karl H. Carstens, Magnavox; Allen Center, Motorola; Wm. T. Reedy, Packard-Bell; Jack Frietsch, Philco; John J. Tormey, RCA; Charles R. Lunney, Sylvania; Earl L. Hadley, Westinghouse; Joseph Ptacin, Zenith.

Color receiver convergence & purity checker (PC-120) has been introduced by Vidaire Electronics Mfg. Corp., Baldwin, N. Y. Accessory operates by removing CRT socket from color tube, plugging in checker, then using switches to turn colors on & off.

Plamondon Magnetics Co. has been ajudicated bankrupt by referee Wallace Streeter. Company previously filed Chapter XI proceedings (Vol. 13:9, 12, 21), offering unsecured creditors full payment in 5% monthly installments.

GE cut prices of high frequency tetrode transistors this week, reductions running 42-75% on transistors costing $4-$18. GE said price reduction on transistors—which are used in TV amplifiers, radar, 2-way radio equipment—resulted from improved production methods.

Collins Radio announces start of construction of new $2,750,000 fabrication plant in Cedar Rapids, to begin operation early in 1959. Collins is also building $1,700,000 engineering lab in Dallas.

RCA showed 2-speed record player—45 & 33⅓—at this week's Chicago Music Show. Priced $33-$55, player line has 2 portables, 2 table models, an attachment. Shipments are planned for Aug.

Radio shipments for first 5 months of year totaled 2,670,709 compared with 2,472,395 in similar period of 1956, reports RETMA. May shipments were 503,693 vs. 554,972 in April and 551,712 in May 1956.

New Capehart hi-fi line (Vol. 13:28) made by British affiliate, Radio Gramophone Development Co. Ltd., Romford, includes portable phonographs, consoles, combinations, priced $140-$619.

New color TV repair manual, *Servicing Color TV*, by engineer-author-lecturer Robert G. Middleton, has been published as Gernsback Library Book No. 65 (224 pp., $2.90, hard cover $4.60), 154 W. 14th St., N. Y.

Tieing in with color TV, Channel Master introduces "Color King" outdoor antennas at $29 to $72.

Zenith introduces hi-fi and combination line priced at $100-$625.

Sylvania starts commercial production of 24-in. 110-degree, non-ion-trap, aluminized picture tube.

FIRST FTC CRACKDOWN on TV toiletry commercials came July 19 with filing of formal complaint against Lanolin Plus Inc., 30 W. Hubbard St., Chicago, alleging advertising for its hair shampoo falsely disparages competitive products in violation of Federal Trade Commission Act.

FTC's special TV-radio monitoring unit previously had singled out TV commercials for several medicinal preparations in campaign against deceptive advertising (Vol. 13:20). But new case represents initial TV step by agency into general cosmetics field.

Cited in FTC complaint against Lanolin Plus are "false & misleading" TV pictures & words which FTC says "frighten beauty-conscious young girls" by showing "model washing her hair and looking up startled at the words, 'Stop! Don't burn your hair . . . with harsh detergent shampoos!'" Also challenged is TV footage in which model is shown "scooping up a handful of suds and looking at them scared and puzzled" while announcer explains detergent shampoos strip hair of "vital, natural oils . . . leave it dry . . . brittle . . . dead looking . . . hard to manage."

"In truth and in fact," FTC observes, "detergent shampoos will not burn the hair of beauty-conscious young girls or the hair of any other individuals."

Cosmetic firm was given 30 days by FTC to answer complaint, on which examiner's hearing was scheduled for Sept. 11 in Washington. No TV network or station was listed as party in proceedings, but complaint named NBC-TV facilities as having been used for commercials.

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"Conflict of interest" between clients American Tobacco Co. and *Reader's Digest*, whose July issue carried article on "The Facts Behind Filter-Tip Cigarettes," was blamed July 17 by BBDO for unannounced dropping by agency of magazine's advertising account 2 days earlier after 18 years. BBDO exec. v.p. Charles H. Brower denied reports in trade that tobacco firm, which spent $22,000,000 in all media last year, had given agency ultimatum to abandon it or *Reader's Digest*, whose 1956 budget was $1,250,000. "We understand it," magazine's advertising director Fred D. Thompson said. Newsstand promotion was transferred to J. Walter Thompson, mail order book advertising to Schwab & Beatty. Meanwhile, in unrelated agency development, Manischewitz transferred its account from Emil Mogul to Lawrence C. Gumbiner as result of what Mogul described as "policy differences." Wine company billings were estimated at $1,500,000.

NBC color mobile unit is making 6th coast-to-coast trip, expected to arrive in N. Y. July 24 for 2-month checkup in preparation for World Series. Plans call for full TV-radio coverage of series with American League home games colorcast. National League home games also may be colorcast if there is sufficient time for mobile unit to make trip.

Theatre TV will try for comeback Sept. 23 when Nathan Halpern's Theatre Network TV will closed-circuit Ray Robinson-Carmen Basilio middleweight championship bout to motion picture theatres, with home TV blacked out. This will be first theatre-TV event in 2 years and 16th theatre-TV bout to be relayed by TNT, which carried its first fight telecast to theatres June 1951.

National TV Week sponsors NARTB, NARDA, RETMA & TvB have agreed to extend program (Vol. 13:28) past announced Sept. 8-14 week to a "Television Fall Festival."

ANPA attacks again: "Newest anti-TV presentation" is what July 13 *Editor & Publisher* calls upcoming booklet, *Spots Before Their Eyes—But Not in Their Minds*, produced by ANPA's Bureau of Advertising. It's report on "C. E. Hooper study of memorability of TV spot advertising by the viewer," claiming that telephone checks in half-dozen cities showed recall rating of only 2.4% among Boston viewers, 2% in Cleveland, "equally murderous" ratings in Detroit, St. Paul, N. Y. *E&P* also mounts its own offensive against TV-radio advertising. Editorial wonders why TV & radio "place so much ad copy in the columns of newspapers to attract audiences for their shows."

"Who's Afraid of TV?" July 22 *Life* asks rhetorically in 7-page spread on "Radio's New Riches," recounting how radio "is having the best year in its history" with independent stations as "front runners." *Life* says: "While talk persisted that TV had turned radio into a relic, an unremitting staccato of persistent interviewers, strident newscasters & chuckling disk jockeys gave jarring evidence day & night to the contrary." As examples of trend *Life* picks out radio shows in N. Y., Chicago, Troy, Hollywood, Los Angeles, Boston, Birmingham, Houston, Nashville, Columbia, S. C., Silver Springs, Fla.

"Note of caution" on advertising boom is sounded by investment management dept. of Calvin Bullock Ltd. in July *Perspective*. Bulletin for customers says "advertising business has been relatively immune to the moderate business recessions of recent year," but "sizeable part of the overall increase in advertising expenditures represents higher costs and not more advertising." If "important downturn" comes, advertising won't escape "cost reduction programs which will follow" and media competition will be intensified.

CBS Inc. sued Amana for $284,545 for alleged contract failure in Chicago Federal Court this week, claiming refrigerator firm refused full payment for costs of *Phil Silvers Show* series last Sept. 25-Dec. 18. CBS said Amana agreed through Maury, Lee & Marshall to pay program production charges of $38,250 for each of 7 programs after deducting 15% for agency's commission, but refused payment of $41,401 balance due. CBS also claimed Amana owes it $243,144 in facilities charges.

Educational radio grants totaling $42,000 were announced July 17 by pres. H. K. Newburn of Educational TV & Radio Center, Ann Arbor. Recipients are U of Ill., $1200; Indiana U, $1788; Iowa State College, $3400; Lowell Institute Cooperative Broadcasting Council, Boston (WGBH), $3200; Pacifica Foundation, Berkeley, Cal. (KPFA), $4500; St. Louis public schools, $6700; U of Tex., $5350; Union Theological Seminary, N. Y., $4700. U of Wis., $6975; Michigan State U, $3800.

Network TV & radio gained 3% each in national advertising volume in May compared with year earlier, according to *Printers' Ink* index, which showed magazines up 6%, business publications up 5%, newspapers up 3%. Network radio paced cumulative May-to-May advertising increase with 10% gain, trailed by business publications, 7%; network TV, 6%; magazines, 2%, while newspapers showed no change.

"Soft sell pervades TV," titles July 12 *Tide* article which cites these as leading examples of commercials which try to "sell by leaving people with a pleasant feeling about your product": Alka-Seltzer, Zest, Chesterfield & Parliament, Coca-Cola, Pet Milk, Jello, Sugar Jets, Ford, Chevrolet, Nash.

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with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — July 27, 1957

WORLD TV BOXSCORE at midyear: 900 stations, 63,000,000 sets shown in new TV Factbook. Commercial TV dominates. Italy's coverage (pp. 1 & 11).

TV NETWORKS MOBILIZE statements, statistics to refute New York Times report by Jack Gould that they lack sponsors for "softest" season (p. 2).

PAY-TV TRIAL POSSIBILITIES dimmer, as proponents devote energies to closed-circuit. FCC decision seen likely in fall. National Theatres in pay TV (p. 3).

"OPEN WIRE" SYSTEM for closed-circuit TV, proposed by Skiatron for San Francisco, backed enthusiastically by some, but most engineers skeptical (p. 5).

USIA CUTS TV 76% in economy drive; Arthur Larson allows only $567,000 from $92,600,000 budget for overseas TV programming this year (p. 7).

LATEST TV STARTER is KTVC, Ensign-Cimarron, Kan., whose July 24 start brings on-air total to 503. Roundup of plans of upcoming stations (p. 8).

MANSFIELD ESTIMATES 1,052,000 sets scrapped in first 6 months while dealers sold 2,865,000 to public; total sets in use: 44,553,000 (p. 12).

MANAGEMENT INSTITUTES attract NARDA members and TV manufacturing officials to week of lectures, discussion & study of business problems (p. 13).

"TV ELECTROCUTION" incident has first repercussions as South Bend plans to bar sale of metal-cabinet sets without isolation transformers (p. 14).

KIRO WINS Ch. 7 in Seattle with 3-commissioner majority. Pittsburgh's long Ch. 4 hassle settled by merger. New appeals load court docket (p. 9).

MUTUAL SALE AGREEMENT reached. Roberts group takes over Aug. 7, is backed by oilmen. Ex-FCC Comr. Hennock in deal (p. 10).

COMMUNITY ANTENNA RATE regulation case initiated in Wyoming as 14 CATV systems are ordered to register as utilities. Precedental appeal seen (p. 16).

WORLD TV: 900 STATIONS, 63,000,000 SETS: Midyear survey of worldwide status of TV underscores once more the growing trend toward commercial operation—and the more rapid growth of TV systems in countries where advertisers are helping foot the bill.

As of July 1 there were 900 TV stations and some 63,000,000 sets-in-use in 43 countries. Deducting the 500 outlets and 44,500,000 sets in U. S. (plus 23 Armed Forces stations), foreign countries had 377 stations and close to 18,500,000 receivers in use—an increase of 50 stations and slightly more than 4,000,000 sets since Jan. 1.

This growth is delineated in our Directory of Foreign TV Stations & Sets, a regular feature of our semiannual TV Factbooks. Latest directory—most complete and authoritative ever assembled—is updated to July 1, 1957, and contains lists of stations, set estimates and technical data for 57 countries which have TV systems in operation or definitely planned.

Culled from wide variety of foreign and domestic sources—checked and rechecked for maximum accuracy—new directory is part of 1957 Fall-Winter TV Factbook No. 25, due off press next month.

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For first time, directory shows more countries with some form of commercial TV than without it—23 to 20. Not including U. S., the 22 countries which permit advertising on TV have total of 273 stations (though not all stations are commercial) and more than 14,000,000 sets. Non-commercial countries have 104 stations and some 4,300,000 sets.

With exception of Soviet Union, iron curtain countries trail the west, TV-wise. Western oriented

foreign nations have 325 stations, more than 15,000,000 sets—while Communist world has 52 stations (30 of them in Russia) and 3,236,600 sets (of which some 3,000,000 are in Russia).

Most remarkable foreign TV achievement during 1957 was Italy's virtual completion of its nationwide TV system 12 years ahead of schedule. As of July 1, Italy's RAI had put 90 of its planned 98 transmitters on air, covering about 95% of population, was well on way to interconnecting all of them. Plans are already being made for establishment of second—and competitive—TV network.

For table summarizing Factbook data on world's TV stations and sets-in-use, see p. 11.

JACK GOULD SETS OFF TV CALL TO ARMS: Heavy TV network artillery was wheeled out this week in defense against page one story in July 25 N. Y. Times headed: "Demands for TV Time Softening; Costs & Inflation Are Factors."

Story by critic Jack Gould asserted that TV industry "is experiencing the 'softest' demand for air time it has ever known." Times quoted network officials & advertising agencies as "agreed that TV had every prospect of a good economic season, but that there were definite signs of 'uneasiness' & 'caution'" among sponsors who haven't filled out available nighttime periods for fall season.

Counter-salvo in reply to such "unprecedented page one" treatment of time sales problems was fired at once by TvB, whose national sales director Halsey V. Barrett hurried to "correct the misinterpretation the hasty reader might get" from Times. He released 5 pages of statistics showing how TV revenue & audiences are heading up.

"Somewhat amazed" was reaction of CBS-TV sales v.p. Wm. H. Hylan to story. He deprecated Gould's "coupling of CBS-TV with reference to a 'soft' TV market," quoted PIB figures showing his network is 11.1% ahead of 1956 for Jan.-May—"a little over $19,000,000 ahead of its closest competitor."

"Distortion of the coming season's picture," said ABC-TV pres. Oliver Treyz. He aimed this retort: "For the first 6 months of 1957, the evening network gross of NBC is up 3%, CBS is up 11% and ABC is up 20%." Treyz said that this TV record couldn't be disparaged.

Fire was withheld by NBC-TV, where any official comment on Gould's story awaited press conference (arranged 4 days earlier) with NBC pres. Robert W. Sarnoff July 29 in N. Y. Unofficially, it was pointed out at headquarters of network that Times hadn't noted that NBC-TV will have unprecedented sponsor business in daytime programs and "specials" next season.

Times took note of protests in follow-up piece by Val Adams July 26, observing mildly that "question of what constitutes a 'soft' TV market came up for more hard discussion" in network circles. Same issue of Times reported CBS "A" & "B" stock dropped 1⅜, NBC was off ¼, AB-PT ⅜, while "Zenith, pushing a subscription TV system, gained 1."

FEE-TV CHANCES LOOK SOMEWHAT DIMMER: Some of the subscription-TV boys were out west again this week whooping it up for closed-circuit, while back at the FCC ranch it began to look as if the chances of an open-circuit trial had diminished.

We still wouldn't bet either way—but as the last flurry of pay-TV test comments drifted wearily in this week, we could discern feeling at Commission that proponents had hurt their own case more than they had helped it.

FCC holds last pre-vacation meeting Aug. 1, then recesses until Sept. While there's no technical reason why it can't act next week, chances of definitive action then are very slim. Commission could shelve whole issue until Sept., or take these preparatory actions:

(1) Instruct staff to prepare an order on fee TV, to be finalized in Sept.

(2) Schedule series of special meetings on issue for next fall to mull whole problem before acting.

There's impression at Commission that proponents showed an almost disappointing lack of enthusiasm for getting moving on tests—or even full-scale pay operations. While 2 of them actually

opposed trial but reluctantly agreed to go along if it were broad enough, none really got down to brass-tack facts of how it would operate, or even answered Commission's request for "statement of the specific ways in which [the] conduct of the proposed field demonstrations would assist the Commission in evaluating the effects, impact, benefits & potential hazards" of fee TV.

Fee proponents' widely publicized glee over closed-circuit possibilities isn't exactly designed to stampede FCC into letting them use broadcast band, either—an angle on which opponents have capitalized in their comments.

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As to question of when and how Commission acts, key man will be Chairman Doerfer—who in past has been considered proponent of tests. Comr.-designate Ford—whose Senate confirmation may be forthcoming next week following this week's unanimous approval by Commerce Committee—could also loom important in considerations next Sept., since he's unknown quantity, could cast deciding vote.

Comr. Lee remains No. 1 trial enthusiast on Commission. He favors test running about 3 years and limited to unaffiliated stations, feels FCC itself should lay down the specific test conditions which proponents declined to suggest. He still would prefer to limit trial to uhf outlets, but is willing to give in on this point, which has aroused no spark of enthusiasm from his colleagues.

Lee thinks more telecasters favor tests than will let on—saying some of them have told him privately they're all for it, but don't speak up publicly for fear of jeopardizing network affiliations.

Comr. Craven is also test exponent. He says he hasn't changed, still feels that stations themselves—since they come under FCC control—should come to Commission with proposals for tests, and FCC could approve or deny them.

Hyde, Bartley & Mack have generally been considered anti-pay-TV and anti-test, although they did vote in favor of FCC's trial-demonstration rule-making.

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There's still a hope among some Commissioners that Congress will take the ball on pay TV. But despite noises from Reps. Celler, Harris and a few others, there has been no inclination on Capitol Hill to take any real initiative in the pay-TV issue.

Senate Commerce Committee specifically disqualified itself from considering fee TV 4 months ago when it refused to okay its own staff report on subject, announcing it would not dictate to FCC.

Rep. Harris, as chairman of House Commerce Committee, is in excellent position to start some real action on the issue (such as hearings on Celler anti-subscription bill, currently pending before his Committee), but he obviously doesn't want to—at least not yet.

■ ■ ■

Final go-round of fee-TV comments—these were answers to so-called trial proposals filed 2 weeks ago (Vol. 13:28)—consisted of mere 11 filings, as opposed to 35 last time. Seven opposed tests; 4 favored.

Opponents' arguments, summarized: (1) Proponents' comments show they really don't want trial, but full-scale subscription operation. (2) Proponents didn't answer FCC's request for specific trial proposals. (3) Necessary fee-TV data can be supplied by wired systems. (4) Question is one for Congress to decide. (5) Hearings are necessary.

Using some or all of these arguments were opponents ABC, CBS, NBC, NARTB, Westinghouse Broadcasting Co., Joint Committee on Toll TV, Jerrold Electronics Corp.

Two of the 3 major fee-TV proponents—Skiatron & Telemeter, both of which had opposed principle of tests—didn't even bother to file. They are currently busily fighting each other over who will wire up west coast cities for closed-circuit service.

Zenith did file, devoting bulk of its comments to vituperative attacks on AT&T, networks and movie exhibitors, specifically blasting closed-circuit concept. If fee TV should be confined to cable systems, it argued, "there would be no justification for retaining any of the spectrum for any TV or

radio service—subscription, sponsored or otherwise."

Other pro-subscription comments were received from prospective fee-TV telecasters WFMZ-TV, Allentown; WTVK, Knoxville, Tenn.; Lou Poller.

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Lining up in the "anti" column this week were National Football League and TV Guide. Unlike pro baseball moguls who preceded him to the stand, NFL commissioner Bert Bell told Rep. Celler's anti-trust subcommittee hearing that he is "definitely against" pay TV for pro football. His reason: It would change game from a sport to a business.

TV Guide, largest-circulation weekly in U. S.—published by Triangle Publications (owner of 5 TVs & 5 AMs)—editorially urged FCC to delay trials "until results of the Bartlesville, Okla. closed-circuit TV experiment can be studied."

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Entry of National Theatres into closed-circuit fee-TV picture on west coast raised some interesting and complicated questions. Fox West Coast Theatres, 70-house subsidiary of 300-house NT, nation's second biggest (United Paramount is No. 1), joined with International Telemeter in asking franchise to wire up Los Angeles for pay system. Los Angeles City Council has already awarded Skiatron non-exclusive permission to do same thing.

While trade press treated NT's action as first break in theatre owners' opposition to pay TV, this isn't true, strictly speaking. Southwestern exhibitors have been falling all over themselves to get municipal "telemovie" franchises in various cities. Even United Paramount—under same corporate roof as ABC—has been seeking closed-circuit franchises in a score of southwestern cities.

Significance of NT's move lies in fact that it has tied up with a toll-TV promoter for a scrambled-picture system. Also of interest is fact that Telemeter is subsidiary of Paramount Pictures, while NT was formerly part of 20th Century-Fox.

Both NT and Paramount are operating under anti-trust decrees as result of production-theatre divorcement, and there has been speculation as to whether Justice Dept. permission might be required for the tie-up.

Most significant angle of all is that this deal represents first real breakdown of big-city big-exhibitor opposition to wired movie plan, on if-you-can't-lick-'em-join-'em basis. Partnership of Paramount Pictures and Fox West Coast Theatres would appear to assure continual flow of first-run movies for Telemeter's closed-circuit coin-in-slot system—if and when it gets going.

In any pay-TV system, movies—not baseball—would be bread-&-butter. And if Skiatron's Matty Fox lives up to his reputation, you can expect him to come up with a tie-in with big theatre chain and/or movie distributor.

Everybody and his brother was applying for wired-TV franchises—or talking about applying for them—in California's big cities this week. Skiatron applied for San Diego and served notice of intention to apply in San Francisco; NT-Telemeter group announced it, too, will apply in San Francisco; numerous promoters and entrepreneurs announced they would apply in various cities.

Even San Francisco Chronicle's KRON-TV was looking into wired-TV prospects. "Our local interest thus far," it said in response to inquiries, "has been confined to making inquiries of city officials and public utilities with respect to the legal aspects of wired TV. No application has thus far been made."

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Telephone company's role in wired pay-TV systems always has been a bit hazy—and apparently that's because company hasn't arrived at any decision itself.

We asked Pacific Telephone & Telegraph Co. specifically about conflicting reports of its proposed tie-in with Skiatron. Would it merely lease space on its poles and in its conduits, as Matty Fox indicated last week, would it do the wiring itself or would it work under some complicated lease-sale-maintenance deal as phone company is doing in Bartlesville?

"It's a most complicated subject," company's official reply stated. "We don't know what type of arrangement would be placed in effect. We're studying every possibility—but we're interested in the communications part only. We'll have nothing to do with selecting programs, determining charges to TV customers or any billing arrangements."

There's still no PT&T deal with Skiatron, and surveys are still under way, company indicated. Last week, in fact, PT&T pres. Mark Sullivan stated that he hopes to have "complete report on Skiatron's request" by early 1958. PT&T said it has reached no conclusions as to cost of project.

As to Skiatron's claim of cheaper-than-cable wire system—presumably employing the "open wire" principle—there was some enthusiasm and much skepticism from engineers and closed-circuit pioneers. For roundup of opinion on this development, see below.

COST OF WIRING UP San Francisco for pay TV—$6,000,000 or $30-$60,000,000? Last week (Vol. 13:29), Skiatron's Matty Fox was testifying before House Judiciary Committee, touting the smaller figure, while Pacific Telephone & Telegraph pres. Mark Sullivan was talking about the larger. Fox also mentioned $12,000,000 for stringing up Los Angeles.

Though Fox hasn't disclosed technical plans, there's ample evidence he's talking about "open wire" system, as distinct from conventional coaxial cable employed by wired systems such as community antennas. Among his West Coast confreres are Jerome Doff, Alan Lane and Scotte Gray. They're core of organization that founded Trans-Community TV Network, which was formed to wire communities for closed-circuit TV—differing from community antennas in that they originated everything locally. Among towns they did wire is Miles City, Mont., using open wire.

Scotte Gray is the engineer, and an open wire enthusiast, having equipped Douglas, Ariz. community antenna system with it.

Open wire systems employ parallel bare wires, about 3-in. apart, with separations maintained by insulators every several feet.

* * * *

Engineers disagree vigorously about open wire. Few CATV systems, the logical customers, employ it. Several do, and like it. Some had it, replaced it with cable. None of larger systems use it.

Here's evaluation by a veteran AT&T engineer, who prefers not to be identified, to avoid getting into controversy: "It's theoretically feasible to use open wire in large cities, but we'd be awfully afraid of it. It radiates. It's subject to interference. In some climates, it's badly affected by weather—icing, leakage. As for costs, I doubt whether there would be much difference. The wire is cheaper, sure, but it's got to be put up right and maintained right. My guess is that we'd rather play it safe with cable."

Washington engineer Dr. Frank Kear, frequently consulted by CATV operators, is also leery of open wire, also mentions radiation, interference susceptibility, weather problems. "Maybe they have some gimmick I haven't heard about, but I'd like to see it first."

FCC chief engineer Edward Allen, noncommital about open wire vs. cable virtues, is concerned about radiation, says he would like to know whether Skiatron equipment restrains radiation within Commission-imposed limits.

Douglas, Ariz. CATV system is now owned by I. W. Brayer, Phoenix, Ariz. DuMont distributor who also operates CATV system in Williams, Ariz. Both are equipped with open wire.

He's hot about the technique, tells us coaxial cable systems cost 3 times as much. Radiation is kept down, he says, by maintaining low signal levels. He has 200,000 ft. of open wire in use, claims "we've never had any trouble with interference we couldn't lick." He gives his subscribers 4 signals, reports quality good. "It took us a long time to learn how to use open wire," he explains. "For example, we had ghosts at corners, but we cleaned them up." In Brayer's opinion, San Francisco & Los Angeles could use open wire "if engineered right."

Engineers tell us that signal induced around open wire tends to go straight ahead when wire turns corner. This invites "piracy" by non-subscribers. But, presumably, this wouldn't mean anything if signal were scrambled and a secure decoding system employed.

Summary: Open wire has never been used on large scale. It has worked on small scale. Experienced engineers are skeptical.

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Statement panning fee TV—and radio, by inference—attributed to AFTRA national exec. secy. Donald Conoway, drew criticism from union's national officers at San Francisco convention this week. AFTRA has never taken stand on subscription TV—and officers cited adverse reaction from radio stations to reports quoting Conoway as saying free TV would become as "dull" as radio if pay TV is authorized.

Armed Forces TV Service plans Ch. 10 vhf translator on Guam to relay programs of KUAM-TV, Agana (Ch. 8) to military personnel stationed in remote sections of island.

Personal Notes: Donald B. Hyatt named mgr. of NBC-TV special projects programs, reporting to director **Henry Salomon**; **James Nelson** appointed program services mgr., **John W. Kiermaier** administrative mgr. . . . **Stuart Griffiths** resigns as head of special TV program development for CBC to join Granada TV Network, ITA program supplier, London, as programs controller . . . **Larry H. Israel**, ex-WENS, Pittsburgh, and KMGM-TV, Minneapolis-St. Paul, named gen. mgr. of WAAM, Baltimore . . . **Norman Knight** promoted to pres. of Yankee div. of RKO Teleradio Pictures, including WNAC-TV & WNAC, Boston . . . David G. Taft, gen. mgr. of WKRC-TV, Cincinnati, named operations supervisor of WTVN-TV, Columbus, and WBRC-TV, Birmingham, in executive realignment by Radio Cincinnati Inc.; **Ken W. Church** named operations supervisor of radios WKRC, WTVN, WBRC & WBIR, Knoxville; **Wm. Hansher**, general engineering supervisor; **Donald L. Chapin**, national sales mgr., headquartering in N. Y. . . . **George S. Johnson**, engineering director of KOB-TV & KOB, Albuquerque, named mgr. of both stations . . . **Keith Culverhouse**, ex-WPIX, N. Y., joins TvB as asst. sales promotion director, succeeded by **Frank Tuoti** at station as acting promotion, adv. & research mgr. . . . **James H. Ferguson Jr.** promoted to gen. sales mgr. of WWLP, Springfield, Mass., and satellite WRLP, Greenfield; **Edmund J. Hughes Jr.** named sales mgr. of WWLP, **Philip J. Renison** sales mgr. of WRLP . . . **Charles W. (Chad) Mason** promoted to program director of WSUN-TV, St. Petersburg; **Jerome Baker**, ex-American Heart Assn., succeeds him as promotion & adv. mgr. . . . **George Morrison**, ex-news director of KOB-TV, Albuquerque, named to same post at WFBM-TV, Indianapolis . . . **Dick Sinclair** promoted to promotion & adv. mgr. of KEYT, Santa Barbara . . . **Rusty Bruton**, ex-WTVJ, Miami, named production mgr. & acting program mgr. of upcoming WFGA-TV, Jacksonville . . . **Dr. David W. Parker**, ex-San Francisco State College, joins KPIX, San Francisco, as education director . . . **Robert M. Purcell**, v.p. & gen. mgr. of Crowell-Collier's radio KFWB, Los Angeles, elected pres. . . . **Marvin Lowe**, ex-Lippert Pictures, named midwest sales mgr. of Guild Films, replacing **Robert C. DeVinney**, who resigned to conduct own business . . . **Raymond L. Hamilton**, ex-Flamingo Films, named gen. sales mgr. of Telestar Films . . . **Bill Buckley**, ex-Buckley-Loomis Productions, named production chief of Roger Wade Productions . . . **Bob Froemming** promoted to asst. program director of WOW-TV, Omaha, succeeding **Ken James**, who joins KENS-TV, San Antonio, as program director . . . **Steve Halpern**, ex-WCKT, Miami, named publicity director of KYW-TV, Cleveland . . . **Eric Boden** promoted to European director for Schwerin Research Corp., headquartering in London . . . **Nathan Stone**, ex-MBS, joins CBS-TV station relations staff to develop statistical data . . . **Robert Coats** named public service-promotion director of upcoming KETV, Omaha.

Obituary

Robin D. Compton, 50, partner in Washington firm of George C. Davis Consulting Engineers, was electrocuted early July 24 near Charlotte, N. C. when a mobile antenna he was using to check night reception for WSOC-TV there came in contact with power line. He had checked terrain with flashlight but failed to observe line overhead. Before joining Davis firm, he had been chief engineer of WOIC (now WTOP-TV), Washington, and WCAU-TV, Philadelphia, was on NBC-TV engineering staff in N. Y., worked on military TV in Office of Naval Research during World War II. Surviving are his widow, one son.

George B. Donohue, 62, who retired in 1951 as valuation engineer in FCC's common carrier bureau, died July 22 after long illness in Glenn Dale Hospital near Washington. Surviving are widow, daughter, 3 brothers.

ADVERTISING AGENCIES: **Rolland W. Taylor** elected pres. of Foote, Cone & Belding, succeeding **Fairfax M. Cone**, who becomes exec. committee chairman . . . **Henry Coleman**, ex-Theatre Guild & *Robert Montgomery Presents*, named TV-radio production director of **Emil Mogul** . . . **Robert R. Burton**, ex-Needham, Louis & Brorby, named head of Kenyon & Eckhardt Chicago office, succeeding **Walter Lawrence**, resigned . . . **Walter Daspit Jr.**, ex-Ruthrauff & Ryan, joins Needham, Louis & Brorby as TV-radio business affairs mgr., Chicago . . . **Edmond Gray**, ex-Kenyon-Eckhardt, joins North Adv. as head of broadcast production, Chicago.

Executive changes at AB-PT: Robert H. O'Brien resigns as financial v.p., secy. & director to join Loew's Inc. as v.p. & treas., succeeding Charles C. Moskowitz, retiring. Herbert B. Lazarus, AB-PT v.p. & gen. counsel, replaces O'Brien as secy. Simon B. Siegel, AB-PT & ABC treas., named coordinator for management liaison between network and o-&-o TV stations. Raymond P. Eichmann ex-John Blair & Co., rejoins ABC as radio network sales development & research director.

Broadcast Advertising Club of Chicago elects Ward L. Quaal, v.p.-gen. mgr. of WGN Inc., pres.; Paul McCluer, Geoffrey Wade Adv., exec. v.p.; James W. Beach, ABC, 1st v.p.; Esther Anderson, McCann-Erickson, secy.; Marilyn Bielefeld, Earle Ludgin & Co., treas. New directors include John Carey, radio WIND; Howard W. Coleman, NBC; Louis A. Smith, Edward Petry & Co.

Broadcasting employes are second highest-paid industry group in country, according to U. S. Dept. of Commerce. Special section on national income in July *Survey of Current Business* lists average earnings of full-time TV-radio workers in 1956 as $6584, topped only by income-earners in brokerage business, who averaged $7765. *Survey* counted 79,000 TV-radio employes last year compared with 61,000 in 1952, when salaries averaged $5559. Other statistics: (1) Broadcasting industry contributed $669,000,000 to all-industry national income of $343.62 billion in 1956. (2) Consumers spent $2.442 billion for TV & radio sets, phono records & musical instruments, $756,000,000 more for TV & radio repairs. (3) Expenditures for movie theatre admissions totaled $1.298 billion; for legitimate theatre & opera, $252,000,000.

Harry Butcher's acquisition of KIVA, Yuma, Ariz. (Ch. 11) from Donald Ellsworth and associates was approved this week by FCC. Deal involves $241,000, of which $37,000 is to be retained for working capital, over $200,000 being required to clear up obligations of station. Butcher, one time CBS v.p., owns radio KIST, Santa Barbara.

New edition of *Educators Guide to Free Films* (625 pp., $7) compiled by visual education director John W. Diffor of Randolph (Wis.) High School & Dr. Guy Fowlkes of U of Wis. has been published by Educators Progress Service, Randolph, Wis. Book lists 3880 titles, 842 new.

Irving Brownstein promoted to chief of law, enforcement & procedures office of FCC's Safety & Special Radio Services Bureau.

Telecasting Notes: Universal's 650-film backlog of features—one of last 2 batches of major pre-1948 movies to go to TV (other being Paramount's)—will be distributed by Columbia Pictures' Screen Gems. While negotiations haven't quite been completed, the deal is considered certain. Together with Columbia's own backlog, which is being released in relatively small packages, Screen Gems will have total of some 1300 pre-1948 features available for TV . . . **Universal expects to realize some $18,000,000 over 10-year period from TV showings of its pre-1948 movies . . . Dismal TV season coming up?** Sez who? Coincidence or not, this was theme of columns this week by the 2 top TV columnists—*N. Y. Times'* Jack Gould and *Herald Tribune's* John Crosby. Both warned against prejudging and pointed out there are some very exciting things on tap —particularly the unprecedented number of 60 & 90-min. specials, which promise to be bigger than ever . . . **Is Pat Weaver-Sid Caesar deal off?** The former NBC pres. wasn't involved in the front-page reunion of the comedian and Imogene Coca for proposed 30-min. weekly live show on NBC-TV. Asked about his association with Weaver, Caesar replied: "It's in a state of flux" . . . **High mortality rate of TV programs is defied by 23 shows, aged 5 years or older, which are surviving for fall renewals, July 22 *Billboard* points out. Among them: Ed Sullivan, Groucho Marx, *Talent Scouts, I've Got a Secret, Dragnet, What's My Line?*** Big factor in longevity: "identification of sponsor & program" . . . **Letter counter-offensive** is being mobilized to rescue CBS-TV's *West Point* from threatened annihilation by advertising & budgetary forces—not to mention Texas Rangers, portrayed as heroes in *Trackdown*, scheduled as replacement in fall. Typical protest to network from Ft. Bragg major general said citizens need *West Point* "in these dangerous times." General Foods is dropping Academy show & Fri. 8-8:30 p.m. period in favor of Danny Thomas in Mon. 9-9:30 time formerly held by *I Love Lucy*. American Tobacco & Socony are putting *Trackdown* into Fri. spot . . . **Film-for-time barter deals** have become "respectable," reports July 22 *Billboard*, which names such big advertisers as Procter & Gamble, Shell Oil & Lever Bros. as looking into them. The trades even have a new name, notes the publication—they're now "triangle deals," representing the advertiser-film distributor-station participation involved . . . **Another TV film producer cuts down pilot film production:** In move somewhat similar to recent abandonment of pilot film concept by CNP, TPA announced pilots henceforth will be produced only after extensive study. Producer has set up new "Produce-to-Order" dept., headed by v.p. Bruce Eells, to study client needs in program field, using extensive research to determine advisability of a series before money is thrown into pilot . . . **MGM-TV plans new TV dress** for its old movie shorts, wrapping them in groups labeled by categories—sports, quiz, documentary, comedy . . . **"Boost Britain" scheme** developed by Central Office of Information includes purchase of TV newsfilms & documentaries from BBC & commercial producers for distribution abroad.

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Annual TV program & talent awards presented by *Billboard:* Network—best program, *Playhouse 90* (CBS-TV); adventure-suspense-western show, *Alfred Hitchcock Presents* (CBS-TV); comedy-variety-music, *Perry Como Show* (NBC-TV); situation comedy & performer, *Phil Silvers Show* & Phil Silvers (CBS-TV); quiz, *Twenty-One* (NBC-TV); news-sports-commentary, *Air Power* (CBS-TV); daytime, *Matinee Theatre* (NBC-TV). Talent, James Arness, *Gunsmoke* (CBS-TV); comedy-variety-music, Sid Caesar, *Caesar's Hour* (NBC-TV); quiz, Groucho Marx (NBC-TV); commentator, Edward R. Murrow (CBS-TV). Syndicated film—adventure, *Highway Patrol* (Ziv); dramatic, *Star Performance* (Official Films); comedy, *Life of Riley* (NBC Film); music, *Rosemary Clooney Show* (MCA-TV); mystery, *Badge 714* (NBC Film); western, *Wild Bill Hickok* (Screen Gems); sports, *Championship Bowling* (Walter Schwimmer); news service, CBS Newsfilm. Syndicated film talent—adventure, Broderick Crawford, *Highway Patrol;* dramatic, Thomas Mitchell, *O. Henry Playhouse* (Gross-Krasne); music, Rosemary Clooney; mystery, Jack Webb; western, Guy Madison, *Wild Bill Hickok.*

LEAST CRITICIZED USIA project—TV programming—will suffer biggest relative cut in fiscal funds, director Arthur Larson disclosed July 22 in detailing how he intends to run agency on $92,600,000 permitted by Congress instead of $144,000,000 he wanted for overseas propaganda (Vol. 13:22).

Voice of America broadcasting operations had escaped virtually unscathed from Congressional economy barrage, which was aimed most directly at growing USIA payrolls in western Europe. But Larson told press conference he is slashing TV by 76%—from $2,380,000 spent in fiscal 1957 to $567,000 this year.

"This one might surprise you," Larson said as he ticked off drastic TV slice among others he plans to make administratively, including 7% curtailment in VOA's radio schedules—from $18,000,000 to $16,800,000. Left untouched is $1,100,000 specifically earmarked by Congress for expansion of Middle East radio facilities.

"Paradoxically," USIA chief observed, "the most promising new medium we have gets the severest cut practically." Others are 34% in information centers, 29% in motion pictures, 17% in publications—but only about 7% in overall personnel, from 12,050 to 11,150.

Larson explained: Since Congress directed him to give economy priority to USIA's activities in friendly European countries, and since that is where most of agency's TV programming has been channeled, he figures he should start by saving on available TV money.

As for much-criticized USIA personnel (little touched by TV cut affecting U. S. contract program producers & packagers), Larson said he'd "concentrate on quality" in "head-to-toe examination." Among 900 agency employes to be dropped, 600 are foreigners recruited abroad; 300 are Americans, 200 of them in Washington, where USIA's Direction & Appraisal Div. payroll is to be trimmed from $3,000,000 to $2,742,000.

Larson's USIA had few defenders when appropriation bill was debated on Hill. Senate Majority Leader Johnson (D-Tex.), who guided economy axe, spared it when TV-radio operations came under scrutiny on floor, however. He said his Foreign Relations Subcommittee, which unanimously recommended deep budget slashes, wanted radio activity sustained, and "We also felt the agency could properly use the new medium of TV."

TV cut marked out by Larson will hit such USIA programming as *Report from America* series produced for agency by NBC-TV, news shows prepared by Telenews. Other shows packaged here for USIA distribution have included *I Led 3 Lives, Passing Parade, Concert Hall, Industry on Parade, Magic of the Atom.*

New and Upcoming Stations: KTVC, Ensign-Cimarron, Kan. (Ch. 6) began programming July 24 with ABC-TV in affiliation with KAKE-TV, Wichita (Ch. 10), also having signed with CBS-TV under Extended Market Plan. On-air box score now is 503 (91 uhf).

KTVC has 5-kw GE transmitter and 600-ft. Liberty tower with 6-bay antenna at site 20 mi. SW of Dodge City. It's picking up KAKE-TV via GE microwave relay installed to Stafford, Kan. *Dodge City Daily Globe* and affiliated radio KGNO (Jesse Denious Jr., pres.) own 17.75% of KTVC; some 600 area residents who own remainder of stock are headed by insuranceman Leigh Warner, holding 4.85%. Wendell Elliott is v.p.-gen. mgr. and 5.65% owner; Hershel Holland, ex-KGNO, program mgr.; Ken Karr, ex-KAKE-TV, chief engineer. KTVC base hour is $100, combination hour with KAKE-TV, $675. KAKE-TV rep is Katz.

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In our continuing survey of upcoming stations, these are latest reports from principals:

WPTA, Roanoke, Ind. (Ch. 21, allocated to Ft. Wayne) has 12-kw RCA transmitter, plans Aug. 15 test patterns, Sept. 1 programming, writes owner Sarkes Tarzian, electronics manufacturer who also owns WTTV, Bloomington-Indianapolis (Ch. 4). Studio-transmitter building is 85% completed and 724-ft. Stainless tower with antenna is ready. Ron Ross, from WOWO, Ft. Wayne, will be mgr. It will have $400 spot rate. Rep will be Meeker.

KETV, Omaha (Ch. 7) plans Aug. test patterns, Sept. 17 programming with ABC-TV, reports v.p.-gen. mgr. Eugene Thomas for grantee Herald Corp., publisher of *Omaha World-Herald.* RCA 50-kw transmitter is to be wired in Aug.; 583-ft. Ideco tower with 12-section antenna is ready. Base hour will be $900. Rep is H-R Television.

WFGA-TV, Jacksonville (Ch. 12), installing 12-section superturnstile antenna on 900-ft. Ideco tower and testing 50-kw RCA transmitter into dummy load, plans test patterns about Aug. 1, programming with NBC-TV Sept. 1, reports gen. mgr. Jesse H. Cripe. Owners include Wolfson-Meyer interests with 20% (WTVJ, Miami) and Harold S. Cohn, v.p. & 19% (owner of Jacksonville radio WRHC). Base hour will be $600. Rep will be Peters, Griffin, Woodward Inc.

WJCT, Jacksonville (Ch. 7, educational) doesn't have target for programming more specific than Sept.-Oct., but plans installation by Aug. 1 of 5-kw transmitter donated by WMBR-TV, reports Dr. Heywood C. Dowling, pres. of grantee Educational TV Inc. Alford antenna is scheduled for installation on WFGA-TV tower in about 3 weeks. Station will use WMBR-TV studios, but film equipment and transmitter will be in WFGA-TV transmitter house.

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Translator starts: K70AX, Pinedale, Wyo. began equipment tests July 26, repeating KID-TV, Idaho Falls; K70AQ, Likely, Cal., June 1, repeating KOLO-TV, Reno; K70AW, La Grande, Ore. due to start by Aug. 15, repeating KHQ-TV, Spokane; K79AB & K82AD, Brownlee Trailer Court, Ore., due Sept. 1, repeating KBOI-TV & KIDO-TV, Boise; K70AM & K75AA, Manson, Wash., delayed from July start, now aim for Sept., repeaters of KREM-TV & KHQ-TV, Spokane.

GE shipped used 12-kw transmitter to upcoming WETV, Atlanta (Ch. 30, educational), due on air this summer; 10-kw transmitter to WJMR-TV, New Orleans, for experimental Ch. 12 operation; 5-bay helical antenna July 1 to WEEK-TV, Peoria; 35-kw amplifier June 25 to KIEM-TV, Eureka, Cal., planning boost to 100-kw; 20-kw amplifier to educational WTTW, Chicago, planning 275-kw.

RCA color camera shipments: 3 live, 2 film cameras July 26 to upcoming WHDH-TV, Boston (Ch. 5), due in fall; 1 film, July 26 to upcoming WLWI, Indianapolis (Ch. 13), due in Sept.; 1 film, July 25 to WKZO-TV, Kalamazoo.

RCA shipped 50-kw transmitter July 17 to upcoming WLWI, Indianapolis (Ch. 13), due in Sept.; 12-section superturnstile antenna July 17 to WALB-TV, Albany, Ga. (Ch. 10), planning site change.

Newsweek Magazine is buying 46.22% of KFSD-TV, San Diego (Ch. 10) and KFSD from Fox, Wells & Co. in deal involving $1,502,900. Sale agreement also includes guaranty by Weekly Publications Inc. *(Newsweek)* of 50% of $1,670,000 loan to KFSD Inc. by Bankers Trust Co., N. Y. Fox, Wells & Co., reducing holdings from 76.6% to 34.15%, retains control through stock pooling agreement with minority owners controlling 19.63%. Sale follows assignment of stock to retiring partners George B. Wells, Robert A. Bernhard and Robert C. Gunnell, who are selling it to *Newsweek* for $1,236,900, with magazine also buying additional 2000 shares of common, 600 preferred for $266,000 from KFSD Inc. *Newsweek* principals are Vincent Astor, chairman and 59.07% owner; Malcolm Muir, pres., 6.35%; Theodore F. Mueller, v.p. & publisher, 1.27%; Averill Harriman, non-board member, 13.33%. Magazine's net income after Federal taxes was $483,121 in 1955, $607,833 in 1956.

Sale of WMTV, Madison, Wis. (Ch. 33) for $550,000 to WTVJ Inc. interests by Gerald A. Bartell family (Vol. 13:26) was approved by FCC. New owners are Mitchell Wolfson, pres. & 12.5% owner (also pres. & principal owner of WTVJ, Miami); Sidney Meyer, v.p. & 12.5% (WTVJ secy.); Lee Ruwitch, secy-treas. & 25% (WTVJ exec. v.p. & gen. mgr.); WTVJ Inc., 25%; radio WMAY, Springfield, Ill. (50% of CP for WMAY-TV), 25%. Gordon Sherman is pres. of both WMAY-TV & WMAY.

Separate FM programming will be started by Westinghouse stations Aug. 5 in move described by pres. Donald H. McGannon as "indicative of our positive conviction that FM is on its way to becoming a major broadcast medium." First stations to schedule classical music programs apart from Westinghouse TV & AM operations will be KDKA-FM, Pittsburgh, and KEX-FM, Portland, Ore., to be followed by WBZ-FM, Boston, and KYW-FM, Cleveland, when transmitter locations are changed and technical facilities improved. All will operate 4 p.m.-midnight initially.

Horace Hildreth's Community Bcstg. Co. is buying WAGM-TV, Presque Isle, Me. (Ch. 8) & WAGM, and WABM, Houlton, Me. for $525,000, it's revealed by application filed with FCC. Selling principal is Harold Glidden, 94.8% owner, who is retiring from broadcasting, turning properties over to Northeastern Bcstg. Co. Inc., subsidiary of Community Bcstg., which controls WABI-TV, Bangor (Ch. 5). Hildreth is also pres. and 27.7% owner of WMTW, Poland Spring, Me.

Control of CP for WTLM, Laurel, Miss. (Ch. 7) will be held by Mayor Wm. S. Smylie and son W. S. Smylie III, FCC having approved transfer of 16.67% from Jack Rose to Mayor Smylie to bring latter's holdings to 41.67% (Vol. 13:24). Other stockholders are his son, 25%; D. B. Marcus, 16.67%; *Laurel Leader-Call* publisher T. M. Gibbons, 16.67%.

TWO MORE BIG-CITY VHF channels—there aren't many left—were awarded in final FCC decisions this week: Ch. 4, Pittsburgh; Ch. 7, Seattle.

Pittsburgh decision came via merger route—grant going to KQV, with WCAE to acquire 50% interest, KQV to be sold, other 3 applicants dropping out and getting $50,000 each for expenses (Vol. 13:26). KIRO took the Seattle decision over KXA & KVI.

KIRO's win was narrow. It got 3 votes, Comrs. Doerfer & Lee dissenting, Hyde out of town and not participating. Commission favored KIRO for past preformance, local residence, civic participation, diversification of business interests, ownership-management integration, program plans. FCC found no reason to penalize KIRO principal Saul Haas because of opponents' allegations that he threatened radio KOL in order to acquire stock; that he "peddled influence" to get KIRO holdings, etc. Sen. Warren G. Magnuson, chairman of Commerce Committee, holds 3.243% of KIRO.

Another vhf case is winding up, Kenyon Brown dismissing Ch. 7 application in Amarillo, getting up to $10,000 for expenses from KAMQ principals who will be free for grant.

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Court of Appeals docket was loaded again, these appeals being filed: (1) Losers in Indianapolis Ch. 13 case challenging grant to WLWI. (2) Sunbeam TV again attacking Ch. 7 grant to WCKT, Miami. (3) WOMI & WVJS, Owensboro, Ky., seeking to stop shift of Ch. 9 from Hatfield, Ind. to educational use in Evansville. (4) Evansville TV Inc. and WLEX-TV, Lexington (Ch. 18) attacking shift of Ch. 7 from Evansville to Louisville. (5) Okla. TV Corp., Ch. 12 applicant for New Orleans, seeking to block experimental Ch. 12 grant to WJMR-TV. (6) WWLP, Springfield, Mass. (Ch. 22), trying to get Ch. 3 out of Hartford.

In allocations actions, the Commission: (1) Finalized assignment of Ch. 8 to Waycross, Ga. (2) Started rule-making to add Ch. 13 to Hibbing, Minn., substituting Ch. 9 for Ch. 13 at Bemidji. (3) Denied petition to shift educational reservation in Biloxi, Miss. from Ch. 44 to Ch. 13.

Three new allocations petitions were filed: (1) By WATR-TV, Waterbury, Conn. (Ch. 53), to swap Ch. 53 with Hartford's Ch. 24. (2) By KHOL-TV, Kearney, Neb. (Ch. 13), seeking shift of Ch. 3 from Cheyenne, Wyo. to Sterling, Colo. (3) By KXOA, Sacramento, asking assignment of Ch. 17 to Bakersfield.

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TASO was relieved this week to see letter from Victor R. Hansen, head of Justice Dept. anti-trust div., informing FCC that TASO procedures now "will provide safeguards to minimize the possibility of anti-trust violations arising from the operations of TASO which we considered previously to be lacking." Several substantial industry members of TASO had been shying from participating for fear of anti-trust involvement (Vol. 13:29). TASO exec. director Dr. George Town says he hopes Hansen's letter will now ease their minds. Though some TASO members have chafed at fact FCC provides presiding officers at panel meetings, Town reports procedure now working smoothly.

Staff for probe of FCC and 16 other govt. regulatory agencies by House Commerce Legislative Oversight Subcommittee (Vol. 13:29) was rounded out this week by appointment of NYU professor Bernard Schwartz, specialist on administrative law, as general counsel & staff director. As director of NYU's Institute of Law, Dr. Schwartz has been occasional consultant on Capitol Hill, but this is first full-time Congressional assignment. He is author of recently-published *The Supreme Court* (Ronald Press, N. Y., $6.50). Others named to staff July 22 by "watchdog" subcommittee for $250,000 probe are lawyers Stephen Angland & Francis X. McLaughlin, investigators Oliver Eastland & Joseph P. O'Hara, bringing its payroll to 10. Chairman Moulder (D-Mo.) told us "I'm sure there will be developments that will justify hearings on the FCC," but target date for them is fall or winter—or early next year. Subcommittee is charged by House with determining extent of political & other influences on agencies set up by Congress.

Radio station sales & transfers approved this week: **WHIM, Providence**, by Frank W. Miller Jr. for $640,000 to Richard D. Buckley & John B. Jaeger (Vol. 13:26) . . . **WHDL, Olean, N. Y.**, 49% of radio and *Olean Times-Herald* by Gannett Co. for $213,566 to Olean Times-Herald Corp., stock to be retired to treasury, thereby increasing holdings of pres. E. B. Fitzpatrick from 35% to 68.6% (Vol. 13:28) . . . **WJIG, Tullahoma, Tenn.** by Col. Raymond L. Prescott Jr. for $70,000 to M. D. Smith (Vol. 13:25) . . . **WKTL, Kendallville, Ind.** by Charles R. Palmquist Sr. & Jr. and associates for $48,000 to Weldon M. Cornell & Paul L. King (Vol. 13:27) . . . **WBSE, Hillsdale, Mich.** by Lloyd V. Hickok, acting as attorney for stockholders, for $55,000 to Harmon L. Stevens & John F. Wisner (Vol. 13:28) . . . **KWFC, Hot Springs, Ark.**, 75% by Walter E. & Betty P. Hussman (*Camden News*, 50% owner of KCMC-TV, Texarkana) for $25,000 to Clyde E. Wilson, who becomes 100% owner (Vol. 13:25).

Radio station sales reported this week: WTAQ, LaGrange, Ill. 50% by Russell G. Salter for $137,500 to Charles F. Sebastian, who becomes 100% owner . . . **KRIG, Odessa, Tex.** by Oil Center Bcstg. Co. (R. O. Canon, pres.) for $100,000 cash to Radio Odessa Inc., headed by Carl Goodwin, ex-WCHV, Charlottesville, Va., recently with Dow Chemical, Houston . . . **WNBS, Murray, Ky.** 77.5% by H. T. Waldrop & Edd Griffin for $61,275 to Charles R. Shuffett and C. H. Hulse Jr., who are selling WLBN, Lebanon, Ky. (Vol. 13:28) . . . **WKTM, Mayfield, Ky.** by Fred L. Thomas for $55,000 to ⅓ owners Charles W. Stratton (⅓ of WKOA, Hopkinsville, Ky.) and H. D. & Mose Bohn, Hopkinsville merchants. **Brokers:** KRIG, Hamilton, Stubblefield, Twining & Assoc.

TV-radio "censorship" of folk songs to delete such words as "darky" & "massa" was charged in House this week by Southerners in speeches coincident with Senate debate on civil rights legislation. Reps. Watts & Chelf (D-Ky.), Sikes & Matthews (D-Fla.) introduced similar measures (H. Res. 364, 365, 366, 374) for "study & investigation of certain censorship practices of radio & TV networks." All were referred to Rules Committee. In addition, Rep. Herlong (D-Fla.) wrote each FCC member protesting that changes made in TV-radio renditions of Stephen Foster songs are inspired by "professional Negroes trying to make capital out of something which has been a sign of love & affection for the Negro race for years." Rep. Haley (D-Fla.) said "arbitrary censorship" reminded him of Russia.

MBS SALE was finally announced this week, price undisclosed, but rumored at around $500,000 (Vol. 13:29). Group headed by Paul Roberts takes over Aug. 7, with Roberts as pres., former MBS v.p. B. J. Hauser as exec v.p. Backers identified are Armand Hammer, pres. of Occidental Petroleum Corp., Los Angeles, and Roy Roberts (no relation), Ojai, Cal. realtor & oilman. Theatrical producer Roger L. Stevens isn't in picture.

Also a stockholder is ex-Comr. Frieda B. Hennock, who says she got the backing for purchase. Stevens, she says, signed first but wanted to settle in Sept., whereupon she brought in Dr. Hammer who took over from Stevens. She'll be MBS Washington counsel.

Among other stockholders: A. A. Schechter, former MBS v.p., who will act as consultant; N. Y. attorney Harold Seligson, who handled legal aspects for purchasers. There are a few more stockholders, unidentified. Percentages of holdings weren't disclosed, but Dr. Hammer has voting control.

MBS pres. John Poor, also a v.p. of RKO Teleradio Pictures, will now concentrate on latter duties. In closed-circuit talk to affiliates July 26, he said sale is, in effect, only a change in management, expected to be beneficial. Roberts promised affiliates "action."

Roberts is mgr. of KRKD-FM, Los Angeles, pres. of United FM Corp. (reps), v.p. of Audio Sales. He's a Temple U graduate, once worked for *Philadelphia Record*, in 1951 headed U. S. International Trade Fair in Chicago.

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Free time on all networks for U. S. Public Health Service report on relation between cigaret smoking & lung cancer was urged July 23 by Rep. Martha W. Griffiths (D-Mich.). In letter to FCC Chairman Doerfer, she "urgently requested that you authorize public service time" on TV & radio for Surgeon General Leroy E. Burney & Dr. John R. Heller, National Cancer Institute director. They had testified before House Govt. Operations Subcommittee that they aren't sure any cigarette filter can "selectively sort out" tobacco tars which may be cancer-causing. Mrs. Griffiths appealed directly to FCC after Burney said at hearing he'd be willing to go on air with report but didn't think PHS had authority to spend money for broadcasts.

Canadian TV penetration reached 66% of all households (2,657,300 TV households out of 4,051,600) as of June 1, according to estimates by Bureau of Broadcast Measurement, 96 Eglinton Ave. E., Toronto. Excerpted from BBM's Spring area surveys are these TV household totals and percentages of penetration for each province: Alberta, 151,200 (49%); British Columbia, 217,600 (53%); Manitoba, 121,400 (54%); New Brunswick, 59,900 (49%); Newfoundland, 24,700 (30%); Nova Scotia, 100,400 (61%); Ontario, 1,097,700 (76%); Prince Edward Island, 8300 (36%); Quebec, 790,000 (76%); Saskatchewan, 86,100 (36%).

Rate increases: WABD, N. Y., Sept. 1 raises base hour from $2200 to $3000, lowers min. $500 to $300. WVUE (formerly WPFH), Wilmington, Del. Sept. 7 raises hour from $1000 to $1600, min. $200 to $270. WOI-TV, Ames-Des Moines, Sept. 1 raises hour from $500 to $650, min. $100 to $140. CFCL-TV, Timmins, Ont. July 1 raised hour from $160 to $180, min. $35 to $45.

Pro football teams have grossed $6,855,270 from TV-radio rights since 1952, National Football League commissioner Bert Bell told Rep. Celler's anti-trust subcommittee this week. He said the seasonal take rose from $768,709 in 1952 to $1,719,693 in 1956.

TV-radio broadcasting practices throughout the world will be topic of RCA's Edmund A. Laport, principal speaker at Sept. 27 banquet—highlight of 7th annual fall symposium of IRE Professional Group on Broadcast Transmission Systems Sept. 27-28 at Washington's Willard Hotel. Sept. 27 morning session will be moderated by FCC chief engineer Edward W. Allen Jr., includes papers on: Transistor regulated power supply for video circuits by Dr. Marvin Schorr, Technical Operations Inc.; transistorized intercom system by ABC's Emil P. Vincent; microphone pre-amp with AGC by GE's A. A. McGee; TV film quality standards by CBS-TV's K. B. Benson & J. R. Whittaker. Sept. 28 morning session (CBS-TV's A. B. Chamberlain, moderator): Reduction of image retention in IO cameras by RCA's J. H. Roe, S. L. Bendall & K. Sadashige; TV camera tube developments by RCA's F. S. Veith; TV transmitter operational practices by Westinghouse's Ralph N. Harmon; TV transmitter proof of performance by FCC's James E. Barr; STL & remote pickup on 13,000 mc by American Microwave's F. W. Bailey. Afternoon session (Phillip B. Laeser, WTMJ-TV, Milwaukee, moderator): TASO objectives & progress by Dr. George Town, TASO; progress report on vertical blanking video test signals by ABC's Robert M. Morris & John Serafin; DA maintenance by consulting engineers D. A. Peterson & J. G. Rountree; simplified 5-megawatt uhf antenna by GE's R. E. Fisk; automation of TV master control room & film room by J. L. Berryhill, KRON-TV, San Francisco. Sept. 27 afternoon session will be devoted to tour of Walter Reed Medical Center color TV facilities.

Assistance to commercial telecasters in "raising the level of program content" will be principal function of National Education Assn.'s new TV-radio office at 30 Rockefeller Plaza, N. Y., headed by Richard Krolik, recently associated with NBC-TV's *Wide Wide World* and *Today* and formerly in charge of TV activities for *Life* magazine. New York office, according to NEA exec. secy. Dr. Wm. G. Carr, will cooperate with producers on all aspects of public affairs programming and programs dealing with schools and educators. Future plans include "possibility of a weekly entertainment series based on true stories of outstanding teachers, expanded services in TV-radio spot announcements and programming and cooperation with local stations in the presentation of reports on education to their communities." NEA also plans to give its members "previews" of forthcoming programs of special interest to teachers and students through *NEA Journal* and other publications.

Educational TV station in Schenectady area is proposed in brief filed with FCC this week by Mohawk-Hudson Council on Educational TV, asking that allocations now assigned to WCDA, Albany (Ch. 41) and WTRI, Albany-Troy-Schenectady (Ch. 35) be reserved if they shift to vhf. Mohawk-Hudson said it is negotiating for uhf equipment with WCDA & WTRI and for studio facilities with WRGB, Schenectady (Ch. 6), which is moving to larger quarters, and will file for station on one or more channels if equipment is obtained. Brief also reported agreement with educational WGBH-TV, Boston, to set up first ETV network when microwave is available. Mohawk-Hudson has membership of 135 civic, educational & cultural organizations.

ABC started construction of first new building in its 23-acre $30,000,000 TV Center July 24 in Hollywood when excavation began on new technical building. Plans for project, scheduled for completion in late 1958 or early 1959, include 8 multi-purpose studios, 90x140x42-ft.

WORLD'S TV stations and sets-in-use, as of July 1, 1957, are listed in this table based on the more detailed information in the Foreign TV Directory section of our forthcoming 1957 Fall-Winter *TV Factbook:*

Country	Stations	Sets
Algeria	1	3,000
Argentina	1	90,000
Australia	6	60,000
Austria	5	10,000
Belgium	4	175,000
Brazil	7	600,000
Bulgaria	1	500
Canada	40	2,658,000
Colombia	6	100,000
Cuba	18	300,000
Czechoslovakia	3	120,000
Denmark	4	76,000
Dominican Rep.	2	7,000
El Salvador	1	1,000
Finland	3	5,000
France	19	600,000
E. Germany	10	100,000
W. Germany [1]	39	1,100,000
Guatemala	2	11,000
Hong Kong [2]	(1)	2,000
Hungary	1	600
Iraq	1	1,700
Italy	90	575,000
Japan	12	650,000
Korea	1	1,500
Luxembourg	1	1,000
Mexico	10	300,000
Monaco	1	6,000
Morocco [3]	—	5,000
Netherlands	6	150,000
Nicaragua [3]	—	500
Norway [3]	—	300
Panama [4]	—	3,500
Philippines	1	11,000
Poland	4	10,000
Portugal	1	500
Rumania	1	1,100
Spain	1	3,200
Sweden	4	45,000
Switzerland	4	25,000
Thailand	1	10,000
Turkey	1	200
United Kingdom	21	7,450,000
Uruguay	1	10,000
USSR	30	3,000,000
Venezuela	10	105,000
Yugoslavia	2	4,000
FOREIGN TOTAL	377	18,388,600
U. S.	500	44,500,000
U. S. Military	23	50,000
GRAND TOTAL	900	62,938,600

[1] Also has 7 low-powered translator stations.
[2] Closed-circuit cable system; not included in total.
[3] Stations have gone off air.
[4] Viewers watch U. S. Armed Forces stations, Canal Zone.

"All that flickers is not gold," July 21 *N. Y. Times* points out in story by Albert L. Kraus recounting how "banks ran for cover" when TV cut into movie business after "lush decades" in which almost any film was good risk for loan. Now "extremely complex contracts" with theatre movie producers are rule for banks, which find that lending to TV film makers is more stable business. Bankers Trust Co. v.p. Herbert L. Golden, ex-*Variety* motion picture editor hired in 1952 to reshape movie loan practices, is quoted: "A TV film series that runs out of funds with 37 of 39 instalments completed is still salable. But a feature film that lacks 20 minutes of running time—what can you do with that?"

TV & trials don't mix because lawyers & police become camera-happy outside courtroom, symposium speakers argued July 25 at London meeting of American Bar Assn., giving new twist to Canon 35 ban on TV-radio coverage of proceedings (Vol. 13:29). Attorneys who discuss pending cases on air should be censured and/or disbarred, pres. Joseph Ball of Cal. State Bar Assn. said. Wesley McWilliams, Philadelphia, said entire ethical code needs overhaul because of "headline-happy" lawyers. Charles Carr, ex-U. S. attorney in Los Angeles, said fair trials were difficult because police rushed to TV studios to tell how "I captured this crook." Louis Waldman, N. Y., thought TV-radio spread news so fast that change of venue no longer is effective device to insure fair trials.

"Ad millionaires" rose to 374 in 1956 from 290 in 1955, July 26 *Printers' Ink* reports in tabulation showing that companies spending at least $1,000,000 for national advertising invested record $1,837,309,068 last year in 7 media, with TV taking biggest share—as it did in 1955 (Vol. 12:28). "Millionaires" spent $469,498,389 on network TV plus $282,403,700 on spot TV vs. $391,566,669 on network TV alone in 1955. Newspapers took $457,915,761 vs. $436,143,690; magazines, $420,702,347 vs. $377,431,365; outdoor, $96,775,122 vs. $93,886,783; business papers, $81,697,600 vs. $68,019,000; farm publications, $28,316,149 vs. $27,250,547. Network radio, which received $92,925,998 in 1955, wasn't counted last year by Publishers Information Bureau.

NTA Film Network, like NBC, plans to present series of spectaculars featuring Shirley Temple next season. While NBC's will feature the current 29-year-old Shirley as narrator and sometime actress in fairytale series, NTA will present the younger Shirley Temple of the 1930's by way of 4 of her old feature films, to be shown Sunday afternoons by most NTA affiliates beginning Oct. 20. Shirley herself—the present-day one, that is—held press conference to announce it.

Paul H. Chapman Co., Atlanta, opens new station brokerage office at 17 E. 48th St., N. Y.

ELECTRONICS PERSONALS: **Rear Adm. Frederick R. Furth** (USN-ret.) promoted to IT&T director of research; he succeeds **Harold H. Buttner** who continues as v.p. & technical consultant . . . **Sterling C. Spielman** promoted to director of engineering, Philco govt. & industrial div.; **Frank D. Peltier** named director of engineering planning . . . **Dr. Thornton C. Fry**, ex-Bell Telephone Labs, appointed v.p. and director of Univac Engineering, Remington Rand div. of Sperry Rand Corp. . . . **Dr. Daniel Alpert**, assoc. director of Westinghouse Research Labs, joins U of Ill. as physics research professor and director of control systems lab, continues as Westinghouse consultant.

GE is moving electronic parts sales offices from Schenectady to Owensboro, Ky., now headquarters for entire electronic components div., to provide centralized marketing organization under distributor sales mgr. John T. Thompson, who has made these key appointments: Louis M. Robb, administrator; George O. Crossland, distributor development & trade relations mgr.; Paul P. Wickman, sales mgr. for dealer products; Charles A. Richardson, sales mgr. for industrial & military products. Field sales force in 27 cities continues.

Paid circulation of *Electronic Technician* has passed 54,000, according to pres. Howard Reed, who reports 49.3% gross income gain first half 1957 compared with 1956.

Peacetime nuclear radiation project for industrial uses has been proposed to AEC by new "CEM Group," an association of Emerson Radio, Revere Copper & Brass and General Aniline & Film. Group proposes joint CEM-AEC development of reactor to explore uses of radiation energies in process industries, such as chemical industry. CEM (chemical-electronics-metallurgy) management committee consists of Emerson pres. Benjamin Abrams, Revere pres. C. A. Macfie and General Aniline pres. John Hilldring.

Back to school: RCA is sending 180 executives in its defense electronic products organization to Rutgers U in relays of 36 per week for specialized advanced management courses.

RETMA members voted overwhelming to change name to Electronic Industries Assn. at this week's proxy meeting in Washington. Change becomes effective when state of Ill.—where association is incorporated—approves charter revision. Members also approved by-law changes (Vol. 13:20) with Set Div. becoming Consumer Products Div. and Tube Div. changing to Tube & Semiconductor Div.

Machine tool automation symposium, sponsored by RETMA and directed at aircraft parts manufacturing industry, will be conducted Sept. 17-18 at Ambassador Hotel, Los Angeles. General chairman is Leonard Mautner, pres. of Electronic Control Systems; technical program chairman is Bernerd Gaiennie, Northrup Aircraft.

Television Digest with Electronics Reports
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
July 27, 1957

LATEST ESTIMATE OF SCRAPPAGE RATE: One of hardest figures to pin down, scrappage rate -- number of sets junked -- is tackled again by Frank W. Mansfield, Sylvania director of marketing research, in his comprehensive set production-distribution statistics, prepared for our Fall-Winter TV Factbook.

Precision in scrappage-rate estimates is impossible, as is evidenced by fact Mansfield has had to revise previous years' judgments. But he's the only industry statistician willing to stick his neck out publicly -- so here are his figures:

1,052,000 scrapped in first 6 months of 1957, compared with 1,011,000 in last 6 months of 1956, 674,000 in first 6 months of 1956. Thus, scrappage rate for first 6 months of this year would equal more than one-third of the 2,865,000 sets sold by dealers to public during the period.

* * * *

Turning to other figures, Mansfield (who also serves as RETMA marketing data director) estimates 44,553,000 sets-in-use at end of June, increase of 1,813,000 from total at end of 1956. He places cumulative production since 1946 at 52,804,000, indicating total scrapped during period was 8,251,000.

Color sets sold to public to date total 208,000 as of June 30, according to Mansfield -- 50,000 of these sold during first 6 months of 1957. He figures 2000 color sets scrapped during first 6 months.

Giving breakdown of set sales during first 6 months, according to picture-tube size, Mansfield comes up with: portables -- 17-in., 368,000; 14-in. & less, 334,000; regular sets -- 19-21-in., 1,791,000; 22-in. & over, 206,000; 16-18-in., 116,000.

Taking all sets-in-use today, here's his size breakdown, in percentages: portables 15-in. & less, 3.5%; portables 16-in. & over, 1.6%; regular sets 15-in. & less, 8.4%; 16-18-in., 27.2%; 19-21-in., 54.5%; 22-in. & over, 4.3%; color, .5%.

To show pattern of factory production in recent years, we've excerpted following tables of percentages indicating fluctuations in sizes & types:

						1957	
Size & Type	1952	1953	1954	1955	1956	1st qtr.	2nd qtr.
Portable under 16-in.	-	-	-	3.6%	18.4%	12.5%	6.1%
" over 16-in.	-	-	-	-	6.9	16.9	22.7
Regular under 15-in.	.1	-	.6	-	-	-	-
" 16-18-in.	39.4	26.5	14.8	10.1	5.8	3.6	3.1
" 19-21-in.	60.2	69.1	80.2	75.5	58.3	60.3	59.9
" 22-in. & over	.3	4.4	4.1	10.2	8.6	5.4	4.7
Total Black-&-White	100.0	100.0	99.7	99.4	98.0	98.7	96.5
Color	-	-	.3	.6	2.0	1.3	3.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Economic Indices: Gross National Product is estimated at annual rate of $433.5 billion for second quarter of 1957, Council of Economic Advisers told House-Senate Economic Committee this week. Second quarter rate reflects increase of $4.4 billion over first quarter -- or about 1% -- with most of increase attributed to inventories which went from $800,000,000 liquidation rate in first quarter to plus of $1.5 billion in second quarter.

Retail sales for first five months of year were reported at $78.2 billion, an increase of about $4.3 billion over similar period last year. However, TV-radio-appliance sales for the 5 months were estimated at $1.4 billion, down $29,000,000 from similar 1956 period.

Consumer survey by U of Mich. Survey Research Center in June indicates weakening confidence in business conditions, more cautious approach to buying. However, consumers were neither pessimistic nor in all-out drive to retrench. Survey says that two-thirds of about 1350 adults interviewed expect good times to continue for coming year, while last year 75% saw current conditions continuing.

Production: TV production was 107,569 week ended July 19, compared with 65,338 preceding week and 94,866 in corresponding week one year ago. It was the year's 29th week and brought TV production for year to date to about 2,955,000, compared with 3,667,901 in same period of 1956. Radio production totaled 188,773 (91,866 auto) week ended July 19, compared with 110,092 (50,197) the preceding week and 166,047 (51,827) in corresponding week year ago. Radio output for 29 weeks totaled about 7,562,000 (3,017,000) vs. 7,084,187 (2,462,574).

Topics & Trends of TV Trade: "Back to School" is theme of appliance dealers as they gather in Washington for NARDA's Third Institute of Management and First Institute of Advanced Management, starting July 28 at American U.

Institutes, which command growing interest and significance, will run full gamut of dealers' needs—from financing through psychology to store locations. Interest of TV manufacturers is reflected in increasing number of top sales, marketing and public relations executives enrolled for courses—both the beginning or basic course and the advanced course for those who have completed basic program. Registered for advanced course are 46, basic 91.

Opening class (9 a.m., July 29) will hear assoc. prof. Wm. R. Davidson, Ohio State U, on "Good Management in Appliance Retailing." Others scheduled to speak during courses include Fred Ogilby, Philco v.p., and Claire B. Ely, Maytag v.p.

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Better recognition of electronic industry is shown in Budget Bureau's new *Standard Industrial Classification Manual* which gives separate listing for TV-radio sets, records, receiving tubes, CR tubes, transmitting, industrial and special purpose tubes, electronic components. Manual is used by Govt. in collecting economic data and spokesman told us change will give electronic industry more prominent place, result in issuance of more information. Same is true of broadcasting, which has been changed from a services listing to major group under communications.

Double aspect of Masters Inc. fight against "fair trade" prices is shown in July 20 *Editor & Publisher*, one article saying Masters pres. Steve Masters plans to continue Washington store ads on discount merchandise in N. Y. papers "if they will accept our copy, and we believe they will." On same page, *E&P* quotes Dr. John W. Dargavel, chairman of Bureau of Education on Fair Trade and exec. secy., National Assn. of Retail Druggists, in praise of 6 of 7 N. Y. newspapers' refusal to print Masters ad cutting prices on GE fair-traded appliances.

RETMA of Canada reports following TV distributor sales to dealers for first 5 months and for May: Ontario, 56,336 & 8449; Quebec, 40,443 & 6016; British Columbia, 12,486 & 1057; Alberta, 10,876 & 785; Manitoba 9253 & 517; Nova Scotia 7669 & 735; Saskatchewan 5673 & 486; New Brunswick & Prince Edward Island 4868 & 494; Newfoundland 1611 & 105.

RCA servicemen's manual, *Color TV Pict-O-Guide*, 200-page volume of step-by-step instructions for installation & adjustment of color receivers, is being distributed to authorized RCA tube dealers.

TV shipments by manufacturers in 1956 were reported this week by Dept. of Commerce at 7,374,000, valued at $897,918,000, compared with 7,678,000 at $1.025 billion in 1955. Comparable RETMA figures are 7,387,029 worth $938,596,000 for 1956, 7,756,521 at $1.071 billion in 1955. Commerce Dept. figures, provided by Census Bureau, show radio shipments, including auto, at 13,880,000 valued at $289,437,000 in 1956; 14,771,000 worth $310,201,000 in 1955. RETMA figures were 13,982,000 at $298,372,000 in 1956, 14,529,000 at $291,157,000 in 1955. Noting that report indicates only 14,000 color sets sold in 1956, we called fact to Bureau's attention; figure was withdrawn pending recheck.

Hotpoint plans 108,000-sq.-ft. refrigerator compressor plant as first step in what pres. John C. Sharp says will be largest single industrial tract developed by one manufacturer in Chicago area. Employing 300-500 initially, plant will be started in fall on 770-acre site at Elk Grove; company said it is expected to be in operation by early 1959. Sharp said other Hotpoint plants are planned in new development, including TV manufacturing facility (GE now makes Hotpoint sets). He added that new plants will supplement present facilities at Chicago, Cicero, Chicago Heights and Milwaukee. Hot Point's long-range plans for Elk Grove envision up to 15,000 employes, 7,000,000 sq.-ft. of floor space.

Motorola plans Aug. start on $3,000,000 Chicago expansion program (Vol. 13:19) which chairman Paul V. Galvin describes as 2-phase operation: (1) Addition of 120,000 sq.-ft. building to Franklin Park, Ill., TV & hi-fi final assembly plant (to be completed next year); (2) construction of 110,000 sq.-ft. building at Franklin Park for offices and engineering, consumer products and automotive products divs. (to be started next spring with completion scheduled for 1959). General staff operations will remain at Augusta Blvd. plant on Chicago's west side.

Chairman of RETMA annual awards committee for 1957-58 is Max F. Balcom, RETMA director and Sylvania director-consultant. Other members: Paul V. Galvin, Motorola; Leslie F. Muter, Muter Co.; Robert C. Sprague, Sprague Electric Co.; Robert S. Bell, Packard-Bell; R. E. Carlson, Tung-Sol; Herbert W. Clough, Belden Mfg. Co.; H. J. Hoffman, Machlett Labs; F. R. Lack, Western Electric; A. D. Plamondon Jr.; ex officio, W. R. G. Baker, GE.

New entry in hi-fi manufacture, Capitol Records Inc., more than 90% owned by Electrical & Musical Industries Ltd. of England; offers 11 models at $30-$250, made by Symphonic Electronics Corp. and Steelman Phonograph & Radio Co., with distribution through Capitol Records Distributing Corp.

FIRST REPERCUSSION of last week's "electrocution" incident—in which death of 6-year-old child was unofficially blamed on contact with stand supporting a portable TV (Vol. 13:29)—came this week in form of ruling by city of South Bend, Ind. against sale of metal-cabinet series-filament TV sets unless isolation transformer separates cabinet from chassis.

This would, in effect, bar sale of all metal portables in city, unless dealer chose to install the relatively expensive (about $18) transformers himself. At week's end, GE—which manufactured portable which was said to be involved in the death of Skokie, Ill. child—had requested meeting with South Bend officials, and it was expected that officials of RETMA and possibly Underwriters' Laboratories would also attend session.

Meanwhile, UL said it had checked a number of GE portables since tragedy and found them free of electrical defects. Those of other manufacturers, too, were found to meet safety standards. *N. Y. Times* TV editor Jack Gould, in a second column on set safety, this week urged that portable TV sets and all other metal-clad appliances be equipped with polarized line plugs to prevent any possibility of "hot" cabinets.

Consumer attitudes toward portables—as reflected in sales—apparently were not affected enough to notice. But dealers and servicemen, acutely aware of touchy issue, were stressing safety angles. For example, big Buffalo, N. Y. Philco distributor W. Bergman Co. has ordered its servicemen to be sure to check every metal-cabinet line-connected TV or radio for leakage to cabinet after final assembly but while set is still turned on. Shop ticket on each repaired set is being stamped "tested for shock hazard" with date and repairman's initials.

More facts on the Skokie, Ill. case should be forthcoming next week when "blue ribbon" jury—largely composed of electrical and TV experts—will examine receiver and take evidence in Cook County coroner's office.

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RETMA reappoints H. J. Hoffman, Machlett Labs v.p., as chairman of membership & scope committee. Other members: Leslie F. Muter, Muter Co.; Robert S. Alexander, Wells-Gardner; Sidney R. Curtis, Stromberg-Carlson; D. W. Gunn, Sylvania; Wm. J. Morlock, GE; A. D. Plamondon Jr., ex officio; James D. Secrest, secy.

RETMA Industrial Relations Conference for 1958 will be held Feb. 20-24 at Town and Country Hotel, San Diego, Cal., with Jack M. Ferren, Zenith industrial relations v.p. and director of RETMA industrial relations dept., chairman of executive committee.

Philco adv. director Max Enelow is profiled on "Newsmakers" page of July 26 *Printers' Ink.* His advertising objective, he says, "is to make every ad stand on its own feet and that, if individual ads are successful, the whole campaign will be successful."

Sylvania financial analyst Gordon K. Douglass has written new booklet, *Successful Financial Management*, for electronic parts distributors, copies available from Sylvania, 1740 Broadway, N. Y.

NARDA members are being questionnaired on salesmen's compensation and problems with faulty merchandise, findings to be available in about 3 weeks.

Canadian Admiral announces $20 price hike on new 14 & 17-in. portables using 110-degree tube.

Trade Personals: Dr. Raymond L. Garman elected General Precision Labs chairman, continuing as technical director of research & development; **James W. Murray** elected pres. and chief exec. officer, continuing as gen. mgr. . . . **George T. Stewart** promoted to Sylvania radio-TV div. national sales mgr.; **Peter J. Grant** to mgr., marketing services; **Harley T. Litteral** to special accounts mgr. . . . **Harold Dietz** resigns as Emerson v.p. in charge of sales & marketing to become v.p. of Union Cycle Ltd., Brooklyn bike importer, whose pres. **George J. Seedman** also heads Times Square Stores (TV-appliance chain) . . . **H. F. Bersche** appointed mgr., merchandising of new distributor activity, RCA electron tube div.; **G. C. Brewster** named mgr., administration & controls; **W. G. Kelly** to mgr., distributor warehousing & traffic; **D. M. Branigan** continues as mgr., distributor sales; **H. S. Stamm** as mgr., adv. & sales promotion.

Obituary

James Leslie Finch, 64, RCA Communications asst. chief engineer, died July 22 at Nassau General Hospital, Mineola, L. I., after long illness. A graduate of U of Wash., he joined GE in 1915, was executive officer, U. S. Naval radio station, New Brunswick, N. J., during World War I, joined RCA in 1920. He held 64 patents in communications & electronics. His widow, son and daughter survive.

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DISTRIBUTOR NOTES: **Westinghouse Appliance Sales** appoints C. H. Walroth, district mgr., Ray Maschmeier, district sales mgr., room air conditioners, TV and vacuum cleaners, at new Cincinnati office, 3011 Stanton Ave., for territory formerly covered by Cincinnati, Dayton, O. and Evansville, Ind. branch offices; WAS names R. W. Sanford district mgr., R. N. May, sales mgr., TV and room air conditioners, at new district office, 2515 Dean Ave., Des Moines, for Iowa, Neb., S. D., western Ill. . . . **Motorola** names Tim Alexander Denver area regional mgr., succeeding Robert Hennessey, appointed Seattle area regional mgr. who replaced Ted Morley, resigned; Pat Calobrisi succeeds Alexander as national service mgr.; Motorola also appoints Howard Gross Distributing Inc., 522 Light St., Baltimore (Howard Gross, pres.), replacing factory branch . . . **Zenith** appoints Robert C. Wallace gen. mgr., Zenith Radio Distributing Corp. . . . **Majestic International** appoints Milton Benjamin, ex-Sonora, eastern sales mgr, replacing George Curtis, resigned . . . **Jos. M. Zamoiski Co.**, Washington (Zenith), adds RCA Whirlpool appliance line, replacing Southern Wholesalers Inc. which continues to handle RCA TV-radio-hi-fi & electronics line.

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Motorola "Distributor of the Year" is Lofgren Distributing Co., Moline, Ill., receiving trophy from chairman Paul V. Galvin at last week's distributor meeting in Chicago. President's Cup in distributor sales contest went to V. N. Rooke, Porter-Burgess, Dallas, and Frank Dibert, Dibert Radio Co., Altoona, Pa.

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Another bill to exempt all-channel sets from Federal excise tax (HR-8860) was introduced this week by Rep. Boland (D-Mass.). Similar measure was proposed last week (Vol. 13:29) by Rep. Ikard (D-Tex.).

Corning Glass reports net income of $8,288,336 ($1.22 per share) on first half sales of $74,142,948 compared with $9,354,654 ($1.39) on $77,675,755 in first 6 months of 1956.

Financial & Trade Notes: Sylvania earned $4,788,669 ($1.30 per share) on sales of $162,520,532 in first 6 months vs. $7,377,249 ($2.04) on $162,360,384 in first 1956 half, while second quarter net was $1,718,725 (46¢) on $74,970,858 vs. $3,127,006 (86¢) on $75,932,904 year ago. Dip was attributed by chairman-pres. Don Mitchell to "lower volume in some of our more profitable products, and unusually strong price competition in other areas." But he said June earnings exceeded those of combined previous 2 months, "reflecting a decided upturn in the TV industry." Mitchell also emphasized that output & factory unit sales of TV sets in first half "were far ahead of the 1956 comparable period"—largely because of demand for new "Slim Jim" 17-in. portables. And he saw "very encouraging" outlook for second half.

Proposed merger of A. Hollander & Son Inc. with Philips Electronics Inc. was approved this week by Hollander stockholders, now needs endorsement of Philips stockholders at July 31 meeting in Wilmington, Del. Philips Electronics is wholly-owned subsidiary of Philips Industries Inc., in turn owned by Hartford National Bank & Trust Co. as trustee for Philips Incandescent Lamp Works Ltd. of Holland. Merger calls for equal exchange of Hollanders' 243,921 shares of stock for Philips', with additional 652,951 shares being issued to Philips Industries in exchange for old Philips Electronics' stock.

General Transistor Corp. expects second quarter sales and earnings to double those of last year's second quarter, pres. Herman Fialkov told N. Y. Society of Security Analysts this week. Second quarter profits were estimated at $77,000 (25¢ per share) on sales of $730,000 compared with $36,800 (12¢) on sales of $210,277 in similar period last year. Fialkov predicted second half sales of $2,150,000 vs. $767,748 last year and that company should have about 7% of transistor market by end of year.

TV supplied some 20% of Columbia Pictures' gross for year ended June 30, July 22 *Wall St. Journal* reported in interview with v.p. A. Schneider. He was quoted as saying gross for fiscal year rose to at least $100,000,000 from $91,100,000 preceding year, with net income slightly lower than the $2,669,712 of fiscal 1956. He said Screen Gems' gross totaled around $20,000,000, nearly double the $11,000,000 of preceding year.

Clevite Corp. describes first 6 months of 1957 as "one of best half-years in our history," reporting earnings of $2,798,557 ($1.48 per share) on sales of $39,684,682 compared with $1,556,087 (79¢) on sales of $36,528,043 in first 6 months of 1956. Company expects some drop in second half earnings, but "results for the year as a whole should be good."

Philco earned $1,613,000 (37¢ per share on 3,828,663 shares outstanding) on sales of $182,651,000 in first 6 months of year compared with $831,000 (17¢) on sales of $166,862,000 in corresponding period last year. Second quarter income was $506,000 (11¢) on $83,388,000 sales vs. net loss of $686,000 on $74,386,000 in second quarter 1956.

Hazeltine Corp. reports net income of $893,000 on sales of $25,696,000 for first 6 months, compared with $918,000 on $18,624,000 for similar 1956 period.

Packard-Bell reports earnings of $463,120 (67¢) for 9 months ending June 30 compared with $487,847 (71¢) for similar period year ago.

WJR, The Goodwill Station Inc. reports net profit of $238,766 (44¢ per share) for first 6 months compared with $269,047 (49¢) for similar 1956 period.

American Broadcasting-Paramount Theatres earned $957,000 (21¢ per share) in second quarter compared with $1,632,000 (37¢) year ago, while operating profit for 6 months was down to $2,700,000 (61¢) from $4,202,000 (97¢) in corresponding 1956 period. Declines were shown in both broadcasting & theatre divs., pres. Leonard H. Goldenson reporting "seasonal downturn in theatre business in the second quarter [was] somewhat sharper this year than in the past." But he foresaw "good results" for third quarter—"the best theatre period"—and looked to 1957-58 ABC-TV programming to strengthen network's competitive position, reinforced by major market affiliations of WPST-TV, Miami; WHDH-TV, Boston; KETV, Omaha; WAVY-TV, Norfolk.

DuMont Bcstg. Corp. showed net income of $65,234 in 26 weeks ended June 29, including earnings since June 1 from newly-acquired radio WNEW, N. Y. (Vol. 13:20), compared with net loss of $330,164 in corresponding period last year. WNEW earned $576,500, of which $294,166 was set aside for federal & state income taxes, from start of its fiscal year last Nov. 1, 1956 to May 31. DuMont's profit figure contained no income tax provision because of a tax-loss carry-forward.

Stanley Warner Corp., whose operations include movie theatre chain, Cinerama, International Latex Corp., WTRI, Albany (Ch. 35), earned $691,800 (32¢ per share on 2,153,099 shares outstanding) on revenue of $28,129,336 in 13 weeks ended May 25 vs. $400,100 (18¢ on 2,166.800) on $23,399,952 in corresponding 1956 period. For 39 weeks net profit was $2,699,591 ($1.25) on $83,699,260 compared with $2,029,190 (94¢) on $70,758,135 (94¢) year earlier.

Tung-Sol placed new $5,000,000 issue of 100,000 shares of 5% cumulative preferred stock (Vol. 13:27) on market July 24 at $50 par. New stock is convertible into common before Aug. 1, 1967 at $35.09 principal amount of preferred per common share, subject to redemption at $52.50 per share to Aug. 2, 1959, declining to $50 par after Aug. 2, 1967. Issue was oversubscribed and books closed within day.

Dividends: Hazeltine, 35¢ payable Sept. 1 to stockholders of record Aug. 1; Storer, 45¢ plus 6¢ on Class "B" Sept. 14 to holders Aug. 30; Consolidated Electrodynamics, $1 Sept. 13 to holders Aug. 28; P. R. Mallory, 35¢ Sept. 10 to holders Aug. 9; WJR, The Goodwill Station, 10¢ Aug. 30 to holders Aug. 15; Stanley Warner, 25¢ Aug. 26 to holders Aug. 5.

Oak Mfg. Co. earned $498,200 (76¢ per share) on first half sales of $10,794,000 compared with $1,005,396 ($1.53) on $12,851,976 in first 6 months of 1956. Second quarter profits were $359,999 (55¢), first quarter $138,201 (21¢). Pres. Robert A. O'Reilly said factory employment at end of June was up 10% over a year ago.

Reeves Soundcraft Corp. reports $349,245 gross profits on first half sales of $2,440,553, compared with $40,716 on $1,667,921 for comparable period last year. Exec. v.p. Frank B. Rogers predicts sales will continue at high level for balance of year, says company will increase ad-promotion budget in fall.

National Telefilm Assoc. reports net income of $818,593 ($1.23 per share) on sales of $7,680,764 in 9 months ended April 30 compared with $191,397 (29¢) on $2,259,013 year earlier.

P. R. Mallory reports $1,586,437 ($1.20 per share) on first half sales of $38,690,166 compared with $1,155,417 (80¢) on sales of $32,662,728 in similar 1956 period.

IMPORTANT TEST of state's right to regulate community antenna systems as public utilities comes up next month in Wyoming—only state currently regulating them. State Public Service Commission this week ordered 14 of Wyoming's 17 CATV systems to show cause why they shouldn't comply with its regulations on filing rate schedules, annual reports, etc. The CATV systems, which had been awaiting test for nearly 3 years, are expected to argue that they are not common carriers or public utilities and therefore aren't subject to regulation. Case is expected to end up in courts.

National Community TV Assn. is particularly interested in this case because of the clear-cut test it represents. NCTA attorney E. Stratford Smith will represent the Wyoming operators. In previous similar cases, Cal. supreme court ruled CATV systems aren't subject to public utility regulation, as did Utah and Wisconsin public service commissions.

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Unusual "scrambled TV" experiment by U of Kansas City and Pfizer Labs (drugs), using facilities of Kansas City's KMBC-TV, was authorized by FCC this week. University plans 4-day TV lecture series on acute coronary occlusion for physicians, who will watch in their homes, offices and medical buildings. Pictures will be "coded" so that they cannot be viewed by unauthorized persons, and sound will be carried by telephone wire to the 100 or so locations where decoding sets will be installed. Scrambling and unscrambling equipment will be supplied by Brach Electronics div. of General Bronze Corp. and won't be of the subscription-TV type, since security is not important. Picture will merely be out-of-sync negative image, easily unscrambled. KMBC-TV's facilities will be used before start of regular broadcast day, 8-9 a.m. Sept. 17-20. According to applicants, purpose of experiment is to explore value of setting up special closed-circuit medical hookup to doctors' homes and offices; they indicated they have no particular interest in a regular scrambled on-air service. Comrs. Bartley & Mack dissented from the experimental grant—the former feeling that TV frequencies shouldn't be used for closed-circuit or common carrier purposes.

Four applications for new TV stations were filed this week with FCC, bringing total pending to 125 (36 uhf). Week's applications were: (1) For St. Petersburg, Fla., Ch. 10, by Nelson Poynter, publisher of *St. Petersburg Times*, with Mrs. Poynter (channel is also sought by St. Petersburg uhf WSUN-TV); (2) for Vail Mills, N. Y., Ch. 10, by WVET-TV, Rochester; (3) for Delano, Cal., Ch. 37, by H. Leslie Hoffman, pres. of Hoffman Electronics who is selling Stockton's KOVR, and Terry Lee, mgr. of KOVR; (4) for Albuquerque, N. M., Ch. 5 (educational), by U of N. M. & Albuquerque Board of Education. No translator applications were filed this week. [For details, see *TV Addenda 24-CC* herewith.]

Signs of the British TV times: Associated British Picture Corp., in financial report for year ended March 31, stated that its commercial TV subsidiary ABC-Television (week end program contractors for Birmingham, Manchester & Yorkshire stations) showed "satisfactory profit." In company's principal business—theatres—report said earnings have been maintained only by increased admission charges.

Entries for "Golden Mike" awards by *McCall's* for "distinguished public service" by women in TV & radio since last Oct. close midnight Oct. 14.

NARTB survey shows typical TV station had $146,400 profit before U. S. income taxes last year, based on revenues of $920,700 and expenses of $774,300. Of 391 stations queried, 218 returned usable questionnaires in which typical broadcaster predicted his total 1957 revenue would increase 4.5%, expenses go up 2.2%. Revenue dollar breakdown: 47¢ from national & regional advertisers, 30¢ local, 23¢ network. Expense dollar: 37¢ for programming, 33¢ general & administrative, 18¢ technical, 12¢ selling. Direct ratio was noted between size of market and station's income-cost-profit position: typical station in market over a million had revenue of slightly over $3,000,000; in less than 25,000 market, gross was $331,000. Survey also showed revenue from networks increased proportionately in larger markets; revenue from local advertisers was higher in smaller markets. NARTB says typical station revenue was $700,000 in 1955, $920,000 in 1956; estimated $960,000 this year; expenses were $650,000, $775,000 and $790,000 respectively. Survey is being sent to NARTB members and similar study is being mailed to radio members.

Quoteworthy quote: "We are told daily that the written word is threatened by TV. I, for one, do not believe this. TV is a superb means of communication and, like sex, it is here to stay. We had better adjust ourselves to it, remembering that the turning of the dial is only one more exercise of that selective taste that we employ in reading . . . I feel this—and I feel it passionately: People who deny themselves TV deny themselves participation in life today. They are horse-&-buggy; they are atrophied; they are self-exiled from the world. They suffer from the most painful illiteracy, which is that of the literate. In terms of reporting conversation, ideas or drama, TV can do something that no other medium has done. And for the viewer, the responsibility of self-editing, of selection, is the same as in choosing a book, a play or a motion picture. It becomes an exercise of will; a demonstration of taste."—**John Mason Brown**, author, critic, lecturer & TV panelist, quoted in July 21 *N. Y. Times*.

Stepped-up NBC-TV color schedule for 1957-58 season, 67% more than year earlier, was announced July 22 by NBC pres. Robert W. Sarnoff. Built around key-position nighttime programs, 250 hours of color in fourth quarter will include 24 specials, *Steve Allen Show* (Sun. 8-9 p.m.), *Chevy Show* (Sun. 9-10 p.m.), *Show of Eddie Fisher & Show of George Gobel* (alt. Tue. 8-9 p.m.), *Kraft TV Theatre* (Wed., 9-10 p.m.), *Lever Variety Show* (Thurs. 10-10:30 p.m.), *Perry Como Show* (Sat. 8-9 p.m.). Daytime color will include World Series, *Club 60* (Mon.-thru-Fri. 1:30-2:30 p.m.), *Matinee Theatre* (Tue.-thru-Fri. 3-4 p.m.).

"Wireless" drive-in movies will be inaugurated in new Dover, N. J., open-air theatre, scheduled to be opened by Walter Reade theatre chain next Sept. New transistorized wireless speakers, to be marketed by Vido Sound Corp., cost $25 each, are said to save average drive-in $50,000-$80,000 in initial wiring costs. Oscillator-transmitter which puts movies' soundtrack "on the air" is classified as limited radiation device, doesn't require FCC approval.

Singapore's first TV station should be financed by Govt. and operated by publicly owned corporation rather than private enterprise, govt.-appointed TV survey committee has recommended.

Colorado color set sales were 408 in first 6 months, compared with 751 in all 1956, 252 in 1955, according to Rocky Mountain Electrical League.

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AUG 5 1957

THE AUTHORITATIVE NEWS SERVICE FOR MANAGEMENT OF THE VISUAL BROADCASTING AND ALLIED ELECTRONICS ARTS AND INDUSTRIES

Television Digest with ELECTRONICS REPORTS

Wyatt Building • Washington 5, D. C. • Telephone Sterling 3-1755 • Vol. 13: No. 31

SUMMARY-INDEX OF THE WEEK'S NEWS — August 3, 1957

LOW-POWERED TV REPEATERS, vhf or uhf, co-channel or off-channel, proposed by FCC in attempt to resolve unlicensed-booster stalemate (p. 1).

COMMUNITY ANTENNA SYSTEMS keep growing, but at slower rate; new Factbook figures show 610 operating now vs. 572 six months ago, 480 year ago (p. 2).

NETWORK CIRCUIT JAM enters crucial period, as networks and other users submit Fall requirements; answer on circuit-rationing due in month (p. 2).

FTC CITES HELENE CURTIS for "false" TV commercial in TV-radio monitoring drive on toiletry claims; company says shampoo ad has "sound basis" (p. 3).

SUBSCRIPTION-TV TEST decision deferred by FCC, which schedules special meeting on issue Sept. 17. AFTRA asks Congress to take over (p. 4).

WIRED PAY-TV FEVER spreads, station owner seeking Los Angeles franchise. "Interested in baseball, not TV," says San Francisco Mayor Christopher (p. 4).

100 TV "SPECIALS" planned by NBC-TV for next season, Sarnoff announces, answering critics of "dull schedule." Nighttime near-sellout claimed (p. 7).

ACCEPTANCE OF NEW TV lines by dealers and public reported by manufacturers; inventories in good shape. Close watch kept for break in prices (p. 9).

NARDA DEALERS hear new Philco plan to sell & finance TV sets to hotels-motels; Westinghouse spokesman criticizes long appliance warranties (p. 10).

LIST OF TOP 500 COMPANIES in U. S. industry includes 31 in electronics, each with 1956 sales of more than $61,000,000. Summary table (p. 13).

ALL-VHF ALBANY AREA tentatively approved by FCC in busy pre-vacation week which sees big allocations mop-up, 7 new TV station grants (p. 8).

MIAMI'S WPST-TV, owned by National Airlines, makes debut as 504th U. S. TV outlet. Reports on plans of other TV station grantees (p. 11).

INTERSTATE TV SCHOOL network is proposed by Southern Regional Education Board in $22,500,000 project; microwave needs outlined to FCC (p. 14).

NETWORK TV BILLINGS rise 6.9% in first half to $250,657,209 vs. $234,510,312 year ago; CBS leads cumulative increase with 9.6% (p. 14).

FCC PROPOSES VHF BOOSTERS IN SURPRISE MOVE: Just one month after rejecting idea of vhf boosters (Vol. 13:26), FCC turned around this week and asked for comments on proposal to set up "low power repeater stations" operating on vhf or uhf, on channel of mother station or on different channel.

Unexpected move was seen as attempt to end dispute over unauthorized vhf boosters operating in northwest, and was direct outgrowth of July 12 conference between Chairman Doerfer and Colo. Gov. McNichols, who has been encouraging unlicensed booster operators to defy FCC (Vol. 13:28).

Commission announced it was considering McNichols' plea as a petition for reconsideration, and was granting it. FCC cited arguments that uhf translators weren't satisfactory for rugged terrain, that vhf booster supporters should be given chance to prove they can meet engineering standards for a non-interfering service.

Implicit in Commission's notice was put-up-or-shut-up tone toward the 200-plus unlicensed vhf booster operators, directing that comments be addressed specifically to proving engineering feasibility. Rule-making was proposed by a 3-man Commission majority—Doerfer, Mack & Craven—Hyde & Bartley dissenting without written statements, Lee not participating.

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Highlights of the Commission's proposed new "low power TV broadcast repeater station" service: Repeaters would be licensed on non-interference basis, with their power limited to 1 watt input to final

radio frequency amplifier—which could yield possibly 2-3 watts ERP (Commission considers this about equivalent of uhf translators' 10 watts).

Remote control operation would be permitted, with first or second-class operator in constant attendance at remote point—or upon "showing of need," automatic operation would be authorized.

Ownership requirements would be similar to those for translators; they would be licensed to anybody "qualified"—station owners, civic groups, etc.—with no limit on the number owned by single licensee in specific area or anywhere else. Repeaters would not be permitted to originate programs.

Comments on proposal (Doc. 12116) are due Oct. 1, counter-comments Oct. 31.

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Deadline passed this week for comments on Commission's proposal to permit uhf station operators to set up on-channel boosters to fill holes in their coverage areas—with some 13 comments filed, all favorable (see p. 8). Reflecting more liberal attitude toward repeaters of all kinds, Commission this week killed its own proposal to authorize translators only where regular stations aren't operating and to put translators off air when regular station goes on air.

"Problem of translators operating in competition with regularly assigned TV stations is a complex one" which should be considered on case-to-case basis, said Commission.

CATV SPREAD SLOWS, BUT SYSTEMS KEEP LIVELY: Growth rate of community antenna systems in U. S. & Canada has slowed down, but expansion of this area of TV business still is steady, according to statistical evidence we've gathered from operators & manufacturers for our upcoming Fall-Winter TV Factbook, due off press next week end.

Semi-annual stocktaking of CATV systems shows that 130 have been added since we counted 480 year ago (Vol. 12:28) but number of starters in past 6 months, after Canada came in with rush (Vol. 13:5), is only 38. Nevertheless, total number of homes reached has grown in half-year by nearly 51,000.

Here are some Factbook-derived figures on current CATV status:

(1) Systems in operation—610 (Canada 89, Alaska 1) vs. 572 in spring.

(2) Average number of subscribers—681 vs. 866.

(3) Average potential subscribers, estimated by operators—1600.

(4) Total homes reached by those supplying figures—415,776 vs. 364,915.

(5) Total potential, according to operators' estimates—843,350.

Number of current subscribers varies wildly from system to system, ranging from 14,250 in Mahanoy City, Pa. to 3 reported by Deep River TV Enterprises Ltd., Ottawa. Among systems, 126 have 1000 or more subscribers.

Pennsylvania continues to be No. 1 CATV state, followed by Oregon, West Virginia, Washington, California in that order of number of operating systems.

Community antenna directory in new Factbook is completely revised and updated, listing every system known to be in operation. All information is checked directly with system operators, and each listing contains address, key personnel, number of subscribers, estimated potential, starting date, make of equipment and call letters of stations received.

CRUCIAL PERIOD IN NETWORK CIRCUIT JAM: Whether major intercity microwave-cable routes will have to be allocated among network users this fall is now being determined by AT&T—but definitive answers probably won't be available for month or so.

Deadline for submission of requirements passed this week—and though nobody at AT&T will talk about it, there's no reason to believe that demands have tapered off since last June, when it appeared that some network schedules might have to be rejiggered in order to meet demands for use of some important routes (Vol. 13:23-24).

Among reasons for unprecedented demand for intercity hookups are expansion of ABC-TV pro-

gramming, enlarged schedule planned by Sports Network Inc. (which handles live telecasts of sports for stations and regional networks), plans of Pat Weaver's live Program Service network and other prospective entrants into limited live networking, closed-circuit business meetings, etc.

Officially, AT&T was guardedly hopeful this week. While conceding that demands are quite a bit heavier than last year, a spokesman pointed out that new facilities are constantly being added and that prospective microwave-cable users often ask at first for more than they can use, cutting down demands later when schedules firm up.

AT&T's next step will be to analyze all requests for intercity circuits, the spokesman explained, matching them against facilities now available and new facilities scheduled for completion during the coming season. Analysis should take about 2 weeks.

Upon completion of analysis, phone company's long lines officials will hold conferences with each of the prospective users to ascertain minimum firm requirements, squeeze any water out of earlier requests, etc. If allocations of any circuits are required, AT&T sits down again with all users and works out formula.

ANOTHER TV COMMERCIAL was hit this week by FTC in stepped-up monitoring campaign against fraudulent advertising on air. Helene Curtis Industries Inc., 4401 W. North Ave., Chicago, was accused of "false & misleading" TV words & pictures in promoting Enden Shampoo as dandruff cure.

In complaint released July 29, FTC said Helene Curtis violated Federal Trade Commission Act in "typical TV commercial" which showed man "smiling happily" after using Enden Shampoo while announcer says: "I say . . . if you've got dandruff problems, Enden is sure the easiest way to stop them . . . for good."

Truth is, according to FTC, that Curtis product will not "end itching, flaking & scaling," as advertised, that it "will not cure dandruff or have any other lasting effect because the condition will return if the regular use of the product is discontinued."

Prompt rebuttal to FTC came from George Factor, Helene Curtis v.p. in charge of toiletries div., who said "clinical data, research and experimentation relating to our product have provided us with a sound basis for the claims we are making." FTC gave company 30 days to file formal answer to complaint, set hearing for Oct. 14 in Washington.

Curtis TV case was second involving toiletry commercials, first having been charge against Lanolin Plus Inc. that it misrepresented its Lanolin Plus shampoo (Vol. 13:29). It was 6th complaint by FTC since special TV-radio unit started viewing & recording commercials last Oct. FTC investigators are known to regard general cosmetics field as fertile one for additional TV complaints.

Advertiser's reply to earlier FTC complaint in TV campaign was filed July 31 by Whitehall Pharmacal Co., 22 E. 40th St., N. Y., cited in March for commercials promoting arthritis treatment (Vol. 13:13). Whitehall said its ads for InfraRub & Heet were "neither false nor misleading in any respect." Company also said FTC—as "matter of simple fairness"—should hold up complaint "pending proceedings by the Commission against all leading competitive products."

Praise for advertisers & media came meanwhile from FTC Comr. Robert T. Secrest. He told Assn. of Broadcasting Executives of Texas in Dallas Aug. 1 that vast majority of people with products or services to sell advertise them honestly, that TV, radio & press deserve commendation for their efforts to control advertising content and maintain own standards.

Secrest singled out TV & radio networks and NARTB as examples of self-policing by media. Coincidentally, July *Code Bulletin* distributed to members by NARTB reported TV Code Review Board chairman Wm. B. Quarton had written personal letters to all code subscribers urging support of its recommendations against "advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups." Code's "not acceptable" category includes "products for the treatment of hemorrhoids and for use in connection with feminine hygiene."

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Iran is due to get commercial TV next March, with RCA transmitter now awaiting shipment from New York. Project's backer is Iranian businessman Habib Sabet, Iranian agent for RCA (who also represents Pepsi-Cola, General Tires & Studebaker-Packard) who is investing some $500,000 in station. Station operation will be shared by his son Iradj, who developed interest in commercial TV while attending Harvard School of Business Administration. An American—A. Vance Hallack, formerly of NBC—is due to be retained by Sabet to assist in starting the station and training Iranian personnel. He currently is organizing programs and training personnel at TV outlet in Baghdad, Iraq, under U. S. Govt. foreign aid program (Vol. 12:18). Iran station will use U. S. standards.

Reciprocal TV-radio trade between U. S. & Soviet Union, as proposed here following CBS-TV interview with Communist boss Nikita Khrushchev (Vol. 13:26), isn't likely soon. Kremlin has given qualified "nyet" to program-exchange plan advanced by State Dept., arguing in note released July 27 and repeated by Radio Moscow this week that U. S. is "hampering" cultural & economic contacts too much to make trade feasible now. Russians said all barriers should be lifted before any TV-radio plan is negotiated. "It is to be hoped," Radio Moscow added, "that such an exchange can be arranged." In Washington State Dept. said it was "gratified" that Kremlin "is prepared to discuss" proposals.

Sweden's TV set total of 50,000 will increase to 900,000 by 1965, according to recently completed economic survey quoted by American-Swedish News Exchange. The country now has 4 TV stations, plans 10 more by 1962.

WIRED PAY-TV picture in far west took on aspects of a free-for-all this week with still more applicants for franchises—including one telecaster and one former TV station owner. Meanwhile, San Francisco Mayor George Christopher told us that his only interest in pay TV lies in getting major league baseball to his city and that Skiatron has "priority" because "they seem to have a contract with major league baseball teams."

Actually, he told us, neither Skiatron nor International Telemeter-Fox West Coast Theatres has formally filled out the papers needed to file for non-exclusive toll-TV franchise. After this is done, he said, it will take 2-3 months for city to process and grant franchise "if there are no undue delays." He said he was "not familiar with the operational methods" of either Skiatron or Telemeter, that city officials have met with Skiatron—but not Telemeter—officials.

He said he talked with telephone company officials about month ago and "they were dubious about the whole thing—it's new to them, too." He added: "Our interest is not in TV; it's exclusively in getting major league baseball out here."

Third application for non-exclusive fee-TV franchise was filed in Los Angeles—this one by Harriscope Inc., Beverly Hills TV film & motion picture producer which operates KTWO-TV, Casper, Wyo. (Ch. 2) and has CP for Ch. 9 Sheridan, Wyo. satellite KTWX. Harriscope also has filed for 6 Los Angeles suburbs, claims to have petitioned for pay-TV rights in Caracas, Venezuela and 4 other foreign countries.

In Denver, meanwhile, Gene O'Fallon, former owner of KFEL-TV (now KTVR) there, applied to Denver city council for non-exclusive 21-year franchise. Skiatron announced it has filed applications in Oakland, Berkeley, San Mateo and 16 other San Francisco Bay area communities. An outfit called Tele Movie Development Co., whose principals—except for attorney Harrison W. Hertzberg—have been kept secret, has been going up and down the coast, claims to be negotiating in 30 cities. And real estate developer Louis Boyar has asked city of Lakeland, Cal.—near Los Angeles—for exclusive franchise there.

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USIA budget economies, already scheduled to slice VOA's TV operations 76% (Vol. 13:30), will reduce effectiveness of Radio in the American Sector of Berlin (RIAS) by 18%, according to director Laurence Dalcher of station which beams programs to Communist East Germany. Fiscal budget for RIAS is $2,925,000, only $8000 less than last year, but Dalcher is cutting range, staff & programs in line with general money-saving directives by USIA director Arthur Larson.

"Ground-air road show," featuring demonstrations of GPL airborne closed-circuit TV equipment in action, will be held in 5 cities next fall by M. P. Odell Co., midwestern engineering representatives for electronic instrumentation. Demonstrating all GPL closed-circuit equipment, public showings will be held Oct. 21-Nov. 7 in Cincinnati, Dayton, Cleveland, Detroit & Pittsburgh.

SUBSCRIPTION-TV test decision was deferred by FCC this week at least until Sept. 17, when Commission plans full-day meeting on issue. On Aug. 1, last meeting day before month vacation, FCC grappled with comments on proposed trial, reached obvious conclusion that decision couldn't be reached on regular meeting day—particularly in view of overloaded agenda.

Anxious to avoid appearance of stalling on issue, Commission picked first "open" day to hold its special meeting. Decision could possibly be made on that date, but it wouldn't be surprising if further special meetings were scheduled.

Meanwhile, pro & con pulling-&-hauling on broadcast pay TV continued. AFTRA's San Francisco convention unanimously voted to urge Congress to take entire issue out of FCC's hands. Resolution actually was compromise between anti & pro factions, both of which had submitted proposed resolutions. AFTRA officials described final resolution as expressing union's determination not to let any single govt. agency have power to authorize and regulate pay TV, but rather that Congress conduct thorough inquiry and set up own rules if it decides to approve the service.

Rep. Chelf (D-Ky.), who 2 weeks ago demanded trial of fee TV in letter to FCC Chairman Doerfer (Vol. 13:29), reiterated his position in speech on floor of House this week and took occasion to apologize to Rep. Celler, who he said had accused him of making a "personal attack." Chelf assured his Judiciary Committee colleague—an outspoken foe of fee TV—that this was not his intention.

New York City Council pres. Abe Stark—inveterate opponent of subscription TV—threatened this week to start court proceedings to block any pay-TV authorization. Nobody but Congress has right to authorize pay TV, he said.

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Irish got into act, too, when House Rules Committee opened TV-radio "censorship" hearings Aug. 1 on demands by Southern Democrats that networks & stations be investigated for deleting such words as "darky" from folk songs to avoid offense to Negroes (Vol. 13:30). Rep. Chelf (D-Ky.) suggested things might get to point where broadcasters substitute "Who Threw the Overalls in Mrs. Murphy's Chowder?" for "My Old Kentucky Home." Rep. O'Neill (D-Mass.) objected heatedly that chowder ditty is "very insulting song to the Irish race." Committee took no action. FCC Chairman Doerfer meanwhile wrote protesting congressmen that Commission took neutral position in controversy, which arose suddenly while Senate debated civil rights bill. He pointed out broadcasters "possess a wide range of discretion and freedom" in programming. "I guess no one is taking it very seriously," NBC continuity chief Carl Watson commented next day, reporting network had received only 8 letters on issue. Networks have been editing racial "slurs" from song lyrics for more than 20 years.

Senate confirmation of Frederick Ford as FCC commissioner (Vol. 13:29) was delayed this week by debate on civil rights bill. Attempt by Majority Leader Johnson (D-Tex.) to proceed with executive business, including nominations, was blocked on floor by objection by Sen. Morse (D-Ore.). Action on Ford is likely next week.

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Personal Notes: **John I. Edwards** named mgr. of KMJ-TV, Fresno, Cal. succeeding **Perry Nelson**, resigned to enter industrial real estate in Fla. . . . **Edward J. Roth Jr.**, ex-WNDU-TV, South Bend, named program mgr. of WGN-TV, Chicago . . . **Smith Binning**, ex-Newhouse Newspapers, joins WCAU-TV, Philadelphia, as sales development director . . . **Robert E. Newsham**, ex-WFIL-TV & WFIL, Philadelphia, named asst. sales mgr. of KYW-TV, Cleveland . . . **James L. Barker**, ex-KOLN-TV, Lincoln, named promotion & publicity mgr. of KBTV, Denver . . . **Frank Boehm** promoted to v.p. of rep Adam Young in charge of TV-radio promotion & sales service, N. Y.; **James F. O'Grady** to v.p. in charge of midwest sales, Chicago . . . **Ralph B. Hunter**, ex-Katz TV sales exec. and onetime program mgr. of WWJ-TV, Detroit, named northeastern rep for broker Paul H. Chapman Co. headquartering at 17 E. 48th St., N. Y. (Eldorado 5-6657) . . . **Charles Mathis Jr.** named chief engineer of KCMC-TV, Texarkana, succeeding **Wm. R. Atkinson**, now with Gates Radio, Quincy, Ill. . . . **Maurice R. Labelle**, ex-Mandell-Newman Assoc., Miami Beach, named public service director of WTVJ, Miami . . . **James M. Freeman**, asst. v.p., Michigan Bell Telephone Co., formerly AT&T Washington news service mgr., named AT&T asst. v.p. for public relations, headquartering in N. Y. . . . **Stan Cohen**, ex-Ziv, joins WDSU-TV & WDSU, New Orleans, to head expanded research, sales promotion & merchandising operations . . . **Mortimer Wormser** named v.p. of Columbia Pictures; **Bernard Birnbaum** asst. treas. . . . **Berne Tabakin** named v.p. of NTA in charge of west coast div.; **Harold Kovner & Joseph H. Moskowitz** named directors of NTA Film Network . . . **Joseph M. Sitrick**, NARTB mgr. of special projects and member participation, resigning to assume duties Aug. 26 as legislative asst. to FCC chairman John C. Doerfer . . . **Edward King**, ex-NBC, joins Metropolitan Educational TV Assn., N. Y., as staff director . . . **Troy Crowder** promoted to asst. to pres. **H. K. Newburn** of Educational TV & Radio Center, Ann Arbor . . . **Bob Hanna**, ex-WGBS-TV, Miami, named commercial mgr. of upcoming WPST-TV there (Ch. 10), due on air this week . . . **Edward L. Smith** named gen. sales mgr. of KOVR, Stockton, Cal.; **George Ledell**, from rep Petry's Los Angeles office, replaces him as TV mgr. of Petry San Francisco office . . . **Eldred J. Robinson**, ex-v.p. & advertising director of *Green Bay* (Wis.) *Press-Gazette*, named sales mgr. of WMBV-TV, Marinette-Green Bay . . . **Jack Highberger**, ex-promotion mgr. of KARD-TV, Wichita, Aug. 5 becomes promotion & publicity director of upcoming WLWI, Indianapolis (Ch. 13) due in Sept. . . . **James A. Dearborn** elected a v.p. of Kenyon & Eckhardt . . . **Gerald T. Arthur** elected a v.p. of Fuller & Smith & Ross . . . **Ralph Maitland**, ex-Wilding Picture Productions, named mgr. of new midwest div. of Transfilm, headquartering at Carlton House, Pittsburgh . . . **Joseph P. Dougherty**, ex-KYW-TV, Cleveland, named sales mgr. of WAAM, Baltimore, which becomes WJZ-TV under Westinghouse ownership in Sept. . . . **Seymour Reed**, Official Films treas., also named exec. v.p.; **Grace Sullivan** promoted to secy.; **Wells Bruen** appointed head of new station sales div.; **Ray Junkin**, head of new agency-sponsor div. . . . **Robert A. Dettman** v.p. & 10% owner, named exec. v.p. of KDAL-TV, Duluth . . . **Roy Meachum**, ex-*Washington Post*, named public relations, promotion & adv. mgr. of WBAL-TV & WBAL, Baltimore . . . **Augie Cavallaro**, ex-DuMont Broadcasting, joins radio WKIT, Mineola, N. Y., as v.p. & gen. mgr. . . . **Dr. Keith M. Engar**, associate professor of speech & theatre arts at U of Utah, named program director of school's upcoming educational KUED . . . **Reed M. Roberts Jr.**, ex-Cresap, McCormick & Paget, N. Y. management consulting firm, named budget services director of CBS Inc.

Obituary

Rev. B. Bryan Musselman, 66, principal owner, pres. & gen. mgr. of radio WSAN, Allentown, Pa., and pioneer in religious broadcasting, died July 27 in Allentown Hospital. He began broadcasting in 1923 when he was pastor of Bethel Mennonite Brethren in Christ Church, Allentown, and for 34 years had early morning religious program on air. He assumed control of station in 1950. Surviving are widow, son, daughter.

Lawrence K. Elliott, 56, White House radio announcer for CBS in 1932-36, later an announcer on Fred Allen, Andre Kostelanetz & Bob Hawk shows in N. Y., died July 27 of a heart attack in home at Port Chester, N. Y. He was "Voice of the Treasury" in World War II defense bond campaign, more recently was TV script writer & actor. Surviving are widow, son, daughter, 2 sisters, 4 brothers.

Rubey Cowan, 66, Hollywood songwriter, agent, producer & TV promoter, died July 28 in Cedars of Lebanon Hospital, Los Angeles, following brain hemorrhage. He was charter ASCAP member, headed NBC Artists' Bureau in early 1930's, later ran own talent agency. Surviving are widow, 2 sons.

Wm. J. O'Connor, 68, former asst. v.p. of AT&T for public relations who was asst. to pres. Walter S. Gifford when he retired in 1950, died July 26 in Lewisboro, N. Y. home after brief illness.

AFTRA elects Clayton (Bud) Collyer pres., succeeding Frank Nelson. Stan Farrar is new recording secy.; Travis Johnson, treas. Elected v.p.'s were Ken Carpenter, Eleanor Engle, Virginia Payne, Wanda Ramey, Evelyn Freyman, Don Courtnay, Gay Batson.

To aid "sick" movie theatre industry, N. Y. Mayor Wagner's administration this week proposed exemption from city's 5% amusement tax of all motion-picture admissions up to 90¢.

Quinn O'Connell, who has been law clerk to Judge John A. Danaher of D. C. Circuit Court of Appeals, joins Washington law firm of Weaver & Glassie.

Iowa Broadcasters Assn. elects Ken Gordon, KBTH, Dubuque, pres.; George Volger, KWPC, Muscatine, as v.p.; Bill White, KFJB, Marshalltown, secy.-treas.

Public relations merger: Rogers & Cowan and Arthur P. Jacobs Inc. form Rogers, Cowan & Jacobs, headed by Henry C. Rogers as pres.

Highest circulation in 28-year history is claimed by Hugo Gernsback's *Radio-Electronics* magazine for first half of 1957. Monthly publication states its average net paid circulation for period was 195,586, with advertising contracts for first 8 months of year topping all comparable periods.

Advertising rates of *Life* go up 4% effective with Feb. 3, 1958 issue, circulation base remaining at 6,000,000. Newsstand price increases to 25¢ from 20¢ at same time. In new schedule black-&-white page costs $26,275 vs. $25,275 now; 4-color page, $39,500 vs. $37,975.

By-product of TV's success: Full page ad in Aug. 1 *N. Y. Times* by *TV Guide* reports circulation up 30%, ad revenue increased 89% in first 6 months of 1957. Magazine plans to expand from 44 to 49 regional editions by year's end, raises circultaion guarantee to 5,300,000 in Oct.

Blair TV & John Blair & Co. moved Boston offices this week to 188 Newbury St.

Telecasting Notes: **"Show biz's fabulous upstart"**—TV film syndication—gets its measurements taken in big 61-page "TV Film Annual" section of July 31 *Variety*. These are some vital statistics of the burgeoning syndication industry reported in special section: There are some 271 series in syndication, costing some $239,832,200, being peddled by 40 companies; some $151,505,200 worth of these programs were made specifically for first-run sale in syndication, with $88,327,000 representing cost of 55 half-hour series that appeared first on networks . . . **Largest controller of syndication** product, *Variety* figures, is MCA-TV, which has 23 series worth $33,272,600 in production costs; Ziv is second, with 20 worth $25,806,500; CBS-TV Film Sales is close third, with 22 at $20,563,500 . . . **Big spot deal** for *Annie Oakley:* CBS-TV Film Sales sells alt. sponsorship of film for $2,340,000 to Corn Products (Bosco) for 52 weeks in 62 markets, starting in Oct., sharing show with Continental Baking . . . **Official Films** has signed stations—rather than regional or local advertisers—for $1,350,000 sales of *Decoy, Sword of Freedom & The Big Story* in past month, indicating strength of stations in first-run TV syndication market . . . **Heavy "special" schedule** on networks next season is easy to understand, according to July 31 *Variety:* Nielsen ratings for 60-min. & 90-min. shows last season. McCann-Erickson figures that 57 "spectaculars" shown by networks last Sept. through June averaged 34.9 rating vs. 23.1 for 30-min. programs . . . **Most widely ballyhooed spectacular** since "Peter Pan," NBC-TV's Mary Martin-John Raitt version of "Annie Get Your Gun," should be a highly polished production by Nov. 27 when the 2-hour musical hits TV screens. Show is scheduled for 5-week theatrical run in San Francisco beginning Aug. 25, will move to Los Angeles Oct. 7 for 5-week stand there before one-shot telecast . . . **Labor racket hearings** by McClellan Committee of Senate got 5-station live TV coverage this week. Little network was formed by WVUE, Wilmington; WGLV, Easton and WATR-TV, Waterbury, carrying coverage supplied by DuMont's WTTG, Washington, and WABD, N. Y. . . . **Dr. Frank Baxter**, TV award-winning educator, is closing deal with AT&T to be host for filmed *Telephone Time* anthology series on ABC-TV, replacing John Nesbitt . . . **Book promotion by TV** is sales gimmick of McDowell, Obolensky Inc., new N. Y. publishing firm which is bringing out *This Was Andersonville* by prisoner in notorious Civil War camp. Georgia locale is featured in 3-min. TV short to be offered to bookstores . . . **Return of** *Ding Dong School* now slated Aug. 26—but on Chicago's WGN-TV only—to be beamed "later" to Pat Weaver's Program Service network . . . **Shirley Temple Doll**, hot kiddies' item in 1930's, will be revived in updated dress by Ideal Toy Corp. for partic. sponsorship (thru Grey Adv.) of 4 old movies by child star to be shown by 100 NTA affiliates in fall. Firm was rescued from depression by sales of doll, hopes films will restore popularity . . . **Philip Morris** renews controversial *Mike Wallace Interviews* for another 6 weeks on ABC-TV Sun. 10-10:30 p.m. . . . CBS-TV goes underwater for national AAU swimming & diving championships Aug. 4 at Philadelphia's Fairmount Park. Special camera requiring 500-lb. weight will be used to catch sub-surface action.

Radio station sales approved this week: WDOD, Chattanooga, by Earl W. Winger for $200,000 to Interstate Life & Accident Insurance Co. (Vol. 13:26) . . . **KUDU**, Ventura-Oxnard, Cal. by Voice of Ventura Co. (Wm. H. Haupt, pres.) for $162,500 in bankruptcy proceeding to Mrs. Virginia Wallace & associates (Vol. 13:27) . . . WNAM, Neenah, Wis. by owners of WFRV-TV, Green Bay, for $154,000 to S. N. Pickard (Vol. 13:29) . . . **KPEG**, Spokane, by Robert D. Rapp for $137,500 to F. Kemper Freeman, Elwell C. Case & Mrs. Florence C. Hayes (Vol. 13:29) . . . KOME, Tulsa, by John Brown U for $100,000 to John W. Kluge & Mark Evans (Vol. 13:28) . . . **KHMO**, Hannibal, Mo. by Lester M. Smith & associates for $97,500 to Jerrell A. Shepherd (Vol. 13:23) . . . **KCIJ**, Shreveport, by Lester Kamin & associates for $75,000 to Edward McLemore (Vol. 13:27) . . . WFYC, Alma, Mich. by L. R. Kamperman & associates for $70,100 to gen. mgr. David W. Somerville & associates (Vol. 13:27) . . . WLBN, Lebanon, Ky. by Charles Shuffett & Clarence H. Hulse Jr. for $65,000 to W. Dee Huddleston & associates (Vol. 13:28) . . . WPLY, Plymouth, Wis. by Milton Maltz & Robert Wright for $65,000 to Charles & Marion Boonstra and associates (Vol. 13:28) . . . WARB, Covington, La. by A. R. Blossman for $55,269 to brother David & son A. R. Blossman Jr. (Vol. 13:28) . . . KPLK, Dallas, Ore. by Leland M. Tucker & Edward C. McElroy Jr. for $45,000 to D. H. Meves (Vol. 13:25) . . . KERV, Kerrville, Tex. by Arthur G. Rodgers for $30,000 to chief engineer Clyde Jones & Albert F. Mason Jr. (Vol. 13:28) . . . WGAD, Gadsden, Ala. by Richard B. Biddle (pres. & 25% of grantee WOWL-TV, Florence, Ala.) for $25,000 to Rep. Albert M. Rains and associates (Vol. 13:28).

Change in FM rules to permit either horizontal or vertical polarization was proposed this week by FCC on petition of consulting engineer James C. McNary, who argued that vertical polarization would provide better auto radio reception (Vol. 13:18). Comments are due by Oct. 1.

Radio station sales reported this week: WTRY, Troy, N. Y. by station executives Mowry Lowe, Kenneth M. Cooper, C. George Taylor and Robert T. Engles for $1,400,000 to Victor W. Knauth and Daniel W. Kops, pres. & gen. mgr., respectively, of WAVZ, New Haven, Conn. . . . KMLB, Monroe, La. by Melba Liner Gaston & J. C. Liner III for $105,000 to WSTV Inc., licensee of WSTV-TV, Steubenville, O. (Ch. 9) & WSTV, part of Friendly Group (Jack N. Berkman, pres.). KXLE, Ellensburg, Wash. by Goodwin Chase Jr. & Joseph B. Kendall for $80,000 to Willis R. Harpel & Stephen C. Wray, of Los Angeles . . . WCOW, Sparta, Wis. 74% by Nicholas & Victor J. Tedesco for $46,400 to Zel Rice and wife Vena, whose son John D. is resident mgr. & 24% owner. **Brokers:** WTRY, Allen Kander & Co.; KXLE, Hamilton, Stubblefield, Twining & Assoc.

Sale of WNOW-TV, York, Pa. (Ch. 49) & WNOW by Helm Coal Co. partners Morgan E. Cousler & Lowell W. Williams for $255,000 (Vol. 13:27) to Wm. F. Rust Jr. and Ralph Gottlieb was approved by FCC. Also approved was sale of radio WAEB, Allentown, Pa. to Rust & Gottlieb for $200,000 by WAEB Inc. (Howard Wasserman, pres. & 50% owner). Gottlieb is gen. mgr. and Rust is treas. of Granite State Bcstg. Co., operator of N. H. radio stations WKBR, Manchester; WTSL, Hanover; WTSN, Dover; WTSV, Claremont.

Sale of 50% of CP for KHUM-TV, Eureka, Cal. (Ch. 11) to KVIP, Redding (Ch. 7), was approved this week by FCC. Carroll R. Hauser, who has been sole owner of KHUM-TV, is to be reimbursed undisclosed sum for out-of-pocket expenses and KVIP management has tentative Sept. 1 target for new outlet.

Color TV rebroadcast receiver with over-all response extending to 4.25 mc, featuring crystal-controlled high frequency oscillator, was announced this week by Nems-Clarke Inc., Silver Spring, Md.

SPECTACULAR answer to forecasts of dull programming and soft demand for network time next fall was fired at the press this week by NBC's top brass at big full-dress news conference in New York. There, pres. Robert Sarnoff, flanked by network's first-rank programming and business executives, announced what bids fair to be a return to exciting programming—and exec. v.p. Robert Kintner announced near-sellout in evening time.

Yet selling for season hasn't been easy, Sarnoff admitted later.

Program excitement next season will come from "specials," said Sarnoff—and NBC has scheduled 100 of them in every conceivable field. He defined a "special" as "a half-hour, hour, 90-min. or 2-hour show that is not broadcast in the week-in-week-out pattern of regular programs and that is, by its nature, different from standard network entertainment fare." Elaborating on "specials," Sarnoff & Kintner stated:

These shows will account for about 117 hours of programming, 21% increase over last season. At least 26 of them—totaling more than 35 hours—will be in color. Sponsors have signed up for them to the tune of $40,000,000 gross.

Classified as "specials" are such shows as *Omnibus*, *Wide Wide World*, *NBC Opera*, "Project 20" documentaries, *Hallmark Hall of Fame*, *March of Medicine*, Shirley Temple fairy tale series, as well as spectaculars like Mary Martin in "Annie Get Your Gun" and Standard Oil & General Motors anniversary programs. Virtually all of the shows enumerated had been announced or known previously.

Kintner responded at news conference to story by *New York Times*' Jack Gould that forthcoming season will be networks' "softest" commercially (Vol. 13:30). He said NBC has only about 2 hours of unsold evening time and these may be sold in next 10 days if current negotiations are successful.

It was also pointed out that daytime billings are stronger than ever—witness NBC-TV's reported 80% sellout of day hours for next season, vs. 40% last fall.

Sarnoff followed up news conference with refreshingly candid letter to TV-radio editors, distributed Aug. 1. He said Gould's July 25 story in *Times*, which caused "quite an outburst along TV Row," was on right pitch. Instead of joining CBS, ABC & TvB in furious fusillade in reply to Gould, Sarnoff took potshots at rest of industry himself.

"The TV industry is 10 years old and some responsible people in it were cutting up like 10-year-olds last week," NBC pres. wrote in one of his periodic communiques to editors.

"The facts in the [Gould] article were correct. Yet the rebuttals from some network & industry sources sought to bury these facts under an avalanche of non-responsive claims . . . All of them, I thought, were wide of the mark in answering the main point of the article [that] TV is subject to the same stresses of an inflationary, and at times unsettled, economy that every other important American industry is . . .

"No responsible TV executive can look you in the eye and say this has not been a hard-sell season. Network salesmen have worn out more shoe leather this selling season than at any time within my memory . . ."

Sarnoff gave "good reasons" for network prime time-selling difficulties: (1) "More cautious attitude" toward all media by advertisers & agencies, both "caught in the inflationary squeeze." (2) "Same inflationary pressures" are raising program costs. (3) Daytime TV & "specials" probably are siphoning off money from regular nighttime periods.

"Yet," Sarnoff went on, "there is surely no cause for hysteria because a few facts about unsponsored time & late selling find their way into print." He wound up with this "realistic appraisal of TV today":

"Good overall economic health; problems arising from inflationary aspects of economy common to all businesses; selling market tough, somewhat spotty, but picking up hopefully. Needed: more shoe leather, less talk about inflated income."

Control of Cox newspapers goes to 10-year trusteeship under will of late James M. Cox, who died July 15 (Vol. 13:29). Trustees are James Cox Jr.; Robert A. Wolfe, v.p. & gen. mgr. of Dayton Newspapers; Raymond Sadler, controller, and Robert W. Sherman, purchasing agent. Papers affected are *Dayton Journal Herald* and *Daily News* (affiliated with WHIO-TV & WHIO), *Springfield* (O.) *News & Sun*, and *Miami Daily News*. Cox left his son 6000 shares of Atlanta Newspapers Inc., presumably giving him operating control of *Atlanta Constitution* and *Journal* and licensee of WSB-TV & WSB. James Cox Jr. personally holds 30.5% interest in WCKT, Miami.

Dept. stores use TV for institutional prestige nearly as much as for immediate sales results, according to survey by National Retail Dry Goods Assn. Of stores polled, 48.7% counted on TV prestige, 51.3% on immediate sales, 10.5% plan increased TV budgets, 50% will continue present schedules. Biggest number—31.7%—spend $100-$200 per week on TV time & production, but budgets show wide variations, one store in $75 category using its own talent as models & buyer as commentator.

Power boosts: KVIP, Redding, Cal. (Ch. 7) began with 117-kw Aug. 1; WTTW, Chicago (Ch. 11, educational) has Sept. 3 target for increase to 275-kw.

H-R Television Inc. Aug. 5 opens Detroit office at 1065 Penobscot Bldg., Andrew M. Gent, mgr. (Woodward 1-4148).

Congressional call for aid to uhf (Vol. 13:29) came this week in letter to Chairman Forand (D-R. I.) of House Subcommittee on Excise Taxes asking end of Federal excise tax on all-channel sets. Letter was signed by Chairmen Magnuson (D-Wash.) and Harris (D-Ark.) of Senate and House Commerce Committees. Their letter said "we cannot emphasize too strongly that time is running out. Unless action is taken in the very near future, many areas of the U. S. will be doomed to limited TV service . . . " They said they were concerned because of number of uhf channels falling into disuse. Meanwhile, Reps. Kearns (R-Pa.) and Coad (D-Iowa) introduced 2 more bills to exempt uhf sets from 10% manufacturers excise tax. Bills were referred to Ways and Means Committee. On Senate side, Finance Committee spokesman said it's improbable that Committee will get to major excise tax revision bill (HR-7125) this year, saying 2-3 weeks will be needed for explaining measure, probably followed by hearings.

"How to Use Local TV & Radio in Health Field" is subject of Nov. 7-8 conference at Chicago's Hotel Sheraton-Blackstone. Invited to meeting, sponsored by NARTB and American Medical Assn., are representatives of medical societies, TV-radio stations, voluntary health organizations, medical schools, etc. General discussion topics include: "Mutual Obligations in Public Service Programming" and "The Matter of Taste."

FINAL FCC MEETING before month's vacation mopped up large mass of allocations and miscellaneous actions and produced 7 new TV grants—greatest number in more than year.

Highlighting allocations actions, Commission ordered staff to prepare final draft of order making Albany-Schenectady-Troy area all-vhf, keeping Ch. 10 in Vail Mills, Ch. 6 in Schenectady, moving Ch. 13 from Utica to Albany-Schenectady-Troy, shifting Utica's WKTV from Ch. 13 to new Ch. 2 and permitting Albany's 2 uhf stations to operate on Ch. 10 (WCDA) and Ch. 13 (WTRI) pending any competitive hearings involving other applicants for the new vhf channels. FCC also ordered staff to draft rule-making document proposing addition of "a third vhf channel" to Providence.

These allocations actions were finalized: (1) Ch. 16 added to South Bend from Aurora, Ill., Ch. 73 to Aurora, South Bend's WNDU-TV to switch to 16. (2) Ch. 16 added to Ephrata, Wash., Ch. 31 moved from Richland to Kennewick, Ch. 25 from Kennewick to Richland. (3) Ch. 15 substituted for 41 in Florence, Ala., changing channels in Gadsden from 15 to 37, in Corinth, Miss., from 29 to 41, in Grenada, Miss. from 15 to 44, modifying CP of WOWL-TV, Florence to specify Ch. 15. (4) Ch. 8 shifted from Muskogee to Tulsa, changing community identification of KTVX. (5) Ch. 8 added to Brookings, Ore., Ch. 6 to Eureka, Cal. (6) Ch. 6 assigned jointly to Arecibo-Aguadilla, P. R. (it previously had been allocated to former, then switched to latter).

FCC denied ABC's long-standing petition proposing drop-ins of vhf channels at less than minimum spacings on case-to-case basis as interim allocations measure. It also denied petition by Jacksonville's WJHP-TV (Ch. 36) to free educational Ch. 7 there for commercial use or to replace commercial Ch. 12 (WFGA-TV) with Ch. 46.

Commission asked comments by Sept. 6 on: (1) Proposals to assign Ch. 22 to South Bend or 28 to South Bend-Elkhart by making channel shifts involving Elgin, Ill., Benton Harbor, Mich., Waukegan, Ill., Kalamazoo, Mich. & Plymouth, Ind. (2) Proposals to add Ch. 13 to Fajardo, P. R. by changing assignments in Charlotte Amalie, V. I. and Aguadilla.

Petitions by uhf operators to switch permanently or temporarily to vhf channels were turned down: (1) In Portsmouth & Hampton, Va., where WTOV-TV & WVEC-TV both wanted to operate at least temporarily on Ch. 13. (2) In Lake Charles, La., where KTAG-TV wanted to switch to Ch. 3. Also turned down was request by Miami's WTVJ, applicant for Ch. 11 in Huoma, La., for interim stay of grant for experimental Ch. 12 operation by New Orleans WJMR-TV (Ch. 20).

In other actions, Commission: (1) Refused to permit KSTP-TV to change designation from St. Paul to St. Paul-Minneapolis. (2) Okayed request by San Antonio's KENS-TV & WOAI-TV to waive mileage separations so they could occupy joint tower site. (3) Granted private microwave to WCBY-TV, Bristol, Va., in place of present off-air pickup. (4) Denied request by Time Inc. & Wayne Coy to "treat as confidential an agreement of May 9" in connection with sale of KOB-TV & KOB, Albuquerque, to KSTP, Minneapolis. Agreement which sellers wanted kept confidential concerned terms of arrangement to sell stations back to original owners if so ordered by FCC or court, together with terms of resale if way were cleared later.

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The CPs granted this week: (1) Newly assigned Ch. 4, Charleston, S. C., to WTMA. (2) Amarillo, Tex., Ch. 7 to KAMQ principals after Kenyon Brown dropped application (Vol. 13:30). (3) Monahans, Tex., Ch. 9, to Tri-Cities Broadcasting Co., finalizing initial decision. (4) North Platte, Neb., Ch. 2, to Goldenrod Tele-Radio Co. (5) Hay Springs, Neb., Ch. 4, to principals of KOTA-TV, Rapid City, S. D. (6) Gulfport, Miss., Ch. 56, to I. K. Corkern Jr. (7) Kennewick, Wash., Ch. 25 to Columbia River TV Co. However, since Commission also this week substituted Ch. 31 for 25 in Kennewick, it made grant conditional on application from grantee to move to Ch. 31.

Commission granted translators in Show Low, Ariz.; Yosemite National Park, Cal.; Grangeville, Ida. (2); Shelby, Mont.; Hawthorne, Nev.; San Saba, Tex.

More court appeals were filed this week by losers in race for TV grants, TV East Bay and Ch. 2 Inc. appealing Ch. 2 grant to San Francisco-Oakland TV Inc., New Orleans' WNOE & WTPS seeking reversal of Ch. 4 grant to Loyola U's WWL.

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Comments favoring uhf booster proposal (see p. 1) were filed by CBS, NBC, EIA (RETMA) & Adler Communications Labs, all of which suggested more liberal rules than proposed by Commission, and Joint Council on Educational TV; KCOR-TV, San Antonio; WNAO-TV, Raleigh, N. C.; WSEE, Erie, Pa.; WTVP, Decatur, Ill.; WBRE-TV, Wilkes-Barre; WANE-TV, Ft. Wayne; WATR-TV, Waterbury, Conn.

Radio has overtaken TV in audience size this summer, Sindlinger & Co. reported this week. Basing estimates on 1000 interviews a day with consumers across country by its staff of 186, Ridley Park, Pa. research firm said turning point was reached week of July 6, when 71,335,000 listened to radio, 68,967,000 viewed TV—and trend has continued since, reversing long ascendancy of TV. Radio had audience of 69,106,000, TV 66,892,000 week of July 13; radio 72,795,000, TV 66,401,000 week of July 20, according to Sindlinger. Steady climb by radio toward TV audience had been noted in earlier weeks. And pres. Albert E. Singlinger said interviews in week of July 27 showed radio per capita listening time was "up to about 18 hours per week, while TV viewing per capita is now down to about 15 hours." Except for period of televised national political conventions in 1956, it was first time in 3 years of TV-radio audience measurement that "such a trend has ever developed," Sindlinger said. He attributed it partly to 4% increase in automobile travel in July, estimating that 36% of radio's time came from car listeners.

Full control of Copley Press Inc. will be held by James S. Copley under terms of family settlement submitted to Circuit Court in Chicago, terminating suit filed in 1955 by Wm. M. Copley of Paris (Vol. 11:29), both men adopted sons of late Col. Ira C. Copley of Aurora, Ill. Under proposed settlement, Copley Press is to buy stock of Wm. Copley and other minority stockholders for undisclosed price. Copley Press, publisher of 16 newspapers in Cal. and Ill., is licensee of KCOP, Los Angeles (Ch. 13), being sold to owners of KFEQ-TV, St. Joseph, Mo. (Ch. 2), headed by Kenyon Brown (Vol. 13:22).

Old WJZ call letters—with "TV" added—were regained this week by Westinghouse, which was licensee of original radio WJZ, Newark, from 1921 to 1923. Westinghouse Broadcasting had requested the call for its recently purchased WAAM, Baltimore (Vol. 13:29). FCC this week assigned WJZ-TV to the station, specifying the 5-letter call "since 3-letter calls are not assigned TV stations." WBC takes over WAAM Aug. 5, changes to WJZ-TV early in Sept.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
August 3, 1957

NEW-LINE ORDERS SPARK SETMAKER OPTIMISM: Manufacturers' confidence in salability of their newly redesigned TV lines is being confirmed by dealers and the public, on the basis of first reports on acceptance of the new sets. "Bullish" would be mild term to express reaction of cross-section of setmakers we contacted this week.

Here are some typical comments:

Edward R. Taylor, Motorola exec. v.p., consumer products: "Orders from our July distributors' convention are everything we expected -- and more. I'm bullish enough to think that we'll have a good fall; we'll be rolling by mid-Aug. or Sept. 1." He said he was gratified to see increasing orders for higher priced sets. As to prices, he feels Motorola line is "competitive," but doesn't know how long price line can be held. "We'll match other leaders," he told us, "and if they raise prices we'll be after them like a flash."

John M. Otter, Philco exec. v.p., marketing, termed TV business "excellent, better than it's been for years -- and I think it's going to keep up." Inventories are in good shape, he said, with sets "moving from distributors to dealers as fast as they come in." He said he's particularly pleased with rate of repeat orders.

Price situation is "tough," said Otter. In almost same words he echoed other industry topkicks: "I don't know if we can hold the price line," particularly in view of recent boosts in steel and tubes -- and with other supplier prices on rise.

GE reports distributor orders to factory for direct shipment to dealers is 50% higher than at this time last year. And Joseph F. Effinger, sales mgr. for TV receivers, predicts industry will enjoy good business climate for rest of year. He said inventories, both distributor and factory, are below those a year ago.

It may or may not be significant, but GE this week boosted factory price of its popular 17-in. portable. Though GE has no suggested nationwide list price, it's anticipated model will rise about $10 at retail to about $190 in east.

RCA business is "ahead of last year," Joseph P. Bannon, gen. sales mgr., TV div., told us. He said there has been some retail activity this summer and repeat orders are coming in. He feels these are on the increase.

Inventories at distributor levels are "in good shape," Bannon reported. And he said dealer inventories are quite low. Indications are that prices are about the way they should be, he said, judging from the acceptance of new RCA line as reflected in volume of orders. He said there are no present plans for price increases.

Westinghouse reports "quite a bit of success with new TV merchandise." Thomas B. Kalbfus, gen. TV-radio sales mgr., gave us enthusiastic description of dealer and distributor response, calling it "finest we've had by whale of a margin."

Kalbfus said inventories are in line, "about right for this time of year -- when introducing new merchandise." He said no decision has been reached on whether TV prices will go up, following spiral of increasing costs.

Packard-Bell pres. Robert S. Bell, noting drop in 9-month profits although sales increased, predicted better profits in next quarter due to increased prices, "keeping pace with the general industry trend."

Production: TV production was 123,522 week ended July 26, compared with 107,569 preceding week and 115,581 in corresponding week one year ago. It was the year's 30th week and brought TV production for year to date to about 3,082,000, compared with 3,752,133 in same period of 1956. Radio production totaled 234,034 (84,394 auto) week ended July 26, compared with 188,773 (91,866) the preceding week and 189,151 (59,709) in corresponding week year ago. Radio output for 30 weeks totaled about 7,797,000 (3,097,000) vs. 7,225,862 (2,512,216).

Topics & Trends of TV Trade: Institute of Management for Appliance-TV Dealers, sponsored by NARDA, came to week end close at American U with consensus of 133 "students" giving warm endorsement to both basic and advanced courses. Number of manufacturing officials, including Motorola v.p. S. R. Herkes, Admiral's Ross Siragusa Jr., Philco's John Utz and Paul Burks, had opportunity to examine dealer problems—while dealers peppered TV setmakers with pet peeves.

Among speakers at institute were Frederick D. Ogilby, Philco v.p. marketing, and W. B. Creech, Westinghouse appliance service mgr.—both of whom were students at last year's course. Ogilby discussed history and growth of TV industry, pointing out cost of automation and printed circuit changes resulted in setmakers showing very little net income. He explained need for time in planning new sets, saying it takes 6-12 mo. for engineering and arranging for new components and tubes, then 8-12 mo. to put chassis in production. Production planning during model run must be 6-12 weeks ahead, Ogilby said, adding that any shutdown in less time would result in "tremendous loss."

Ogilby slammed at manufacturers who make private brands for chain stores, describing practice as "more damaging than discount houses." In question period, he defended Philco TV sales to auto appliance stores (Firestone), saying these stores have to pay same prices as other dealers, or more, for merchandise—with result they cannot cut prices below level other dealers can price their sets. Philco hasn't suffered from the affiliation, Ogilby said. He also disclosed that Philco is forming a group to sell TV to hotels and motels through picked dealer arrangement. Philco will set up financing for such deals in package arrangement with other manufacturers (bedding, tables, etc.) so that TV and furnishings of each room will be financed as a unit. Thus, he said, if operator doesn't make payments, TV-furnishings will be removed as unit, putting place out of business. Ogilby said financial institutions will give better interest rates on such deals, with terms extended to5 years on minimum of $10,000.

Creech gave dealers outlines of how they can set up service dept. on paying basis, saying Westinghouse did not endorse manufacturer servicing except in special cases. He also decried what he described as too-long warranties on appliances, such as 5-year terms. He suggested TV warranties of 90 days on parts, one year on picture tubes were more realistic—and when he put question to students, he received hearty endorsement of shorter warranties.

Another speaker, Safeway v.p. Seth Shaw was asked about trend of supermarkets handling appliances and non-food items, gave these answers: (1) Customers want one-stop shopping. (2) Distributors haven't kept pace with demands. (3) Store managers want to take advantage of additional traffic. (4) It's a reaction to use of trading stamps, using appliances as premiums. However, Shaw predicted supermarkets eventually will discontinue both stamps and appliance sales.

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Lengthy jury report of electronic experts following examination of portable TV set involved in July 14 death of 6-year-old Skokie, Ill. boy (Vol. 13:29-30) has been turned over to Coroner Walter T. McCarron of Cook County. Inquest into child's death has been recessed until next week, at which time jury findings—understood to include some recommendations—may be made public. Jury this week heard Mrs. Paul Erenstein describe accidental death of boy. GE engineer Mertis E. Jones testified set was not dangerous "until it had been dropped and damaged."

Trade Personals: L. J. Collins promoted to gen. sales mgr., sales dept., RCA Victor Radio and "Victrola" div.; A. R. Baggs named mgr., merchandising; R. E. Conley given increased responsibility as mgr., adv. & sales promotion . . . Eugene A. Tracey, ex-Mitchell Mfg. and Zenith, elected Emerson v.p. in charge of sales, succeeding Harold Dietz, resigned . . . Charles McKinney resigns as Zenith adv. mgr. . . . John E. Lawrence, Boston cotton merchant, elected GE director, its 19th . . . Paul S. Coomes named district commercial engineer, GE receiving tube dept., with headquarters in Chicago; Sylvester M. Wylie appointed district sales mgr. . . . Wm. Wight, ex-Philco, appointed exec. director, Civic Affairs Council, Chamber of Commerce of Greater Philadelphia . . . Marion F. Chetty promoted to mgr. of Sylvania's Fullerton, Cal. TV picture tube plant . . . Richard Deutsch promoted to chief sales engineer, Channel Master Corp. . . . Kenneth H. Smith promoted to Westinghouse asst. director, labor relations, and consultant for general products group; George M. Nicholson to similar post for consumer products; G. E. Closson for defense and atomic power groups; W. W. Heimbach for apparatus products group . . . Jack W. Merritt named sales mgr. of Howard W. Sams & Co.'s new electronic distributor div.; Walton G. Wilson promoted to sales mgr., industrial service div., succeeding Joe H. Morin, recently appointed gen. sales mgr. . . . Joseph E. M. Conklin appointed Pilot eastern regional sales mgr.; Frank C. Porter, ex-Westinghouse, named western regional sales mgr. . . . Goodwin Mills, Knight Electronics gen. mgr., elected v.p. . . . Leon L. Adelman appointed Conrac eastern div. sales mgr. . . . Jack O'Brine promoted to editor, RCA institutional publications.

Obituary

David E. Scott, 64, mgr. of customer relations, RCA Victor TV div., died July 29 on way to hospital following heart attack. A resident of Moorestown, N. J., he was due to retire Nov. 1. Before joining RCA in 1942 he was territorial sales mgr. for Krich-Radisco Inc., Newark RCA Victor distributor. Surviving are widow, daughter.

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Two billion dollars annual gross is how John T. Thompson, distributor sales mgr., GE electronic components div., sizes up electronics service business. He averaged this out at fifth annual clinic and fair of Texas Electronics Assn. to show that nation's 100,000 TV-radio service technicians theoretically do $20,000 gross business yearly. However, he cautioned that the average "fluctuates violently," at least one independent service dealer doing total volume of more than $250,000. Plug for trade assn. was voiced by Kenneth Stults, chairman of NARDA service committee, saying "we have no troubles in our industry which the combined efforts of trade associations cannot surmount." He outlined steps committee has been considering to combat service losses: (1) Development of recommended rate chart. (2) Establishment of code of service advertising ethics. (3) Preparation of voluntary code of service ethics to which dealers would subscribe.

Philco charged RCA's patents are "invalid and unenforceable because of RCA's misuse and abuse of the patents and its violation of the anti-trust laws" and asked Philadelphia Federal Court to throw out RCA's treble-damage counterclaim which charged Philco had infringed its patents since Jan. 1955 (Vol. 13:24). RCA counterclaim had been filed in answer to Philco's $150,000,000 anti-trust suit (which also named GE & AT&T as defendants) charging illegal practices by RCA in its "package" licensing of sets, tubes and commercial electronic equipment.

DISTRIBUTOR NOTES: Admiral Distributors appoints Edward M. Dryden acting gen. mgr. for Cal. and Honolulu, replacing Arthur J. McGettrick who resigned as v.p. and gen. mgr. for Los Angeles, San Francisco, San Diego and Honolulu . . . **Westinghouse Appliance** Sales appoints John P. Adams San Francisco sales mgr., TV, room air conditioners and vacuum cleaners . . . **Sylvania** appoints Electric Sales & Service Co., 209 Walton St. NW, Atlanta (A. I. Butts, pres.) for TV-radio; also names following for electronic tube products: Fort Orange Radio Distributing Co., 904 Broadway, Albany, N. Y.; Soundco Electronic Supply Inc., 147 Dwight St., Springfield, Mass.; Wholesale Electronic Supply of Fort Worth, 480 S. Main, Fort Worth . . . **Warren F. Hardy** resigns as mgr., Emerson-Buffalo Inc. . . . **Hoffman** appoints Ohio Valley Hardware Co., Evansville, Ind. (Roger K. Becker, pres.) for southwest Ind., parts of Ky. & Tenn. and Clark County, Ill. . . . **DuMont** appoints LeRoy and McGuire, Phelps, N. Y. as sales reps for TV picture tubes, receiving tubes and replacement parts for N. Y. State outside of metropolitan New York.

Ad plans for Canadian TV are detailed in July 29 *Advertising Age* which calls them "most ambitious" since initial rush of buyers to install sets. Story says ads will use same sort of "obsolescence" buying motivation which booms auto sales each year. Canadian Admiral is said to be upping ad budget by 150%, thru Locke, Johnson agency. Other ad programs expected: Westinghouse, McCann-Erickson; Canadian GE, MacLaren; RCA, Kenyon & Eckhardt; Sylvania, Stanfield.

Electronic Industries Assn. (RETMA's new name) has reappointed J. A. Milling, Howard W. Sams & Co., chairman of Jobber Relations Committee, and Norman A. Triplett, Triplett Electrical Instrument Co., co-chairman; John B. Swan Jr., Philco, chairman, Traffic Committee, and Wm. L. Fogelson, P. R. Mallory & Co., vice chairman.

Sylvania Promotion-of-the-Month for Aug. is picture frame TV wall base at $5.95 with purchase of "Slim Jim" 17-in. portable. When not used for TV, frame folds against wall, displaying picture on bottom of base.

Members of electron tube industry have scheduled meeting for Sept. 4 in Washington in preparation for informal panel meeting next day with IUE and Labor Dept. which has issued notice of proposed minimum wage for industry. Management is now making survey of minimum wages in industry and may provide definitions of industry at Sept. meeting. At that time Labor Dept. probably will decide whether to collect data on industry's wage practices with view to establishing minimum wage under Walsh-Healey Act which applies to firms having Federal contracts of $10,000 or more.

Admiral plans 15-20% higher prices this fall on color TV, pres. Ross D. Siragusa told Los Angeles news conference this week. He said new line, starting at about $700, will be introduced in mid-Sept. Sets will use all-glass tube, he said, permitting higher voltage and resulting in "brighter, sharper picture." He estimated color market at 100,000-150,000 rate for year. Siragusa also disclosed plans to build California TV model in Los Angeles plant with chassis and 110-degree tube being shipped in from Harvard, Ill.

RETMA of Canada reports TV distributors sold 170,672 sets to dealers in first 6 months of year compared with 216,196 for similar 1956 period. Sales for June were 21,457 vs. 27,137 in June year ago. Sales by provinces: Ontario 64,756 for 6 mo., 8420 in June; Quebec 47,856 & 7413; British Columbia 14,040 & 1554; Alberta 12,008 & 1132; Manitoba 10,335 & 1082; Nova Scotia 8290 & 621; Saskatchewan 6188 & 515; New Brunswick & Prince Edward Island 5421 & 553; Newfoundland 1778 & 167.

TV for built-in use has been introduced by Admiral, using 21-in. 110-degree tube. Chassis, picture tube and picture frame are rigidly mounted in one assembly, dual 8-in. speakers come separately. Set has built-in antenna and provision for using outdoor antenna. No list price has been announced.

Canadian 15% excise tax on TV-radios is again criticized by Canadian Retail Federation. July *CRF Bulletin* says new Govt. will have to review remaining excise taxes, adding that TV-radio tax evokes most criticism and there is fear it may become permanent.

MIAMI'S THIRD VHF station, National Airlines' WPST-TV (Ch. 10), planned immediate start with ABC-TV programming upon receipt of program authorization Aug. 2. It's year's 16th new starter, brings on-air box score to 504 (91 uhf).

It has 50-kw RCA transmitter and 12-section custom-built superturnstile antenna on 900-ft. Blaw-Knox tower on Honey Hill Rd. at Miami antenna farm, acquired when it purchased land, tower & studios of WGBS-TV (Ch. 23), when Storer took it off air (Vol. 13:14). It's using remodeled WGBS-TV studios at 316 N.E. 21st St. while new 2-story building containing 80 x 50 ft. studio is being built at Biscayne Blvd. and 21st St. Owner, Public Service Television Inc., is subsidiary of G. T. Baker's National Airlines Inc., first transport firm to own TV station. Walter Koessler, ex-WGBS-TV, is gen. mgr.; Bob Hanna, ex-WGBS-TV, sales mgr.; Jack Barry, ex-WGBS-TV, production mgr.; John Holbrook, news director; Wm. R. Needs, ex-WAGA, Atlanta & WGBS-TV, chief engineer. Base hour is $825. Rep is H-R Television.

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In our continuing survey of upcoming stations, these are latest reports from principals:

WLWI, Indianapolis (Ch. 13), 50-kw RCA transmitter on hand and working on 1016-ft. Ideco tower, plans Sept. 1 test patterns, Sept. 15 debut with ABC-TV, writes John T. Murphy, TV v.p. of grantee Crosley Bcstg. Corp. Roof is up on transmitter house, but studio construction hasn't started yet. Base hour will be $1100. Rep will be Crosley.

KXLJ-TV, Helena, Mont. (Ch. 12), planned as low-power satellite of parent KXLF-TV, Butte, Mont. (Ch. 4), has ordered 250-watt transmitter from Sarkes Tarzian, and plans to be on air next fall, reports pres.-gen. mgr. Ed Craney. It's started construction on studio-transmitter building and 80-ft. Fisher tower, at site near Intermountain College. KXLJ-TV will be sold as bonus with KXLF-TV, which has $200 base hour. Rep is Walker.

WJPB-TV, Fairmont, W. Va. (Ch. 35), off air since early 1956 (Vol. 12:2), has moved transmitter & tower to Grant & Hill Sts. downtown and "should be on the air by Labor Day," writes owner J. Patrick Beacom. Earlier start was planned, but it experienced difficulties with change to another tower. It also is Ch. 5 applicant in nearby Weston, W. Va. Base hour will be $200. Rep will be Gill-Perna.

RCA shipped 10-kw transmitter July 31 to upcoming KPAC-TV, Port Arthur-Beaumont, Tex. (Ch. 4), due in Sept.; 5-kw July 12 to upcoming KUED, Salt Lake City (Ch. 7), due in fall; 12-section superturnstile antenna July 30 to upcoming WLWI, Indianapolis (Ch. 13), due in Sept.; 25-kw transmitter July 23 to WRC-TV, Washington (Ch. 4), planning move to new site.

Financial & Trade Notes: Westinghouse earned $30,615,000 ($1.77 per share) on record first-half sales of $982,939,000. In similar period last year, which included 156-day strike, sales were $606,097,000 with net loss of $11,713,000. Previous first-half record was $811,709,000 in 1954. Income for 1957 second quarter was $16,417,000 (95¢) on sales of $507,253,000 vs. $6,862,000 (38¢) on sales of $380,731,000 in similar quarter last year.

Pres. Gwilym A. Price predicted moderate increase in TV-appliance sales during year's final 6 months. He said apparatus, atomic and general product groups are maintaining backlogs of unfilled orders at very high levels; second-half increases are expected in defense orders and shipments.

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Trav-Ler Radio reports net loss of $370,736 on sales of $13,045,459 for year ended April 30. Because of switch to fiscal year basis in 1956-57, no comparable financial figure is available. In last full calendar year, 1955 (Vol. 12:13), Trav-Ler reported net income of $222,982 (29¢ per share) on sales of $17,497,351. In this year's report, pres. Joe Friedman expressed "abiding faith in [industry's] future and in the ultimate growth and development of your company . . . I believe that the operation for the coming year will be profitable."

Muter Co. earned $152,352 (20¢ per share) on sales of $6,641,854 in first half compared with net loss of $79,721 on $5,775,334 in corresponding period last year, pres. Leslie F. Muter reporting volume up 15% because of new products and increased demand for hi-fi components. He said anticipated increase in TV set manufacture in second half "should be reflected in our progress, provided we are able to increase prices."

Aerovox earned $332,000 (38¢ per share) on sales of $11,350,000 in first 6 months vs. loss of $35,000 on $13,090,000 year earlier, carry-forward tax credit of $242,000 being factor in net for period. Lower volume of business was attributed by pres. Wm. Owens to "decrease in purchases for the radio & TV industry and from the discontinuance of some unprofitable lines of products."

Link Radio Corp., 110 Jericho Turnpike, New Hyde Park, N. Y., has filed Chapter XI bankruptcy petition in Federal Court, Brooklyn, listing liabilities of $461,250, assets of $466,979. Manufacturer of mobile radio equipment proposes to pay unsecured creditors 10% at 2½% rate 3, 6, 9 & 12 months after confirmation of plan.

Amphenol Electronics had $944,255 net income ($1.89 per share on 500,560 shares outstanding) in 6 months ended June 30 vs. $626,446 ($1.56 per share on 400,560) in corresponding 1956 period. For June quarter earnings were $519,061 ($1.04) vs. $363,461 (90¢) year earlier.

Tax refunds for 1956, listed this week by Joint Congressional Committee on Internal Revenue Taxation, included: Western Union Telegraph Co., $7,147,396; GE and affiilated companies, $1,001,451; Sylvania, $1,642,348; Western Electric, $2,290,558. In many cases, refunds covered years when excess profits tax was in effect.

Cohu Electronics, whose Kin Tel Div. makes TV camera chains, remote control systems, monitors, etc., earned $222,389 on sales of $2,671,191 in first half vs. $71,240 on $1,080,759 year earlier. Backlog of orders June 30 was $3,327,035 compared with $1,441,031.

DuMont Labs reports operating loss of $997,900 on sales of $19,850,000 in first half compared with operating loss of $1,092,000, reduced to net loss of $484,000 by tax carry-back credit, on sales of $22,471,000 for similar 1956 period.

C&C Super Corp. became C&C TV Corp. in reorganization (Vol. 13:28) approved July 29 at special stockholders meeting in Wilmington, Del., where non-TV operations were spun off into subsidiary National Phoenix Industries Inc. Proxy statement said "it is reasonable to expect that the TV operations of the corporation should experience a comparatively rapid growth in volume & earnings." Elected a director on board reduced from 13 to 8, Matty Fox said C&C has "collected or will collect under firm agreements over $18,000,000" from TV film rental and time barter deals, principally involving RKO's pre-1948 feature film backlog. Murray Becker of N. Y. ran for director against pres. Walter S. Mack but was overwhelmingly defeated.

Warner Bros. & subsidiaries earned $3,174,020 ($1.76 per share on 1,793,996 shares outstanding, excluding 688,251 shares held in treasury) on sales, film rentals & other revenues of $57,981,312 in fiscal 9 months ended June 1 vs. $2,165,000 (87¢ on 2,482,275 shares) on $54,225,898 year earlier. Reporting on TV business, pres. Jack Warner pointed to continuing expansion, including construction of new TV facilities at Burbank studios, and said: "We are optimistic over our prospects for the future." He also noted progress in Warner's music publishing operations (Harms, Remick, Witmark) and in commercial film production for RCA, GE, Lever Bros., Eastman Kodak, etc.

Telestudios Inc. offers 180,000 shares of Class "A" capital stock at $1.50 per share for over-the-counter public sale, pres. George K. Gould, ex-CBS-TV, stating proceeds would be used to install complete Ampex videotape recording equipment in N. Y. studios, expand sales & promotional programs. He said Telestudios expects to be able to produce video tape shows & commercials by next spring.

Dividends: Television-Electronics Fund, 8¢ payable Aug. 31 to stockholders of record Aug. 1; Westinghouse, 50¢ Sept. 3 to holders Aug. 12; Sperry Rand, 20¢ Sept. 26 to holders Aug. 19; Walt Disney Productions, 10¢ Oct. 1 to holders Sept. 13 plus 3% stock Nov. 11 to holders Nov. 1; Siegler, 20¢ Sept. 1 to holders Aug. 15; Technicolor, dividend omitted.

Globe-Union reports net income of $690,325 (84¢ per share) on sales of $28,380,274 in 6 months ended June 30 vs. $559,745 (68¢) on $23,249,985 in corresponding 1956 period, which included operations of Wico Electric Co., acquired June 14, 1956.

Webcor reports $504,000 earnings on sales of $15,638,000 in first 6 months of 1957 compared with loss of $235,000, after tax carry-back refund, on sales of $12,496,000.

W. L. Maxson earned $191,378 (26¢ per share) on sales of $15,351,897 in 9 months ended June 30 compared with loss (after giving effect to $253,957 tax credit) of $329,151 on $11,916,598 year earlier.

Litton Industries common stock went on "big board" of N. Y. Stock Exchange July 30. Stock opened at 52¼, closed at 50¾ on 2700-share volume first day.

Technicolor Inc. earned $710,000 (32¢) in 6 months ended June 30 compared with $980,692 (49¢) in corresponding period last year.

Phillips Electronics Inc. stock was admitted to American Stock Exchange Aug. 1, opening on 200 shares at 18⅞.

Electronic Specialty Co. reports earnings of $356,000 (99¢ a share) in fiscal year ended March 31 vs. loss of $13,155 year earlier.

Consolidated Electrodynamics reports net income of $911,235 (86¢) in first half vs. $568,147 (60¢) year earlier.

31 ELECTRONICS FIRMS AMONG 500 LARGEST: Third annual Fortune Magazine "Directory of the 500 Largest U. S. Industrial Corporations" runs as 32-page supplement with magazine's July issue, and we're again reprinting, with permission, TV-radio-electronics manufacturers' listings.

Directory includes firms having half their revenues from manufacturing, with a cut-off at a little over $61,000,000—about $6,000,000 higher than last year's list (Vol. 12:26). Sales figures are for fiscal years ending no later than Jan. 2, 1957. Only electronics manufacturer new to top-500 list is Magnavox, which ranked 438th in 1956, with total sales of $70,530,000.

From additional list of 100 largest foreign industrial corporations, we've picked those of prime interest to TV-electronics industry:

TV-Radio-Electronics Rankings in 500 Largest U. S. Industrial Corporations

RANK '56	RANK '55	COMPANY	SALES [1] ($000)	ASSETS [2] ($000)	ASSETS RANK '56	ASSETS RANK '55	NET PROFITS [3] ($000)	NET PROFITS RANK '56	NET PROFITS RANK '55	STOCKHOLDERS [4]	STOCKHOLDERS RANK	EMPLOYES [5]	EMPLOYES RANK
5	6	General Electric	4,090,016	2,221,147	10	12	213,757	10	10	366,524	3	280,497	2
9	12	Western Electric	2,372,726	1,223,724	19	16	81,034	25	26	[6]		129,540	8
17	17	Westinghouse Electric	1,525,376	1,264,469	18	15	3,492	397	49	139,201	12	125,050	9
25	26	Radio Corp. of America	1,121,060	723,400	35	31	40,031	61	43	158,397	8	79,250	16
28	45	General Dynamics	1,047,819	434,574	73	88	31,947	78	101	40,050	63	84,000	15
41	44	Sperry Rand [7]	815,816	657,037	41	61	47,367	46	48	130,000	15	87,500	13
48	59	Intl. Business Machines	734,340	789,039	29	34	68,785	27	30	31,024	77	44,989	40
65	58	Bendix Aviation	581,419	321,783	96	94	24,278	95	87	29,862	83	47,456	38
73	80	International Tel. & Tel.	544,834	760,838	30	29	28,110	89	93	62,486	38	116,500	10
99	127	Whirlpool-Seeger [8]	368,221	191,852	147	170	13,808	160	139	10,917	219	13,500	146
105	90	Philco	347,901	203,769	136	135	399	486	217	21,013	123	21,000	92
113	112	Sylvania Electric Products	332,344	234,582	120	122	14,835	145	143	35,000	70	29,000	67
121	114	Avco Manufacturing	320,556	181,728	159	123	(16,398)[9]	495	485	51,074	48	23,701	84
137	148	Minneapolis-Honeywell Reg.	287,944	213,900	129	149	22,464	101	106	12,350	194	30,353†	65
169	185	A. C. F. Industries	245,585	177,477	162	141	8,008	255	248	11,213	212	18,000	110
180	162	Motorola	227,562	113,721	244	231	7,967	257	214	4,688	378	13,000	154
214	178	Admiral	182,046	103,297	258	229	1,037	479	422	8,580	259	8,000	260
223	189	Raytheon Manufacturing	175,490	99,307	268	274	1,255[10]	472	334	12,661	190	21,000	93
243	219	Corning Glass Works	163,054	137,264	210	191	18,433	119	110	9,616	242	13,400	148
254	262	General Precision Equipment	153,262	119,118	231	238	2,395	446	416	6,600	315	13,800	142
267	225	Zenith Radio	141,530	77,493	320	318	6,179	304	227	NA		NA	
283	370	Penn-Texas	126,052	125,530	222	247	7,075	282	448	25,000	102	11,000	183
285	292	Collins Radio	125,141	59,127	382	404	3,126	411	376	4,059	400	7,900	264
294	283	Stewart-Warner	121,265	70,513	341	353	6,632	293	272	14,897	169	8,387	249
327	401	I-T-E Circuit Breaker	106,922	72,551	336	393	5,247	333	455	2,861	434	7,637	272
424	340	Emerson Radio & Phono	73,882	44,280	445	422	84,852	24	419	7,500	290	5,000	361
425	407	Clevite	73,582	64,017	364	342	3,972	384	321	7,315	297	6,690	299
438	—	Magnavox	70,530	41,568	455	—	3,100	413	—	5,894	337	4,250	398
450	439	Mallory (P. R.)	68,356	51,837	413	451	3,065[11]	415	435	4,791	375	5,285	349
477	427	Arvin Industries	64,613	32,122	485	475	3,785	389	351	4,369	387	4,025	407
487	395	Daystrom	63,192	40,244	460	474	1,784	461	462	6,706	311	5,918	329

[1] Net sales including service and rental revenues for companies that derive at least 50% of their revenue from manufacturing or mining for fiscal years ending not later than Jan. 2, 1957. Sales of consolidated subsidiaries included. [2] Total assets employed in business net of depreciation. [3] Including special charges or credits; figures in parentheses are losses. [4] Number of common stockholders at year end. [5] Average employment for year unless followed by dagger (†) in which case year end. [6] AT&T owns 99.82% of capital stock. [7] Unaudited data as of Dec. 31, 1956. [8] Name changed to Whirlpool, April 1, 1957. [9] Includes special charge of $16 million. [10] Includes nonrecurring loss of $835,905. [11] Includes nonrecurring profit of $605,107.

Rankings from Fortune Directory of 100 Largest Foreign Companies

RANK '56	COMPANY	HEADQUARTERS	SALES [1] ($000)	ASSETS [2] ($000)	NET PROFITS [3] ($000)	EMPLOYES
11	Philips' Gloeilampenfabrieken (Philips' Lamp Works)	Holland	706,848	849,279	41,562	152,000
12	Siemens & Halske	Germany	619,060	614,274	7,095	166,000
31	Assoc. Electrical Industries	Britain	372,400*	426,322	12,247	88,912
34	English Electric	Britain	364,000*	312,393	9,349	72,000
61	AEG (Allgemeine Elektricitäts-Gesellschaft)	Germany	261,196*	257,594	3,429	51,500
70	General Electric	Britain	238,000*	246,806	7,743	75,000
72	ASEA (Allmänna Svenska Elektriska)	Sweden	233,700	217,182	4,941	34,700
82	Hitachi	Japan	193,216	187,678	5,460*	29,153
93	Robert Bosch	Germany	166,670*	94,513	991	40,000

[1] Sales, wherever possible, are consolidated sales for fiscal years ending in calendar 1956, as reported by company. All figures followed by an asterisk (*) are *Fortune* estimates. [2] Total assets employed in the business. Figures, wherever possible, are consolidated. [3] Profits after taxes and after all deductions. Figures, wherever possible, are consolidated.

Network Television Billings

June 1957 and January-June 1957

(For May report see *Television Digest*, Vol. 13:26)

SIX-MONTH GAIN of 6.9% is shown by TV network billings compared with corresponding half of 1956, according to Publishers Information Bureau. Total Jan.-June billings this year were $250,657,209 vs. $234,510,312, CBS leading increase with 9.6%. NBC gained 4.8%, ABC 4.2% in 6-month period. For June alone, ABC showed biggest percentage increase over year earlier, up 4.8% to $6,413,708 from $6,119,917, while NBC gained 3.9% with $14,746,537 vs. $14,186,929, CBS 2.3% with $18,356,892 vs. $17,935,789. The complete PIB report for June:

NETWORK TELEVISION

	June 1957	June 1956	% Change	Jan.-June 1957	Jan.-June 1956	% Change
CBS	$18,356,892	$17,935,789	+2.3	$116,762,487	$106,499,425	+9.6
NBC	14,746,537	14,186,929	+3.9	93,799,504	89,529,732	+4.8
ABC	6,413,708	6,119,917	+4.8	40,095,218	38,481,155	+4.2
Total	$39,517,137	$38,242,635	+3.3	$250,657,209	$234,510,312	+6.9

1957 NETWORK TELEVISION BY MONTHS

	ABC	CBS	NBC	Total
Jan.	$ 6,715,581	$ 20,231,474	$16,554,941	$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033*	43,377,602*
June	6,413,708	18,356,892	14,746,537	39,517,137
Total	$40,095,218	$116,762,487	$93,799,504	$250,657,209

* Revised as of July 29, 1957.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

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Progress of Justice Dept. investigations of TV networks probably "will be accelerated in the coming months," Deputy Attorney General Wm. P. Rogers told Senate Commerce Committee Chairman Magnuson (D-Wash.) this week in letter commenting on points raised in last June's Cox report on network practices, issued by Committee as staff study (Vol. 13:26). In answer to request by Magnuson, Rogers made these comments on specific areas of investigation: Inquiry will continue, with probable better rate of progress, on "alleged preferences granted by the networks to their own programs, and the acquisition of financial interests by networks in independently produced programs as a condition to the broadcasting of these programs." As to investigating charges by independent staging services that networks unfairly are usurping their functions, "we intend to do just that"—but inquiry "has not yet been completed." Dept. will "continue to press" investigation of option time and must-buy. And "we shall do our best to comply" with recommendation to investigate alleged "abuse of power" by networks to advance their programming activities unfairly. Magnuson replied to Rogers, requesting further report before next Jan. "so that this material can be considered by the Committee when it is formulating its schedule of activities" for new session.

California will take 5% of promoters' TV-radio proceeds of boxing and wrestling matches, according to provisions of new tax bill signed by Gov. Knight. TV industry and promoters have said such a measure will mean end of televised wrestling in state.

FM Unlimited Inc. is organized as exclusive FM station rep & promotion firm by Charles W. Kline, ex-radio WNIB, Chicago, and Edward Merritt, co-owner of WNIB, with headquarters at 166 E. Superior St., Chicago; temporary N. Y. office at 11 E. 9th St.

EDUCATIONAL TV NETWORK in 16 southern states, covering 309 schools at cost of $22,500,000, was envisioned July 30 by Southern Regional Education Board at FCC's above-890-mc allocation hearings.

Outlining microwave requirements for ambitious closed-circuit project, Dallas engineer A. Earl Cullum Jr. told FCC courses would originate in 32 schools scattered throughout area. They would be distributed over 6 round-robin circuits into which program material could be fed at any terminal point.

"Specific plans for this network have not been developed yet," Dr. Robert C. Anderson of Atlanta, director of 16-state Board, said in testifying on preliminary 2-year pilot study which was started year ago.

But he said network facilities could be set up at cost of about $7,000,000 for colleges which now have 600,000 enrollment, provide 50 regular & 25 summer courses for $100,000 per course. Campus distribution systems to channel network programs into classrooms would cost $10,000 annually per campus, he estimated.

Dr. Anderson added that $22,500,000 total cost of establishing network would represent only about 6% of what region now spends on education. No state legislative appropriations for regional TV setup were mentioned as in sight, but Dr. Anderson noted that Fla. legislature has voted grant of $600,000 for educational TV within state.

Organized in 1949 under interstate compact, Board now operates on $1,300,000 annual budget. Members appointed by governors represent Ala., Ark., Del., Fla., Ga., Ky., La., Md., Miss., N. C., Okla., S. C., Tenn., Tex., Va., W. Va.

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All-out uhf campaign to capture 60,000-home Lancaster County, Pa. market was launched July 29 for 13-week run by Triangle Publications for its WLBR-TV, Lebanon (Ch. 15) with "Operation Bow Tie" contest promoting dealer sales of all-channel sets & converters. Long off air before Triangle took over station in May (Vol. 13:18), WLBR-TV now reaches only about 5% of homes in rich farming area dominated by WGAL-TV, Lancaster (Ch. 8). Campaign started at dinner in Lancaster's Brunswick Hotel for about 75 dealers includes tie-ins with manufacturers, full-page newspaper ads, "I-want-a-bow-tie-in-Lancaster-because" contest for prizes including $5000 swimming pool, $1500 Atlantic City vacation, 4 portable all-channel sets & 10 converters per week. WLBR-TV gen. mgr. Frank B. Palmer said he was confident sales drive would "substantially increase" uhf homes—and lift dealer business. Station programs "World's Best Movies"—2500 RKO, MGM, 20th Century-Fox & Warner Bros. films.

Three applications for new TV stations were filed this week with FCC, bringing total pending to 118 (34 uhf). Week's applications were: (1) For Bemidji, Minn., Ch. 13, by group of Alexandria businessmen who own part of WDAY-TV, Fargo; (2) for St. Cloud, Minn., Ch. 7, by St. Cloud Television Co.; (3) for Mitchell, S. D., Ch. 5, by KORN. No translator applications were filed this week. [For details, see *TV Addenda 25-A* herewith.]

Focal point of United Press Radio News Report moves from N. Y. to Chicago Aug. 11, making city control point for 188,000 miles of wire supplying news to more than 1800 domestic TV & radio stations. U P says move is designed to place origination point of wire in more central location and to achieve better mechanical control over leased circuits.

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AUG 12 1957

THE AUTHORITATIVE NEWS SERVICE FOR MANAGEMENT OF THE VISUAL BROADCASTING AND ALLIED ELECTRONICS ARTS AND INDUSTRIES

Television Digest with ELECTRONICS REPORTS

Wyatt Building • Washington 5, D. C. • Telephone Sterling 3-1755 • Vol. 13: No. 32

SUMMARY-INDEX OF THE WEEK'S NEWS — August 10, 1957

"SILVER" TV FACTBOOK—No. 25 in series of TV almanacs—now in mails with 75 departments, including complete station & manufacturer lists (p. 1).

CLOSED-CIRCUIT TV equipment sales total $2,500,000 for half of 1957, equal to all of 1956. Total for 1957 seen at $5,000,000; 1958, $10,000,000 (p. 2).

LOW-POWER VHF BOOSTERS with adequate interference safeguards, as proopsed by FCC, virtually impossible at low cost, Ben Adler says (p. 2).

UHF STATION QUITS in Tulare, Cal.; Corpus Christi outlet gets FCC permission to leave air, but hopes to continue while reorganizing (p. 3).

LONG-STANDING CASES disposed of by FCC; Biloxi Ch. 13 awarded to WMVI; grants reaffirmed in Charlotte, Raleigh, Jacksonville (p. 3).

PICTURE TUBE SALES pickup heralds large set production boost, with sudden hike in June output. Set rate tops 1956 month for first time in July (p. 8).

FACTORY DAMAGE to portable TV blamed by coroner's jury in death of boy; full texts of reports by coroner and engineering group (p. 10).

TRANSISTOR BOOM rolls on spectacularly; EIA figures show 1957 volume in first 6 months already approaching sales for all of record 1956 (p. 11).

YEAR OF DECISION for color TV may be 1957, says Fortune; sees 1,000,000 sets in use by 1960 as probable "magic figure" to put color over (p. 11).

NBC BUYS PITTSBURGH radio WJAS for $725,000, giving network access to city for first time since KDKA dropped affiliation in 1956 (p. 12).

FACTBOOK 25—LANDMARK IN INDUSTRY PROGRESS: The 25th volume of the book which grew with the TV industry—our semi-annual Television Factbook, completely revised for Fall-Winter 1957—is being mailed this week end to all full-service subscribers.

This "silver" Factbook is latest in a progression of industry directories which began in TV's infancy with a 4-page supplement to this Newsletter, growing to today's 476-page compendium of TV facts & figures—now including more than 75 directories and departments, each one updated and double-checked for accuracy.

Reference bible of the industry contains listings for every one of the world's 900 TV stations—with data on rates, personnel and facilities for each of the 503 operating in U. S. and 40 in Canada, as well as the 25 stations due to start by fall.

Among directories and features in new Factbook, in addition to 215-page U. S. & Canadian Station Directory and the Foreign TV Directory, are complete lists of applications & CPs, all TV station sales, TV-radio manufacturers with top personnel (U. S., Canadian, foreign), community antenna systems, programmers, color-equipped stations, TV-radio engineers & attorneys, research firms, etc. Tabular items in book include completely up-to-date channel allocations section, TV billings, TV-electronics stock prices, network & station revenues, TV-radio set production, sales, inventories, etc.

Included as insert with Factbook No. 25 is a revised and updated version of our 43x29-in. wall map in color, showing locations of all U. S. & Canadian TV stations and network routes. The quick-reference edge index, a widely praised innovation in Factbook No. 24, has been improved for quicker location of major Factbook sections. Extra copies of the Factbook with map are available at $5 each, $3.50 each for 5 or more.

$5,000,000 YEAR FOR CLOSED-CIRCUIT GEAR: With closed-circuit currently in public eye because of subscription-TV publicity, a look at the closed-circuit TV industry at midyear indicates that equipment sales continue to enjoy their quiet boom, factory sales doubling and redoubling each succeeding year.

Defining closed-circuit equipment as camera chains and closely associated gear for non-broadcast use—industrial, educational, business—best estimates available indicate that factory sales for first 6 months of 1957 totaled nearly $2,500,000, about equal to sales for entire year of 1956.

Full year 1957 unquestionably will see at least $5,000,000 worth of closed-circuit gear sold—equaling the total of such equipment sold in all years before 1957. Actually, total bill for closed-circuit systems in 1957 to date would equal far more than the $5,000,000, since that figure doesn't include standard electronic components used as part of the systems—such as cable, microwave gear, home receivers used as monitors & display units, etc.

The $2,500,000 closed-circuit equipment bill for first half of 1957 covers more than 600 cameras and about 550 special monitors or display units—bringing total of closed-circuit camera chains in use to well over 2000, at least equaling and probably surpassing the number of live camera chains in use by TV broadcast stations.

Last December we predicted 1957 sales of closed-circuit gear would total at least $5,000,000 (Vol. 12:52), and first-half figures bear out that estimate. On basis of our knowledge of this new and ever-expanding field, it isn't unreasonable to forecast that this progression will continue, with 1958 sales in neighborhood of $10,000,000.

ADLER DUBIOUS OF VHF REPEATER FEASIBILITY: Is FCC's mini-power vhf booster proposal an attempt to get off a political hot-seat, or does Commission have new evidence that cheap vhf repeaters can now be built with adequate anti-interference safeguards?

We asked the one man who probably knows more than anyone else about peanut-powered transmitters—Ben Adler of Adler Electronics, who heads EIA (RETMA) broadcast equipment section, formerly chaired its booster & satellite committee and is head of TASO's TV repeater committee. His company has produced every uhf translator now in use and was pioneer in booster-satellite research.

Reviewing technical standards proposed last week by FCC for "low power TV repeater station service" (Vol. 13:31), Adler told us: "They're asking for things which just haven't been invented yet. I don't know if it can be done, but even if it could, these on-channel vhf boosters would cost considerably more than uhf translators or community antenna systems."

FCC's proposed rules are studded with anti-interference safeguards. Adler agrees that these would be absolutely essential in a vhf booster service—but the very need for these safeguards probably will make any such new service an impossibility as a replacement for the extremely low-cost unlicensed boosters now operating in far west.

The 2 provisions which Adler sees as dooming any such system are:

(1) The strict anti-interference monitoring required, both within and without booster's 6-mc bandwidth. This would require expensive equipment not yet developed, he says.

(2) The maximum 80db amplifier gain provided in proposal. While such a rule is necessary to prevent oscillation and possible interference, he says, it would restrict output powers to a point too low to provide TV service except in strong signal areas—where boosters most likely wouldn't be needed.

Powers permitted in Commission proposal are much lower than unlicensed boosters are currently using, he said. Even if equipment could be made—cheaply—he doubts whether unlicensed booster operators would be any more willing to change over to the new service than to uhf translators.

Not that vhf boosters and translators aren't possible and practical. Adler is now making them for South America where vhf spectrum isn't tightly packed with TV assignments—but he says he believes their utility here is extremely limited, and their costs vastly increased, because of necessity of avoiding interference with allocated TV and safety & special service stations within vhf band.

ONE UHF STATION left air this week, and another received FCC authority to go off, though it hopes financial reorganization will permit it to continue telecasting. Suspending operation was KVVG, Tulare-Fresno (Ch. 27), which began in Nov. 1953 and notified FCC Aug. 6 it was going dark until Nov. 6. It's an independent outlet in area served by KFRE-TV (Ch. 12), KJEO (Ch. 47), KMJ-TV (Ch. 24). Station owner, it's 3rd, is independent movie producer James Stacy. CP expires Jan. 1, 1958.

KVDO-TV, Corpus Christi (Ch. 22), also in economic difficulty, decided to remain on air after receiving Commission permission to go off. It hopes to reorganize while continuing on air. Station was taken over last spring from Gabriel Lozano and associates by group of local businessmen headed by E. J. Healey and Hubert J. Schmidt (Vol. 13:14).

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In our continuing survey of upcoming stations, these are latest reports from principals:

KPAC-TV, Port Arthur-Beaumont (Ch. 4) has 10-kw RCA transmitter, plans Sept. 15 programming with NBC-TV, writes sales mgr. Mack Newberry. It has studio-transmitter house nearly ready, is working on 702-ft. Ideco tower. Superturnstile 12-bay antenna is due Sept. 1. It's equally owned by Port Arthur College and Jefferson Amusement Co. (Vol. 13:22). Base hour is $350. Rep is Raymer.

KUED, Salt Lake City (Ch. 7, educational), requesting site change to Oquirrh Mts., has changed programming target to Oct. 1, reports mgr. C. Richard Evans. It has 5-kw RCA transmitter on hand and 6-section antenna is due shortly. It will use 140-ft. Ideco tower.

WRIK-TV, Ponce, P. R. (Ch. 7), with 500-watt DuMont transmitter and Alford antenna due Aug. 15, plans Sept. 7 programming, reports 50% owner George A. Mayoral, also exec. v.p. of WJMR-TV, New Orleans, and WORA-TV, Mayaguez, P. R. Studio-transmitter building has been completed. WRIK-TV will use 100-ft. custom-built tower. Base hour will be $150. Rep will be Forjoe.

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Translator starts: K72AI, Libby, Mont. began equipment tests Aug. 3, repeating KREM-TV, Spokane. K71AC & K75AC, Farmington, N. M. began equipment tests July 29, repeating KOB-TV & KOAT-TV, Albuquerque. K77AF, San Saba, Tex. hopes to start Aug. 15, repeating KTBC-TV, Austin. It plans to add 2 more channels, reports mgr. Norman R. Phillips.

Britain's big movie-making J. Arthur Rank Organization, which hitherto has kept aloof from commercial TV, is leader of group tentatively awarded ITA contract to provide programs for upcoming Isle of Wight station, due to begin operations about mid-1958. New program contractor was formed by Rank Organization, Amalgamated Press and Associated Newspapers—the latter a part owner of Associated-Rediffusion, weekday program contractor for London station.

Florida legislature has passed bill providing $500,000 for microwave network to link WTHS-TV, Miami (Ch. 2), WJCT, Jacksonville (Ch. 7), latter due on air soon, plus projected outlet in Tampa-St. Petersburg (Ch. 3) and those planned in Gainesville & Tallahassee. Bill also provides $100,000 for system operation and expenses of State Educational TV Commission.

IN BACKWASH of FCC's omnibus before-vacation meeting last week (Vol. 13:31), disposition of several long-pending cases was announced this week. Notable was final decision granting Ch. 13 in Biloxi, Miss. to WMVI after hard-fought 3½-year battle in which there were charges that each group's top backer unlawfully served liquor and permitted gambling in his respective Gulf Coast hotel.

Initial decision in July 1954 picked WMVI; case was later reopened and WMVI was again recommended by examiner. Commission's decision last week picked WMVI on basis of greater experience and "substantial superiority" in ownership-management integration. Chairman Doerfer dissented, voting for WMOX.

Way was cleared for grant of Ch. 6, Butte, Mont., to Copper Broadcasting Co., owned by principals of radio KALL, Salt Lake City, when competing applicant Arthur W. Schwieder dropped out.

In split decisions, Commission reaffirmed 3 TV grants, rejecting petitions for reconsideration. They were to WSOC-TV, Charlotte, N. C. (Ch. 9), Doerfer dissenting, Craven abstaining; to WRAL-TV, Raleigh, N. C., Hyde dissenting and voting to reopen record, Bartley & Craven abstaining; to WFGA-TV, Jacksonville (Ch. 12), Bartley & Lee dissenting, Craven abstaining. Bartley's dissent in latter case favored limited reopening of record.

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Young International Ltd. rep firm was taken over Aug. 1 by Intercontinental Services Ltd., headed by Harry M. Engel, owner of KUAM-TV, Guam, and Walter Staskow, owner of radio ZBM, Hamilton, Bermuda, in deal involving over $50,000, according to Adam Young, pres. of Young Television Corp. and subsidiary Canadian Station Representatives Ltd. Stephen A. Mann is gen. mgr. of Intercontinental, 3 E. 54th St., New York 22 (Plaza 3-7930), which now represents KUAM-TV, Guam, WORA-TV, Mayaguez, P. R. and ZBM, Bermuda, which is building ZBM-TV.

New AIEE chairmen—among 56 named—include: TV and aural broadcasting systems, C. M. Braum, JCET; communications div., John Meszar, Bell Labs; communications theory, R. K. Hellmann, Hazeltine; radio communications systems, R. D. Campbell, AT&T; science & electronics div., J. G. Reid Jr., National Academy of Sciences; electronics, D. G. Wilson, Stromberg-Carlson; magnetic amplifiers, H. W. Lord, GE; solid state devices, S. J. Angello, Westinghouse; automation & data processing, G. W. Heumann, GE.

FCC's full-scale allocations review of 25-890 mc portion of spectrum, which includes TV & FM bands (Vol. 13:14) has been delayed again, Commission this time extending deadline for comments to Nov. 1. FCC announced its above-890-mc hearings will reconvene Sept. 30 to hear final witnesses—Raytheon's Sidney Topol and representative of Electronic Industries Assn. (formerly RETMA).

TV camera "tube saver" devised by pres.-gen. mgr. John H. DeWitt Jr. & chief engineer Aaron C. Shelton of WSM-TV, Nashville, will be marketed for about $1200 by GE, which has acquired patent rights. Device is intended to prevent burn-in & sticking of images on tubes.

TASO's new Panel 6 on "level of picture quality"—charged with defining different grades of picture in presence of interference—will be headed by Hazeltine's Charles E. Dean. Panel members haven't been selected yet.

Copies of report, *Revision of Atmospheric Noise Data,* by International Radio Consultative Committee (CCIR Report No. 65) are available from office of Secretary General, International Telecommunication Union, Geneva.

Telecasting Notes: Persistent reports of impending spin-off by Columbia Pictures of its highly successful TV subsidiary Screen Gems were given more impetus this week with official announcement that Screen Gems will handle distribution of Universal's 600-feature backlog—thereby becoming largest TV distributor of feature films. Behind the feeling that spin-off may be imminent is fact that new pact ties 2 Hollywood majors, both of which are subject to the movie anti-trust case consent decree . . . **Universal's** guarantee in Screen Gems feature deal was somewhat higher than had been rumored previously: Minimum of $20,000,000 over 7-year period, with Screen Gems to receive "graduated scale of distribution fees." Universal retains all foreign rights to the films, and all domestic rights other than TV distribution . . . **Screen Gems lost no time** in bringing out first package of Universal features, capitalizing on Universal's specialty of the 1930's—horror. First 52-film batch is labeled "Shock" and contains such nostalgic chillers as "Frankenstein," "Dracula," "Invisible Man," "The Cat Creeps" . . . **Inflation in talent** prices for the many variety shows scheduled next season is pointed up in Aug. 10 *Sponsor* by these examples: A singer whose price was $1000 last year now is asking $7500 per appearance; movie singer-dancer "who rated $5000 a shot last year" is seeking $55,000 for 4 appearances . . . **More than half of NBC-TV's** regular fall nighttime shows will be new programs, representing 12½ hours of entertainment, 21 new properties . . . **Civil rights** debate on *The Big Issue*, simulcast July 23 by NBC from old Supreme Court chamber in Capitol, brought 2773 letters from viewers & listeners, according to network count this week—"only 3 of them negatively critical of the program itself" . . . **Cole Porter** signed for first TV job—at reported $75,000—to write music & lyrics for 90-min. "Aladdin" to be sponsored by Du Pont on CBS-TV next Feb. 21. S. J. Perelman is writing book for musical . . . **Sen. Kennedy** (D-Mass.) is doing Aug. 12-13 stint for ABC-TV as technical adviser on *Navy Log* episode based on his PT boat experiences during 1943 South Pacific campaign . . . **Real public service:** Sicks' Rainier Brewing Co. sponsors 5 hours of Lake Washington gold cup hydroplane races Aug. 11 on KING-TV, Seattle, with no beer commercials whatever. Washington state regulations don't permit them on Sunday. Kaiser Industries sponsors final hour of races on ABC-TV western network . . . **Prime community interest promotion:** Minneapolis' WCCO-TV, Minn. Historical Society and Minn. Statehood Centennial Commission are sponsoring $1000 TV script-writing contest aimed at half-hour TV program based on state's history . . . **Showcase Productions** plans 90-min. "Preview of the Brussels World's Fair" as 90-min. spectacular next season, featuring musical, dramatic & dancing acts in U. S. program to be presented at international exposition in Belgium—no network commitment reported . . . **Trans-Lux TV** now in 48 markets with 700-unit Encyclopaedia Britannica film library, latest sale being to WOR-TV, N. Y. . . . **Producers' Council,** building material trade group, will distribute free documentary series *Building America* this fall to more than 200 TV stations, council promising help in lining up local sponsors.

NAFBRAT's annual report on childrens' TV-radio programs, covering 7 TV & 8 radio stations in Los Angeles in first week of May, lists 20% decrease in "excellent" & "good" shows compared with similar ratings year earlier (Vol. 12:29). "Evaluation committee," said to represent civic, religious & educational groups, counted 46½ hours of favored programs vs. 58 hours in 1956, while 36 half-hour programs were found "objectionable" or "most objectionable." Among TV shows classed as "excellent" were *Captain Kangaroo, Disneyland, Giant Step, Lassie, Gumby, The Jungle, Let's Take a Trip, Mickey Mouse Club, Youth Wants to Know, Zoo Parade.* Among "most objectionable": *Long John Silver, Superman, Tales of the Texas Rangers.* Copies of report, along with booklet, *Fifteen Reasons Why Crime-Westerns Are Not Acceptable TV Fare for Children,* are available from National Assn. for Better Radio & Television, 882 Victoria Ave., Los Angeles 5, Cal.

Plagiarism suit for $1,100,000 seeking halt to *To Tell the Truth* on CBS-TV was filed Aug. 6 by Art Linkletter's People Are Funny Productions in Santa Monica, Cal. Superior Court against CBS, Pharmaceuticals Inc., Goodson-Todman Enterprises Ltd., and KNXT, Los Angeles. Suit alleged *To Tell the Truth* is copy of similar show aired by plaintiff in 1948 & 1951.

United National Film Corp. is new name of Dallas Film Industries Inc., whose stockholders elected A. Pollard Simons as chairman at Dallas meeting. Other United National officers include Roy R. McKee, treas.; James N. Landrum & P. B. Garrett, v.p.'s. Robert L. Madden was named a director.

TV makes business for Sunday newspaper magazines, Aug. 3 *Editor & Publisher* reports in roundup by Philip N. Schuyler showing their advertising revenue increased 6.9%-42% in first half of 1957 compared with year earlier. "TV conditioned advertisers to the value of consistent advertising cycles," according to publisher Arthur H. (Red) Motley of *Parade.* "But TV is limited to the hours of the day. It is being further fragmented locally as new competing stations go on the air." So advertisers turn to newspapers & Sunday supplements as "the one mass media with real local impact" in "fantastic growth of 'interurbia.'"

Full control of TPA was assumed Aug. 7 by pres. Milton A. Gordon following his purchase of interest held by chairman Edward Small, who resigned as partner in big TV film production & syndication firm. At same time Gordon announced plan by which stars & producers of new features may acquire TPA stock to share over-all profits of company, which now has 14 programs on air. Gordon said Small's departure—"to have more time for the feature film schedule he now has under way"—was entirely amicable.

TV film was evidence this week in Miami murder trial of father convicted and sentenced to life imprisonment for killing his wife & 2 children. Judge Ray H. Pearson of Dade County Circuit Court permitted prosecution to set up screen & projector in courtroom to show stills of defendant taken by Fred Mooke of WTVJ immediately after slayings last Christmas. Arguing that defendant was insane, his counsel objected to film, which prosecution used to show his calm demeanor.

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Personal Notes: Lawrence H. (Bud) Rogers II, pres. & gen. mgr. of WSAZ-TV, Huntington-Charleston, W. Va., elected secy. of owner Huntington Publishing Co. *(Huntington Herald-Dispatch* and *Advertiser)* . . . Arthur C. Nielsen Jr. becomes pres. of A. C. Nielsen Co., succeeding father, who assumes chairmanship . . . John A. Wales promoted to local sales mgr. of WWJ-TV, Detroit, Walter A. Schwartz to local sales mgr. of radio WWJ . . . John B. Mauro joins rep Branham as research & promotion mgr. . . . Alexander C. Field Jr., ex-WLW-TV & WLW, Cincinnati, joins WGN-TV & WGN, Chicago, as special broadcast services mgr. . . . Robert C. Burris, ex-radio KSAN, San Francisco, named sales mgr. of KEYT, Santa Barbara . . . Wm. Boyd, ex-B. T. Babbitt, named business mgr. of Terrytoons div. of CBS TV Film Sales . . . Sig Mickelson, CBS v.p. for news & public affairs, received "great public service" award from Air Force Assn. for CBS-TV's *Air Power* series . . . Wm. Kreitner, from WRCA-TV, N. Y., named local sales mgr. of radio WRCA . . . Wm. Shafer promoted to western mgr. of American Research Bureau, headquartering in Monterey Park, Cal., replacing Roger Cooper, now station relations mgr. at Washington home office . . . Morrie Roizman resigns as supervisor of NTA short subjects to join Transfilm as editorial director . . . Duane X. Riley named news director of WWTV, Cadillac, Mich. . . . Donald L. Bennett named London representative of CBC . . . Wm. D. Hamilton named national ABC radio network program director for "live personality" shows in fall . . . Noel Rhys promoted to exec. v.p. of Keystone Bcstg. System Inc., radio transcription service headquartering in N. Y.; Edwin R. Peterson elected senior v.p., Charles A. Hammarstrom named a v.p. . . . Clifford J. Barborka Jr. promoted to v.p. & Chicago mgr. of radio rep John Blair & Co., succeeding Paul Ray, who retires Sept. 1 . . . Abe I. Feinberg elected pres. of new Authors Research Corp., TV-radio-movies reference service, 1650 Broadway, N. Y.

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Herbert T. Kalmus Award of Society of Motion Picture & Television Engineers (SMPTE) for "outstanding contribution" to color film development for TV & theatre use will be given to Wadsworth E. Pohl, technical director of motion picture div. of Technicolor Corp., Hollywood, at association's 82nd convention in Philadelphia Oct. 4. Inventor of processes in such fields as camera optics, Pohl has worked for Technicolor since 1930.

Irish TV programs will be offered to U. S. market by Broadcasting & Theatrical Productions Ltd., 40 Henry St., Dublin, chairman Eamonn Andrews said this week following 2-month visit here. Ireland now has no TV, but company supplying programs to Radio Eireann & commercial radio sponsors there is entering TV production, he said.

Obituary

Ralph W. Hardy, 41, CBS Washington v.p., died Aug. 5 of heart attack after water skiing while on vacation in Ogden, Utah. Before joining CBS in 1955, he was govt. affairs v.p. of NARTB, having joined staff of the trade group as director of radio div. in 1949. He began his 20-year career in broadcasting at radio KSL in his home town of Salt Lake City. He was member of U. S. National Commission for UNESCO, v.p. of National Conference on Citizenship and member of national council of Boy Scouts of America, held several high positions in Mormon Church. He was eulogized on Senate floor this week by majority leader Lyndon Johnson (D-Tex.) who called him "one of the most brilliant business executives of my acquaintance," and by Sens. Bennett (R-Utah), Watkins (R-Utah) & Javits (R-N. Y.).

Soap opera enthusiast Neil H. McElroy, who joined Procter & Gamble as junior clerk in adv. dept. in 1925 and rose to pres. of big TV-radio advertiser in 1948, was named by President Eisenhower Aug. 7 to succeed Charles E. Wilson as Defense Secy. He was in charge of Procter & Gamble promotion by 1929, became adv. & promotion mgr. in 1940 and v.p. for adv. in 1943, helped make soap opera a radio staple, song-&-dance commercial an American art form. McElroy was 1954-55 chairman of White House Conference on Education, once told critics of soap opera aesthetics: "The problem of improving the literary tastes of the people is the problem of the schools." He probably must dispose of holdings in Procter & Gamble and in GE & Chrysler—he's on boards of all 3 firms—before Senate confirms him in post which pays $25,000 vs. his $285,000 P&G salary.

Educational TV experiment at U of Detroit, where freshmen will be able to go to school at home next term (Vol. 13:8), merits "national attention" as possible solution to campus overcrowding, Jack Gould says in Aug. 4 *N. Y. Times.* Students who enroll for 5 courses telecast by educational WTVS (Ch. 56) will be offered special tuition rates along with package deals with regular dealers by which they can buy uhf-equipped 14-in. portable receivers for $145 or convert vhf sets for about $50. Students get regular credits for TV instruction, go to campus for examinations.

TV is "prime catalyst" of U. S. economy, NBC pres. Robert W. Sarnoff said in Aug. 4 *N. Y. Herald Tribune,* writing guest column for vacationing business & financial editor Donald I. Rogers. Restating network arguments against pay TV, he said TV commercials play big part in "creation of new mass consumption desires in a nation that consumes its way to prosperity, to growth and to strength."

TV techniques will be taught in new course starting in Sept. at American International College, Springfield, Mass., in cooperation with WWLP there. First semester classes in "Introduction to TV Broadcasting," carrying 3 hours' undergraduate credit, will be taught by asst. program director George J. Mitchell.

Big Jergens account, lost in June by Robert W. Orr & Assoc. (now a Fuller & Smith & Ross div.), goes to Cunningham & Walsh Dec. 1, with senior v.p. John S. Williams in charge. Bulk of Jergens advertising expenditures of about $1,500,000 went to magazines in 1956, but company recently has been heavy TV investor.

Big demand for closed-circuit TV theatre rights to Sugar Ray Robinson-Carmen Basilio middleweight championship fight Sept. 23 in Yankee Stadium was reported this week by TNT, which said 51 theatres already had been cleared for telecast. About 100 more are expected to sign, according to pres. Nathan L. Halpern.

Norwegian state radio has been authorized by Parliament to resume TV tests next fall, with goal of starting regular telecasts by 1960 from stations in Oslo and Bergen.

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ADVERTISING AGENCIES: David P. Kaempfer joins Lynch, Hart & Stockton as TV-radio director . . . George Johnston appointed media director of Brooke, Smith, French & Dorrance . . . Wm. L. Gillilan promoted to marketing director of Ketchum, MacLeod & Grove . . . Ralph C. Tanner, v.p. & director of Anderson & Cairns, named creative board chairman . . . Daniel M. Gordon, ex-Ruthrauff & Ryan, joins Donahue & Coe as media director.

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Another agency merger: McManus, John & Adams takes over personnel & accounts of Ralph Yambert Adv., Los Angeles.

Financial & Trade Notes: Zenith reports profits of $2,398,137 ($4.87 per share) on sales of $66,486,222 in 6 months ended June 30, 1957, compared with $2,530,824 ($5.14) on sales of $65,370,935 for comparable period in 1956. For quarter ended June 30, 1957, profits were $747,547 ($1.52) on sales of $29,827,712 vs. $699,659 ($1.42) on sales of $27,455,617 in similar 1956 quarter. Zenith said second quarter unit and dollar TV sales were 16.8% higher than in similar 1956 quarter, those for the half were up 5.8% over year ago.

In report to stockholders, Zenith said its increase in TV volume resulted in company gaining "much larger percentage of the total industry volume than the company has achieved in the past. Report said increased phono and hi-fi sales brought second quarter radio-phono-hi-fi dollar volume to 30% above similar 1956 period. Zenith said it has scheduled "an aggressive production, advertising and merchandising program for the third quarter, which could result in record sales for that period." However, it noted increased cost of materials and labor may force fall price boost for TV-radio-hi-fi.

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Motorola this week reported net earnings of $3,409,778 ($1.76 per common share) on sales of $105,666,759 in year's first 6 months compared with $3,066,207 ($1.58) on sales of $101,801,234 in similar 1956 period. Second quarter earnings were $1,272,191 (66¢) on record second quarter sales of $53,384,964 compared with $1,053,331 (54¢) on sales of $48,603,693 in same 1956 period. Pres. Robert W. Galvin told shareholders that only TV did not reach company's expected figures, but July 18 introduction of new line should be reflected in third quarter report. He said new fully transistorized, mobile 2-way radio, silicon rectifier and 2-way motorcycle police radios are now on market. He added Motorola expects good sales and earnings in final 6 months.

Hoffman Electronics reports profits of $864,299 ($1.18 per share) on sales of $21,126,038 in first 6 months of 1957 compared with $783,972 ($1.07) on sales of $22,875,561 in similar 1956 period. Second quarter earnings were $351,497 (48¢) on sales of $9,632,439 vs. $315,978 (43¢) on $10,720,542 in second quarter last year. Pres. H. Leslie Hoffman said all divisions showed earnings in first 6 months of 1957, TV and semiconductor divisions reporting sales increases. He said acceptance of new TV line "has been gratifying and fall business should be at a good level." Letter to shareholders also said Defense Dept. "has indicated that expenditures for electronics equipment will nearly double by 1961."

Admiral reports $316,513 loss on second quarter sales of $36,451,382 compared with earnings of $437,719 on sales of $37,170,366 in similar 1956 period. For first 6 months of 1957 earnings were $111,231 (5¢ per share) on sales of $78,805,521 vs. $1,748,055 (74¢) on sales of $85,834,325 a year ago. Exec. v.p. John B. Huarisa said financial statement reflects cost of tooling and getting into production for 1958 TV-radio-hi-fi line. However, he listed substantial profits in June as nearly offsetting April and May operating losses. He also said Admiral inventories are at the lowest level in 5 years.

Dividends: Magnavox, 37½¢ payable Sept. 14 to stockholders of record Aug 23; Paramount Pictures, 50¢ Sept. 13 to holders Sept. 3; Erie Resistor, 10¢ plus 1% stock Sept. 15 to holders Aug. 30; Minneapolis Honeywell, 40¢ Sept. 10 to holders Aug. 16; General Tire, 50¢ Aug. 30 to holders Aug. 16; Tung-Sol, 35¢ Sept. 3 to holders Aug. 16; C&C TV, 1 share of National Phoenix Industries stock Aug. 9 to holders July 25 of 2 shares of C&C TV stock.

Time Inc., which took over 3 TV & 3 radio stations from Consolidated (Bitner) in May in $15,750,000 deal (Vol. 13:21), earned $7,351,000 ($3.76 per share) on record revenues of $125,362,700 in first 6 months compared with $8,627,300 ($4.43) on $110,960,300 year earlier. Decline in earnings was attributed by pres. Roy E. Larsen to increase in costs in relation to higher revenue from advertising & circulation, but he said "outlook is good for the full year." Though there was no breakdown midyear report included revenue from newly-acquired WTCN-TV & WTCN, Minneapolis; WFBM-TV & WFBM, Indianapolis; WOOD-TV & WOOD, Grand Rapids. Time Inc. also owns KLZ-TV, Denver, and KTVT, Salt Lake City.

General Tire & Rubber, parent of RKO Teleradio Pictures Inc., which last month sold Mutual Broadcasting System (Vol. 13:30), but still retains profitable TV-radio station holdings along with film syndicate and Don Lee & Yankee Networks, will declare 3-for-1 stock split if proposal voted Aug. 6 by directors is approved by stockholders at meeting Sept. 5. Split would increase authorized common shares from 2,500,000 to 7,500,000. Stock went up to 89¾ from 88½ following announcement of directors' plan, but closed at 86⅝.

Loew's Inc. earnings dropped to $34,017 (1¢ per share) on gross sales & operating revenues of $33,952,000 in 12 weeks ended June 6 vs. $808,418 (15¢) on $40,553,000 in corresponding 1956 period, although income was $2,763,265 (52¢) on revenues of $121,200,000 in 40 weeks compared with $2,693,261 (51¢) on $127,992,000 year earlier. Slight gain for 40 weeks was credited by pres. Joseph R. Vogel to economies he instituted when he took over last Oct., but he said "we continue to feel the impact of pictures produced prior to my administration."

Storer Bcstg. Co. earned $3,143,038 ($1.27 per share) in second quarter ended June 30 compared with $1,395,202 (56¢) year earlier, reflecting capital gains of $2,621,969 before taxes ($1,966,477 or 79¢ per share after taxes) from sale of WBRC-TV & WBRC, Birmingham (Vol. 13:19) after capital loss deduction from sales of KPTV, Portland, Ore. (Vol. 13:18) and WGBS-TV, Miami (Vol. 13:15). For 6 months earnings were $4,429,484 ($1.79) vs. $2,845,445 ($1.15) in corresponding 1956 period.

Atlas Corp., big holder of Walt Disney Productions stock (Vol. 13:27), will offer 400,000 shares in secondary distribution to public late this month through underwriters headed by Goldman, Sachs & Co., Lehman Bros. and Kidder, Peabody & Co. Disney will then seek listing on N. Y. Stock Exchange, according to registration statement filed with SEC. At same time Atlas announced it will exercise option in Oct. to apply 153,000 purchase warrants for like number of Disney shares at $22 per share.

Paramount Pictures reports consolidated earnings of $2,359,000 ($1.18 per share on 1,999,316 shares) in first 6 months this year compared with $2,322,000 ($1.12 on 2,085,716) in first 1956 half, for which profits did not include non-recurring capital gain of $2,679,000 ($1.28). For June quarter earnings were $1,060,000 (53¢) vs. $950,000 (45¢) year earlier.

Page Communications Engineers Inc. has sold all interests in subsidiary Rixon Electronics Inc., Silver Spring, Md., to James L. Hollis, exec. v.p. & gen. mgr. of Rixon, who assumes post of pres., holding all common stock. In transaction Aug. 5 Hollis sold his stock in Page and resigned as officer & director.

Tung-Sol earned $1,602,697 ($1.75 per share on 866,554 common shares) on sales of $30,962,132 in 26 weeks ended June 29 compared with $1,296,654 ($1.80 on 661,101 shares) on $25,433,558 in corresponding 1956 period.

Loew's Inc. management slate of 12 candidates for director at special stockholders meeting Sept. 12 was announced this week by pres. Joseph R. Vogel, who faces rebellion by 5 anti-management directors led by Joseph Tomlinson. Vogel's candidates are Loew's financial v.p. Robert H. O'Brien, ex-AB-PT; Helen Hayes; Francis W. Hatch, BBDO; Bennett Cerf, publisher; Gen. Omar Bradley, Bulova; J. Howard McGrath, ex-Attorney General; Charles H. Silver, N. Y. Board of Education; Ellsworth C. Alvord, Washington attorney; Charles Braunstein, importer; Benjamin Melniker, Loew's gen. counsel; George Muchnic, Loew's International v.p.; Benjamin Thau, Loew's v.p. & studio chief.

Collins Radio pres. Arthur Collins told stockholders company expects sales for year ended July 31 to total about $120,000,000 compared with $125,000,000 last year, per share earnings continuing at $1.92 rate. He said order backlog was $115,000,000 on June 30.

Decca Records earned $1,742,600 ($1.08 per share) in 6 months ended June 30 vs. $1,536,521 (96¢) in corresponding 1956 half. Figures include company's share of undistributed earnings of subsidiary Universal Pictures.

Amphenol is buying Danbury-Knudsen Inc., Danbury & Brookfield, Conn. manufacturer of electro-mechanical connectors, coaxial switches, microwave components.

Capitol Records reports earnings of $3,239,362 ($6.80 per share) on sales of $35,108,401 in year ended June 30 vs. $1,599,367 ($3.35) on $25,647,468 year earlier.

National Theatres reports net income of $1,365,820 (51¢ per share) in 39 weeks ended June 25 vs. $1,378,974 (51¢) in similar period year earlier.

Varian Assoc. earned $661,725 (50¢ per share) in 9 months ended June 30 compared with $223,007 (20¢) in corresponding period year earlier.

Gabriel Co. earned $242,072 on sales of $5,824,086 in 3 months ended June 30 vs. $30,213 on $4,698,036 in comparable 1956 period.

Nems-Clarke Inc., Silver Spring, Md. designer and manufacturer of electronic equipment (including some TV broadcast gear), will be acquired in late Aug. by Vitro Corp. of America, Canonsburg, Pa., diversified firm in fields of atomic energy, metallurgy and weapons systems. Nems-Clarke stockholders have already approved the acquisition which will be effected by exchange of 115,000 shares of Vitro common (worth about $3,000,000) for all assets of Nems-Clarke, which showed profit of $177,000 on $4,000,000 sales last year.

Sanders Assoc. Inc., Nashua, N. H. manufacturer of electronic equipment, offered new issue of 100,000 shares of Class "A" common stock for public sale at $15 per share this week through syndicate headed by Kidder, Peabody & Co. At same time employes were offered additional 10,000 shares at $13.80. Company plans to reduce bank indebtedness, increase working capital to develop & market flexible printed cabling. Sanders earned $146,380 (58¢ per share) on revenues of $4,439,642 in 10 months ended May 27.

Litton Industries reports earnings of $1,750,000 ($1.47 per share) on sales of $27,700,000 in fiscal year ended July 31 vs. $1,019,703 (97¢) on $14,920,050 year earlier. Backlog totaled $49,000,000 compared with $35,000,000 at end of fiscal 1956, according to pres. Charles B. Thornton. He said sales now are at annual rate of $34,000,000 and that he is "confident this rise will continue."

General Dynamics earned $18,479,197 ($2.32 per share on 7,972,887 shares) on sales of $726,081,499 in first half compared with $11,135,145 ($1.40) on $414,443,947 year earlier, pres. Frank Pace Jr. noting that income gained 66% and sales 75% in 1957 period despite bigger expenditures for research & development. Backlog June 30 was $1.989 billion vs. $2.195 billion at end of 1956.

Muntz TV has been ordered, as part of Chapter X reorganization, to pay $10,000 to the District Director of Internal Revenue by Sept. 30 in connection with past-due taxes. Order, by Federal Judge W. G. Knoch, calls for balance of tax bill to be paid in 3 monthly installments.

ELECTRONICS PERSONALS: **Adm. Frederick R. Furth** (ret.) named research & engineering director of IT&T . . . **Dr. Thomas H. Johnson** resigns Oct. 1 as AEC physical sciences research director to join Raytheon as research div. mgr. . . . **Harold F. Wiley** named director of new analytical & control instrument div. of Consolidated Electrodynamics . . . **Ray Hoover** promoted to v.p. of Western Union in charge of plant & engineering . . . **G. P. Adamson** named engineering mgr. of Canadian Westinghouse electronics div., succeeding S. S. **Schenider**, appointed switchgear products mgr. . . . **Stephen F. Keating** named head of new Minneapolis Honeywell military products group, continues as v.p. in charge of aeronautical group . . . **Wm. P. Hindman**, works mgr. of Milton, Pa. plant of ACF Industries, appointed v.p. of new advanced products div. . . . **Roy Baker Snapp** elected v.p. of American Machine & Foundry atomics div., headquartering in Washington . . . **Dr. Thornton C. Fry** named v.p. & Univac engineering director of Sperry Rand's Remington Rand div. . . . **Arthur F. Jones**, ex-Motorola, appointed Avco v.p.-defense planning . . . **P. C. Covich** promoted to Sylvania mid-eastern distributor sales mgr.-electronic products, headquartering in Pittsburgh . . . **Ralph Dinsmore** promoted to International Resistance Philadelphia sales office mgr.; **Evon Wells** to asst. mgr. . . . **Wm. E. Lowery** promoted to mgr. of new reliability section of Raytheon Wayland labs . . . **Joseph Bambara** promoted to v.p. of CBS Labs electronics systems . . . **Howard C. Briggs**, ex-Hoffman Labs, named Collins Radio govt. relations director, Washington.

Recommended standards for electronics industry, approved by industry representatives, are available through Electronic Industries Assn. Engineering Dept., 11 W. 42nd St., N. Y. 36, N. Y. (minimum order $1): RS-189—Encoded Color Bar Signals, 30¢; RS-192—Definitions and Dimensional Characteristics of Quartz Crystal Units, 50¢; RS-193—Designation System for Cathode Ray Tubes, 25¢; RS-194—Microwave Relay System Towers, 40¢; RS-195—Mechanical Characteristics for Microwave Relay System Antennas and Passive Reflectors, 50¢.

New **IT&T plant** for manufacture of semi-conductor & other electronic devices has been opened by components div. at 815 S. Antonio Rd., Palo Alto, Cal. Robert M. Van Valkenburgh is plant mgr. of operations serving 11 western states, supplementing IT&T semi-conductor production at Clifton, N. J.

Science teachers from high schools in 8 states are completing 8-week research study at MIT under $20,000 general assistance program of Westinghouse Educational Foundation, financed by Westinghouse Electric Corp. Recipients of study grants were 24 teachers from New England, Middle Atlantic States and south.

Siegler Corp. plans to offer 200,000-250,000 shares of common stock for public sale in Oct. to raise $4,500,000 working capital if stockholders approve merger with Hufford Corp. & Unitronics Corp. (Vol. 13:22) at meeting Sept. 11, according to pres. John R. Brooks. Underwriter would be Wm. R. Staats & Co., Los Angeles.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
August 10, 1957

TUBE SALES HERALD BIG TV OUTPUT BOOST: The cheerful talking by TV setmakers lately isn't just for press-release purposes. With a confidence unmatched in the last few years the TV manufacturer this year is really putting his money where his mouth is.

Picture tube sales to manufacturers provide an excellent indicator of future set production trends, being reflected 2-6 weeks later in receiver output. We learn that in June tube manufacturers sold 750,000 picture tubes to TV makers -- 60% more than the 465,000 sold in May. To put this rise into proper perspective, let's look at record for May & June 1956: May's picture tube sales were 590,000, June's 560,000 -- a decline of about 2%.

These figures are even more significant when you consider that TV production for first 7 months of 1957 was nearly 700,000 sets below similar period of 1956, or 3,752,000 last year & 3,082,000 this year. Of particular interest in this connection is authoritative estimate that TV production in the vacation month of July was 360,000, compared with 337,000 in July 1956 -- first time this year that set production has exceeded corresponding month of last year.

All this indicates better inventory position this year -- with production increase due to pipeline-filling following introduction of new models. Inventories at all levels June 30 totaled 2,350,000 -- lowest end-of-June figure in 3 years.

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Comments of industry suppliers reflect increase in purchasing by setmakers. For example, we talked this week to one of largest independent picture tube makers, who told us his plant is "going like mad," but he still can't come within 1000 tubes a day of filling all orders from manufacturers. "All of our big customers are behind in their orders," he said, "and they're working overtime to fill them."

Tube season has changed, this tube maker told us. Whereas heavy production season used to extend from Oct. to Feb. or March, this year the pickup began in June, "and our plant was running at top speed for the 2 non-vacation weeks of July." He added: "Right now there's a shortage of quality tubes, and of quality guns."

Tube replacement market is now almost as big as original equipment market, he added parenthetically -- "about 6,500,000 each this year, for 13,000,000 tubes; that's healthy." He predicted that industry would finally standardize on 110-degree tubes, in 17 & 21-in. sizes, with a few 24s & 14s. "And we're going to think twice before we change over to anything else -- unless it's something radically new like a flat tube, a simple color tube or a transparent-phosphor tube." Freezing of sizes & shapes, he predicted, would restore healthy profit margins to tube business.

Table Models Decline: Production mix for July shows portable percentage remaining close to last year -- 105,000 sets or 29% of total, vs. 102,000 or 30% in July 1956.

Brunt of this year's production drop was borne by table models, with only 1,000,000 sets made in first 7 months -- just slightly more than half the 1,952,000 in similar 1956 period. Consoles & combinations dropped from 1,372,000 Jan.-July last year to 1,168,000 this year. Only portables went ahead, 915,000 vs. 428,000.

Retail Sales: TV retail sales in June showed effect of summer doldrums, dropping to second lowest total in year's first 6 months -- June's 389,770 higher only than April's low of 337,965. June retail sales figure also was lower than comparable figure for last year when 439,362 were sold. Radio retail sales, meanwhile, enjoyed the second highest month in June for home radios. Total sold in June was 729,421, topped only by 730,584 in March. March of 1956 also was only month in last year's first half to exceed June 1957 total.

Following is a recapitulation of TV and home & auto radio sales for first 6 months of 1957:

	TV Retail Sales		Home Radio Sales		Auto Radio Sales	
	1957	1956	1957	1956	1957	1956
January...	623,359	614,213	563,363	531,206	521,624	519,648
February..	525,437	530,554	525,029	454,867	522,859	437,611
March.....	534,115	544,411	730,584	527,649	597,532	478,272
April.....	337,965	347,630	543,092	471,193	380,452	299,253
May.....	399,757	392,080	547,480	566,357	396,151	282,611
June.....	389,770	439,362	729,421	839,830	416,058	296,256
Totals..	2,810,403	2,868,250	3,638,969	3,391,102	2,834,676	2,313,651

Production: TV output was 117,438 week ended Aug. 2, compared with 123,522 preceding week and 128,157 in corresponding week one year ago. It was year's 31st week and brought TV production to year to date to about 3,200,000, compared with 3,905,365 in same period of 1956. Also this week, Electronic Industries Assn. (formerly RETMA) officially estimated first half year production at 2,722,139 compared with 3,415,202 in similar 1956 period. June production was 543,778 (72,766 uhf), compared with 342,386 (41,596) in May, 553,025 (78,512) in June 1956.

Radio production was 180,608 (61,537 auto) week ended Aug. 2, vs. 234,034 (84,394) preceding week and 205,697 (132,121) in corresponding week year ago. Radio output for 31 weeks totaled about 7,977,000 (3,158,000) vs. 7,473,574 (2,561,738) in 1956 period. First 6 months' production was placed at 7,187,294 (2,834,676) compared with 6,659,165 (2,313,651) in similar period last year. June production totaled 1,088,343 (416,058), compared with 1,023,771 (396,151) in May and 1,073,775 (296,256) in June 1956.

Trade Personals: Richard T. Orth resigns as Westinghouse v.p. & gen. mgr., electronic tube div. to take executive post with Sanders Associates Inc., Nashua, N. H.; he's one time RCA tube div. v.p.; B. W. Sauter, mgr. of Westinghouse's Bath, N. Y. receiving tube plant, succeeds him . . . **Charles A. Daly, Jr.** promoted to RCA gen. purchasing mgr.; **Thompson H.Mitchell**, pres., RCA Communications, adds post of gen. mgr. of new telecommunications div., RCA industrial electronics products; **A. R. Hopkins** promoted to mgr., industrial electronics marketing dept. . . . **Richard F. Gorman** promoted to new post of Admiral adv. mgr. . . . **David G. Cowden** promoted to mgr., special purpose tube operations, Sylvania TV picture tube div. . . . **Jerome G. McCormick** promoted to DuMont Labs asst. gen. credit mgr. . . . **Joel J. Zimmer** promoted to asst. national sales mgr., Symphonic Radio & Electronics Corp. . . . **Edward Moreau** promoted to Olympic regional sales mgr. for 11 western states . . . **John J. Moran**, ex-Jet Ignition Co. and Philco, named asst. to Norge v.p. Harold Bull . . . James Ewing named sales v.p. of Gabriel Co., succeeding **Wm. Klein**, appointed merchandising v.p. . . . **Wilfred G. Caldwell**, ex-National Cash Register, onetime RCA attorney and formerly with Lippincott & Smith, San Francisco—where he authored patent application for Lawrence color tube, appointed CBS-Hytron senior patent attorney.

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Sylvania is stepping up radio-hi-fi production—aiming, says TV-radio gen. sales mgr. Robert L. Shaw, at "greater sales to our present distribution and . . . units for other manufacturers." John R. Suor was named product mgr., radio and hi-fi, for new program. Initial step will be introduction in early fall of 3 new transistor portable radios.

New chairman of Electronic Industries Assn. service committee is Kenneth H. Brown, Westinghouse, who succeeds Joseph A. Hatchwell, DuMont Labs.

DISTRIBUTOR NOTES: **Emerson** appoints Cincinnati Appliance Wholesalers, 3920 Reading Rd., Cincinnati, replacing Johnson Electric Supply Co. . . . **Sylvania** appoints Charles Ilfeld Co., 200 First St. N. W., Albuquerque, N. M. (Frank Mapel, pres.) for TV-radio-hi-fi in 24 N. M. counties including Albuquerque, 11 W. Texas counties including El Paso area, 4 southwest Col. counties; G. M. Nutter Inc., 2905 Chester Ave., Cleveland (Emory F. Kloha, pres.) for Cleveland-Akron and 18 northeast Ohio counties; Emory-Waterhouse Co., 1111 Candia Rd., Manchester, N. H. (Charles Hildreth, pres.) for 12 Vt. and 2 N. H. counties . . . **Hoffman** appoints Bohman-Warne Inc., Hagerstown, Md. (A. H. Warne, pres.) for TV-radio-hi-fi in western Md., eastern W. Va., north-central Va., 3 counties in southern Pa. . . . **Westinghouse** appoints Ackermann Radio Sales, 3861 N. 35th St., Milwaukee, for CR, receiving and industrial tubes . . . **Elliott-Lewis Corp.**, Philadelphia, appoints Leonard Schwartz sales mgr. of its Motorola div. . . . **Penn Appliance Distributors** (Motorola), Harrisburg, Pa. promotes James B. Spangler to gen. sales mgr., Motorola div. . . . **Westinghouse Appliance Sales** names Charles N. Bock N. Y. TV sales mgr., replacing Jules Roth, resigned.

GE award for TV servicemen, based on outstanding community service, includes trophy and $500 check for charity or public service to be given to 11 servicemen selected by panel of judges. Called "1957 All-American Awards," selection will be determined by benefits to public in 2 years prior to Sept. 30, 1957. Nominations, by individuals or organizations, should be addressed to All-American Awards Committee, GE, Owensboro, Ky. before Oct. 19, 1957.

GE Appliance Park, Louisville, is on 3-week shutdown, Aug. 5-24—first two weeks for vacation, third week for inventory adjustment. Some 12,000 production workers are affected.

Topics & Trends of TV Trade: TV electrocution of 6-year-old child (Vol. 13:29-31) was tentatively blamed on damage to set during factory assembly this week. Engineering committee of blue ribbon jury in Howard Erenstein inquest found set defective and reported its belief that "during the factory assembly, the 135-volt DC bus was accidentally pinched and wedged between the mounting bracket and the vertical holding control."

Herbert Riegelman, gen. mgr., GE TV receiver div. which made set, issued statement saying ". . . we have been unable to determine how this could have escaped our rigid factory tests, but we are proceeding in a positive fashion to eliminate any possibility of recurrence."

Riegelman went on to say that "we have added extra checks to the stringent manufacturing controls already in existence at the factory. Our distributors, and through them our dealers, are prepared to make an electrical check at no charge on any GE TV portable brought to them, and we urge all owners of our portables to use this opportunity to assure themselves about the safety of their sets."

Other facets of case: (1) UL spokesman said it was "premature to make statement now," that he hadn't received coroner's report. (2) Setmakers continued to describe extra safety precautions beyond UL requirements. (3) Meeting with South Bend Mayor resulted in understanding proposed restrictions on sale of portable TVs would be cancelled (Vol. 13:29) and none imposed without further consultations with Electronic Industries Assn. (4) Westchester County (N.Y.) officials reported spot check of childrens' amusement rides, such as rocket ships, horses, planes, etc., following April electrocution of child, showed 26% dangerous, 49% potentially hazardous, 25% safe; Washington, D. C. officials ordered tests of similar devices in Nation's Capital.

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Full text of Cook County Coroner McCarron's verdict in electrocution death:

Howard Erenstein came to his death on the 14th day of July A.D., 1957 in St. Francis's Hospital, Evanston, Illinois, from and as the result of electrocution by contact with a television set (in kitchen) of the home of the deceased herein, by the deceased—premises commonly known and described as 9356 North Tripp Avenue, Skokie, Illinois, on July 14th, A.D., 1957—at or about 12:30 p.m.

From the testimony presented, we—the jury find said occurrence to have been accidental:

However, in view of the circumstances surrounding this occurrence, and the many factors involved therein—plus our responsibilities as jurors at this inquest—we, the jury make these additional findings and or recommendations:

(1) The television set involved in this accident was found to be defective, in such manner that lethal voltages exist between its cabinet and ground. The probability is very great that the deceased died of electric shock from simultaneous contact with the television set and the grounded metal trim on the kitchen counter-top.

(2) Since many kinds of portable electrical appliances are being used in the American home in ever increasing numbers, and since many new types of portable appliances are marketed, it is desirable that the safety codes and practices used by the industry be strengthened.

(3) The public should realize that, in spite of all safety measures, there always remains the possibility for an accident.

(4) As far as electric shocks are concerned, certain locations in the house are more hazardous than others, namely, the kitchen, bathroom, laundry, basement, and utility room. Any room in which grounded objects, such as water or gas pipes are located, makes possible a low resistance return path for electric current. Therefore, portable appliances should be used with care in such locations.

(5) In case of electric shock, the immediate application of artificial respiration is of great importance, while waiting for the arrival of a physician. The public is urged to become familiar with methods of artificial respiration.

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Full text of report of engineering committee of "blue ribbon jury":

Statement of Facts—The set was found defective.

A metal part of the case of the vertical holding control was found squeezed through the insulation of the 135-volt DC bus. The connection thereby established caused a combination of DC and 120-volt AC supply voltage to appear between the outside metal cabinet of the television set and ground.

The cabinet was found with the upper right rear corner dented and a supporting brace in the interior out of position.

In comparing a new set with the one involved in the accident, the corresponding 135-volt DC bus was found to be in a slightly different position.

Interpretation of findings—The committee found no relationship between the mechanical damage to the cabinet and the observed electrical defects. The Committee believe that, during the factory assembly, the 135-volt DC bus was accidentally pinched and wedged between the mounting bracket and the vertical holding control.

Changing pattern in discount house operations is reviewed in Aug. 4 *N. Y. Times* article. It recalls Masters Inc. statement several years ago that the discount house's cost of operation was only 11.2% of sales compared to about 33% for NRDGA members. Citing from stock prospectus, story says "Two Guys from Harrison" discount chain lists 1952 operating costs at 8.8%, 1954 at 10.9%, 1956 at 15.4% and 8 months ended April 30, 1957, at 16.5%. Contributing to discounters' problems, item said, are higher salary costs, advertising expenditures, general decline in sales of major appliances in last 2 years.

Sears, Roebuck's new catalog list prices about same as in spring book: 21-in. table models, $115-$190; 21-in. console, $130-$250; 24-in. console, $260-$280; combinations, $300-$310; 17-in. portables, $93-$143.

Two-hour closed-circuit telecast is planned Sept. 4 to introduce new RCA color line and announce NBC fall color programming plans. Show will originate in N. Y.

Sylvania has doubled the number of its TV dealers in past 7 months, Robert L. Shaw, TV-radio div. gen. sales mgr., told Aug. 8 sales seminar sponsored by Research Institute of America at New York's Waldorf-Astoria Hotel. He said "Sylvania's leadership in the development of 110-degree TV sets and our unique marketing and sales promotion methods" also resulted in record first-half factory sales. Shaw gave credit for upsurge to "buy now" approach in advertising, putting emphasis on retailer, and monthly factory promotions designed to increase retail traffic.

Excise tax committee has been set up by NEDA to tell Congress of "hardships that excise taxes have created on the electronic distributor." Alex Brodsky, Allied Radio Corp., is chairman.

TV Week is being observed in Canada Sept. 8-14—same time as in U. S.—by Canadian Assn. of Radio & TV Broadcasters and Canadian Broadcasting Corp.

BOOM IN TRANSISTORS gets bigger, record month by record month. It's heading toward volume which by end of 1957 may be nearly 24 times what it was 3 short years ago.

Figures released Aug. 8 by Electronic Industries Assn. (formerly RETMA) show transistor unit sales for first 6 months this year shot up close (11,199,300) to 12,840,000 total for all 1956, compared with 3,647,000 in 1955 & 1,318,000 in 1954. And any cautious projection of industry statistics indicates 1957 total should reach 30,000,000.

Transistor unit sales hesitated momentarily in April in up-&-out spread this year, according to EIA chart which otherwise shows steady monthly advance from 1,436,000 in Jan. (vs. 572,000 year earlier) to 2,245,000 in June (vs. 1,130,000).

Dollar volume of sales is nearly as spectacular: $31,249,000 for first half of 1957 compared with $37,352,000 total for all 1956. In 1955 total was $9,860,000; in 1954, $4,760,000.

Increases in unit production are being accompanied by reductions in prices. Latest announced cuts by manufacturers include 15% slice by Motorola in automobile radio power transistors; 33% cut by Philco in high frequency microalloy transistors, 31% cut in entire Philco line of power transistors in production quantities.

Prediction of billion-dollar annual sales within 10 years in over-all tube-replacing semiconductor field, including transistors, came this week from marketing mgr. James H. Sweeney of GE's semiconductor products div.

He told Air Force Reserve Officers Assn. in Dayton Aug. 6 that total semiconductor sales this year alone should top $140,000,000—increase of 82% over $77,000,000 last year, 40% more than what most market analysts predicted last Dec. for 1957.

Here is EIA's compilation of transistor sales for first half of 1957, compared with similar 1956 period:

	1957 Sales (units)	1957 Sales (dollars)	1956 Sales (units)
January	1,436,000	$ 4,119,000	572,000
February	1,785,300	5,172,000	618,000
March	1,904,000	5,321,000	708,000
April	1,774,000	4,880,000	832,000
May	2,055,000	5,636,000	898,000
June	2,245,000	6,121,000	1,130,000
TOTAL	11,199,300	$31,249,000	4,758,000

* * * *

Cumulative manufacturers' sales of receiving & TV picture tubes declined in first half of 1957 compared with corresponding 1956 period, according to EIA. Totals for receiving tubes in 6 months this year were 221,175,000 worth $190,461,000 vs. 227,656,000 worth $184,856,000; for picture tubes, 4,814,659 worth $86,987,031 vs. 5,152,743 worth $94,795,945. June was up over May this year, however. EIA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
January	760,860	$13,594,525	37,571,000	$31,170,000
February	728,363	13,134,778	44,460,000	36,631,000
March	833,257	14,850,847	43,010,000	37,007,000
April	629,838	11,394,043	27,970,000	25,384,000
May	758,328	14,031,519	32,836,000	28,955,000
June	1,104,013	19,981,319	35,328,000	31,314,000
Total	4,814,659	$86,987,031	221,175,000	$190,461,000

Sylvania TV cabinet plant at High Point, N. C. was sold this week to Dwight L. Phillips, Charlotte builder and investor, for $325,000. Sylvania plant mgr. R. C. Jenkins will continue as plant mgr. for new owner.

TV-electronics servicing will be $8 billion business by 1975, RCA tube merchandising mgr. H. F. Bersche predicted this week. He also told Texas Electronic Assn. that replacement tube market may hit 185,000,000 in 1957.

COLOR TV story in Aug. *Fortune* describes RCA as reorganizing for profit—"for the kind of profit that will make the corporation the blue chip RCA must be if it is to raise the money that will be needed for leadership in this growth industry."

Article by Wm. B. Harris is fourth and final in series on electronic industry. It says RCA admits loss of $14,000,000 before taxes on color last year—bringing total RCA cost of color to over $100,000,000.

New RCA pres. John L. Burns is quoted as giving this estimate of his job: "(1) To get color off our backs. (2) Institute a major internal profit improvement program. (3) Plan where we go from here."

Story details battle over color with RCA on one side, GE, Philco, DuMont on the other, so-called "neutral" manufacturers preferring to sit on sidelines until winner is named. Article says "GE, while working independently on its own color system, has also bought a license on Philco's one-gun tube, called Apple."

"Make-or-break" year for RCA color drive could be 1957, as story points out up to 130,000 color sets had been sold up to this year—110,000 by RCA. "If 225,000 sets are sold up to this year—110,000 by RCA. "If 225,000 sets are into homes, it would require only modest sales increases over the next three years to give the country one million sets in use sometime in 1960."

Million mark, article says, is probably close to magic figure that will attract advertisers and force nearly full-time broadcasting of color. Story then envisions rapid growth to production rate of 750,000 color sets a year, adding that "unless GE-Philco axis can bring its system to market well before 1960, its chances of cutting down RCA are slim. By 1960, RCA should have improved product enormously and reduced prices radically . . . "

One advantage already gained by RCA color drive, says story, is that 257 of nation's broadcasting stations, reaching 96% of TV homes, have color-broadcasting facilities.

Radio station sales and transfers reported this week: KLAD, Klamath Falls, Ore. by Phil Jackson for $175,000 to Burt Levine and associates (Levine is gen. mgr. & principal owner of WROV, Roanoke, Va., also principal in KOA, Oklahoma City) . . . KEOK, Ft. Dodge, Ia. by H. W. (Dutch) Cassill and associates for $150,000 to American Bcstg. Stations Inc., licensee of WMT, Cedar Rapids (Wm. B. Dolph, pres.), which has interlocking ownership with WMT-TV, Cedar Rapids and radio stations KJBS, San Francisco & KMYR, Denver . . . WABR, Winter Park, Fla. 60% by Ray H. Gunkel Jr. for $126,500 to James H. Sawyer, increasing holdings from 40% to 100%; WABR also holds CP for WEAL-TV, Orlando (Ch. 18) and Sawyer controls radio WKKO, Cocoa, Fla. . . . WWRI, West Warwick, R. I. by Paul Oury for $109,000 to Grelin Bcstg. Co., its principals being Melvin C. Green, now with *Time's* Twin State Bcstg. Inc., and Lester W. Lindow, on leave from WFDF, Flint, as exec. director of AMST . . . KSON, San Diego, by C. Fredric & Dorothy Rabell (keeping KSON-FM) to Jack O. Gross, ex-KFMB-TV & KFMB stockholder, in deal which involves swap of KSON for Gross' KXOC, Chico, with Rabells also getting $60,000 . . . KHUB, Watsonville, Cal. by Wm. & Dorothy Morgan for $60,000 to F. T. Crennan of San Francisco. Brokers: KLAD & KEOK, Blackburn & Co.; KHUB, Hamilton, Stubblefield, Twining & Assoc.

NBC BOUGHT WJAS-AM-FM, Pittsburgh, this week, filling out its ownership limit of 7 radio & 7 TV stations under FCC rules and giving network a Pittsburgh outlet for first time since Westinghouse withdrew KDKA affiliation in June 1956 (Vol. 12:28).

On air since 1921, 5000-watt WJAS was purchased from pres. H. Kenneth Brennen of owner Pittsburgh Radio Supply House Inc. for reported price of $725,000, subject to FCC approval.

NBC also owns WRCA-TV & WRCA, N. Y.; WNBC & WKNB, New Britain-Hartford; WBUF, Buffalo; WRC-TV & WRC, Washington; WNBQ & WMAQ, Chicago; WRCV-TV & WRCV, Philadelphia; KRCA, Los Angeles; radio KNBC, San Francisco.

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Los Angeles wired pay-TV franchises for Skiatron and International Telemeter-Fox West Coast Theatres were held up by city council after Skiatron Electronics & TV (developer of pay-TV system being promoted by separately incorporated Skiatron TV) urged that it look into anti-trust angles of Telemeter-Fox application. Council has scheduled receipt of formal bids on the franchises for Aug. 21, but wire from Skiatron Electronics—citing fact that both Telemeter's parent Paramount Pictures and Fox West Coast's parent National Theatres were operating under anti-trust consent decrees—prompted it to postpone receipt of bids until after special council hearing Sept. 18.

Surprise walkout by NABET members in 5 cities temporarily disrupted ABC-TV night network schedules Aug. 5, forcing substitution of western movie for *Lawrence Welk Show* originating in Hollywood. Union technicians started "writing grievances" in N. Y., Chicago, Philadelphia, Hollywood & San Francisco in protest against local handling of network premiere of *American Bandstand* from WFIL-TV, Philadelphia, NABET complaining station employes took work away from network-employed union members under contract. Dispute was settled before midnight.

"Operation Shoestring"—do-it-yourself closed-circuit TV set-up for less than $3000 in Euclid Elementary School, Schenectady—was described this week by Bernard F. Haake, asst. to supt. of schools, as answer to educators who think $20,000-$40,000 investment is needed for system. School employes themselves installed cables for GPL vidicon camera with interchangeable lenses, picked up 3 used TV sets for $40 each, utilized existing movie sound amplifier for independent sound system. Special lessons were televised in one classroom, carried to 3 other classrooms, with 150 sixth grade children participating.

MBS changed hands officially Aug. 8, RKO Teleradio Pictures turning over radio network to group headed by mgr. Paul Roberts of KRKD-FM, Los Angeles, and Los Angeles oilman Armand Hammer (Vol. 13:30), former becoming pres., latter chairman. Other directors are treas. H. Roy Roberts (no relation), Ojai, Cal. oil & real estate operator; secy. Frank B. Barton, Los Angeles lawyer; exec. v.p. Bertram J. Hauser, ex-MBS & NBC; Arthur Brown, pres. of Starrett Corp., N. Y.; L. M. Halper, pres. of Halper Construction Co., Los Angeles.

Failure of negotiations with AFM by major motion picture producers for reduction of 5% fee on TV sales of post-1948 features was reported this week. AFM pres. James C. Petrillo, was said to have told producers he could make no concessions in existing contracts, calling for payment of 5% of gross sales into union's Music Performance Trust Funds, unless they made concessions in employment of musicians. Talks may be resumed.

TV spot expenditures totaled $118,870,000 in second 1957 quarter for 320 stations compared with $116,935,000 for 321 surveyed in first quarter (Vol. 13:21), according to TvB. On gross-time rate basis TvB found 10% increase over corresponding 1956 quarter in spot spending on 279 stations reporting for both quarters. Biggest increase was in partic. expenditures. "Many advertisers are taking advantage of plan discount buys available on most stations, pres. Norman E. Cash observed. Top 5 TV spot spenders in second quarter were Procter & Gamble ($6,518,900), Brown & Williamson Tobacco ($3,322,300), Continental Baking ($2,695,000), General Foods ($2,419,000), Sterling Drug ($2,197,300). Complete quarterly report is available from TvB, 444 Madison Ave., N. Y. 22.

TV's audience is up, radio's down, TvB reported this week in analysis of Nielsen figures for March showing "4,300,000 more families tuned to TV each week and 1,000,000 fewer families to radio" compared with year earlier. "Despite radio's larger number of homes (47,400,000 vs. 39,300,000 in March 1957), TV reached more than twice as many homes per minute in a 24-hour period (9,500,000 vs. 4,200,000 homes)," TvB report said. This estimate of TV gain over radio was in apparent contradiction to trend noted last week by Sindlinger & Co., which said radio listeners (71,335,000) outnumbered TV viewers (68,967,000) in week of July 6, that radio audience has continued to surpass TV's this summer (Vol. 13:31).

FTC consent order approved this week prohibits Schick Inc. from misrepresenting "free" home trials of its shavers and from selling used razors as new in promotion campaigns on TV and in other media. In agreeing to order, based on FTC complaint issued April 30, 1956, Schick did not admit any violation of Federal Trade Commission Act alleged by Commission, which had charged that all dealers were not required to provide "free" trials and that company advertised reconditioned shavers as new & unused. Case predated FTC's TV-radio monitoring drive against fraudulent advertising on air (Vol. 13:31).

NARTB will enter precedental "equal-time" libel suit in Jamestown, N. D. as friend of court, filing brief next month. Background of case: Farmers Union is appealing district court ruling which cleared radio WDAY of libel charge based upon statements made by 1956 minor party congressional candidate speaking over station under equal-time rules of Communications Act (Sec. 315). NARTB chief attorney Douglas Anello will participate in arguments scheduled for Oct., with final decision due by late fall.

Two applications for TV stations and 7 for translators were filed with FCC this week, bringing total to 120 (34 uhf) for stations, 43 for translators. Station applications: For Duluth, Ch. 10, by principals of WREX-TV, Rockford, Ill., which is being sold to Bob Hope & associates; for Idaho Falls, Ida., Ch. 8, by radio KIFI. Translator applications were for Ukiah, Cal. (2); Durango & Salida, Colo.; West Richmond, Wash.; San Saba, Tex.; Cottage Grove, Ore. [For details, see *TV Addenda 25-B* herewith.]

Senate confirmed appointment of Frederick W. Ford to FCC by unanimous consent Aug. 5. He probably won't be sworn in until late this month, however, since Commission won't resume meetings until Sept., and because of necessity to complete his work at Justice Dept., where he is asst. deputy attorney general.

NTA is negotiating for purchase of KMGM-TV, Minneapolis-St. Paul, now 75% owned by investment group headed by TV film distributor Sy Weintraub, 25% by Loew's Inc. NTA refused comment this week on deal.

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with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — August 17, 1957

OVER-HORIZON TV HOP to Cuba may be ready for World Series, full TV operation by year's end. Mexico striving for live link in time for series (p. 1).

PHILCO PROTESTS renewal of NBC Philadelphia stations, questioning fitness because of anti-trust charges against RCA, must-buy, option-time (p. 2).

JACKSONVILLE'S WFGA-TV goes on air Sept. 1 as NBC-TV affiliate, bringing third outlet to city. TV stations now total 504—90 uhf. (p. 5).

PUBLIC SERVICE PROGRAMS grow in advertisers' favor; Monsanto's $2,000,000 sponsorship of CBS-TV's new science series shows acceptance trend (p. 4).

RETAIL TV SALES at July record, considered upswing sign; 7-month figures show declines of 200,000 in inventory, production 18%, sales 3% (p. 6).

TV PRODUCTION hits weekly high level for year in week ended Aug. 9. Week's total of 169,148 shows set-makers' confidence in fall sales (p. 6).

NARDA SURVEY shows average TV-appliance salesman makes $102.50 weekly on salary-commission basis; average monthly net sales $6664 (p. 6).

CBS INC. HAS BEST FIRST HALF in history with consolidated earnings up to $10,199,193, nearly double income in 6 months of 1956 (p. 7).

'SCATTER' TV LINK TO CUBA 'BY FIRST OF YEAR': The "when" of U. S.-Cuba live TV link is still uncertain, but it seems almost sure thing by first of 1958, might even be tried for World Series in Oct. That's what we gleaned from trip to Miami this week to inspect 185-mi. "scatter" link which goes into operaiton for telephone Sept. 12.

The joint AT&T-IT&T venture will handle TV all right, said AT&T general methods engineer Fred G. Hollins, "but we're in no position yet to entertain TV requests for time." Nonetheless, AT&T this week filed TV tariff with FCC, calling for $600 first hour, $150 for each additional hour. Hollins stated that "we expect to get TV quality as good as the TV networks."

Networks are champing at the bit to use link for TV. NBC's Wide, Wide World topkick Barry Wood told us he's "dying to do it," said the "potential is fantastic." Emanuel Sacks, NBC-TV v.p. for network programs, said "we've been thinking about it" but that regular U. S.-Cuban programming isn't likely until "around the first of the year" at least. At any rate, NBC-TV will give baseball-mad Cubans World Series if facilities are ready—and the betting is that they will be. Spokesmen for CBS-TV & ABC-TV expressed wait-&-see attitudes toward project.

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Joint system costing $3,000,000 will be operated on 840 & 880 mc by AT&T at Florida City, 35 mi. south of Miami, and by Radio Corp. of Cuba (IT&T) from Guanabo, 14 mi. from Havana. Sites will have conventional microwave to Miami & Havana, respectively.

System is capable of carrying 200 telephone calls and 2 TV programs in each direction, will be limited initially to 36 phone circuits (supplementing 50 existing cable circuits) and one TV channel.

"New era in international communication" was hailed by pres. Henri Busignies of IT&T subsidiary Federal Telecommunications Labs which engineered much of the over-horizon equipment. "The perfection of the technique to a point where we will have world-wide TV," he said, "is no longer an idle fancy."

IT&T is now building these additional non-TV scatter systems: Sardinia-Minorca, Puerto Rico-

Dominican Republic, Spain-Morocco, Norway-Arctic, NATO countries in southern, central & northern Europe—latter 3 military.

A competitive scatter system to Cuba has been authorized by FCC, but its principals are silent on progress. Grantee is Florida Micro Communications Inc., headed by Miles DuKet of Miami, proposing 800-mc link from Tavernier, Fla. to Matanzas, Cuba (Vol. 13:22). It said it would charge $500 an hour.

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Mexico, too, is anxious to complete network circuit to U. S. before World Series begins. However, plans now are tentative and are being studied by engineers, completion expected in week.

Survey is being made to determine feasibility, but if current plans work out country's 5 interconnected stations will be able to carry programs from U. S. for first time. As disclosed to us by officials of Telesistema Mexicano, Mexico's TV chain plan is to install receiver and microwave transmitter at Ciudad Victoria to pick up off-air transmissions from Harlingen, Tex.—about 220 mi. away.

Ciudad Victoria microwave would then beam signal to 8000-ft. Mt. Zamorano TV transmitter near Queretaro. From there, signals would be picked up off-air at 14,000-ft. Cortez Pass transmitters, thence by Mexico City's local stations.

Series thus would be available to 10 or 11 of Mexico's most populous states via 5 TV stations. If installation is found feasible, Telesistema intends to maintain it permanently with hopes of making link reversible so that special programs from Mexican capital may be seen in U. S., Canada & Cuba.

PHILCO CONTINUES NEEDLING RCA-NBC: Resuming jabbing at RCA, Philco began new round this week. Having started $150,000,000 treble-damage anti-trust patent suit against RCA in Jan. (Vol. 13:3), Philco probed for new opening this week by filing protest with FCC against renewal of licenses of NBC's WRCV-TV-AM-FM, Philadelphia.

NBC isn't a fit licensee on its own or as subsidiary of RCA, Philco charged, iterating patent-monopoly charges against RCA by Justice Dept., questions of "pressure" by NBC against affiliates on option-time and must-buy practices, etc.

Philco insists that hearing must be held on NBC Philadelphia stations' renewals. Reason that only Philadelphia stations were picked, among all NBC owned-&-operated stations, apparently, was that it was "ripe" (protest must be filed within 30 days of FCC action) and because it's in Philco's home town. Philco pioneered the TV station as WPTZ, later sold it to Westinghouse (claims NBC forced it), which in turn sold it to NBC.

Whether FCC is absolutely obligated to hold hearing on Philco allegations isn't certain. Up to now, in similar cases, Commission has held that Justice Dept. has primary jurisdiction on anti-trust matters and has granted license renewals in questioned cases contingent on outcome of Justice action. Philco asserts law requires Commission to act on its own in such cases, irrespective of Justice moves. Law requires FCC to make up its mind within 30 days on such protests; Philco's was filed on Aug. 14.

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Basically, Philco alleges that it "is injured both as a manufacturer competing with RCA in the sale of its products and as an advertiser affected by the restrictive practices of NBC and the broadcasting stations which NBC owns and operates." It claims that NBC stations "afford RCA a vast amount of preferential publicity which is not available to Philco or other manufacturers who compete with RCA."

For example, Philco says: (1) NBC stations play up news of RCA activities out of proportion to their news value. (2) NBC constantly refers to RCA as the "pioneer and developer of compatible color." (3) "Today" program emphasizes its origination in "RCA Exhibition Hall." (4) NBC stations include "RC" in their call letters.

In addition, Philco alleges, NBC's option-time and must-buy practices have "rendered the sponsorship of a network program in the preferred listening periods prohibitively expensive, and has foreclosed the use of those periods to Philco on any non-network basis other than spot advertising."

Protest goes on to list all litigation pending against RCA—by Zenith, Justice Dept., ASCAP, et al. It also refers to Congressional committee questions raised about network practices.

Philco's conclusion: "It is clear that the Commission is required by statute . . . to find affirmatively that the public interest will be served by any renewal such as was here granted without hearing. That responsibility can not be shifted to the Dept. of Justice and the courts simply because there is an anti-trust litigation problem involved."

Commissioners (only Lee & Mack on hand) and staff are naturally cautious about commenting on protest. Our guess is that there will be a split vote, more likely against holding hearing than for it. Commission usually hates to get into middle of these things.

Personal Notes: Ralph S. Hatcher promoted to national mgr. of ABC-TV station relations . . . Leslie A. Harris promoted to new post of national spot sales coordinator for ABC-TV o-&-o stations . . . Oliver Treyz, head of ABC-TV, named chairman of Brand Names Week (April 13-20) . . . Gunnar O. Wiig resigns as exec. v.p. of radio KQV & TV City Inc., Pittsburgh, to join WROC-TV, Rochester, N. Y., as gen. mgr. . . . Wm. Bloom, ex-20th Century-Fox & Columbia Pictures, joins NTA as exec. producer . . . Ben Baylor resigns as gen. mgr. of WANE-TV, Ft. Wayne; R. Morris Pierce, managing director, assumes his duties; John Keenan, ex-WNEM-TV, Bay City-Saginaw, named sales director . . . James J. Kilian, program mgr. of WAAM, Baltimore, named operations mgr. of Westinghouse station which becomes WJZ-TV in Sept.; Joel Chaseman succeeds him as program mgr. . . . Charles W. Brodhead, ex-CKLW-TV, Windsor-Detroit, named program director of upcoming WLWI, Indianapolis (Ch. 13), due in Sept. . . . James T. (Jim) Ownby, owner of radios WJXN, Jackson, Miss., and KONI & KELA, Phoenix, named MBS station relations field director . . . Joseph Kahnke named engineering director of WTCN-TV, Minneapolis; Warren Fritze succeeds him as chief engineer . . . Byron (Barney) Ogle, ex-NARTB station relations, joins Hamilton, Stubblefield, Twining brokerage firm, headquartering in Chicago as midwest & northeastern rep, succeeded at NARTB by Russ Severin who has served on staff of several TV & radio stations . . . Mike Schaffer, ex-WDBJ-TV, Roanoke, named promotion director of upcoming WAVY-TV, Portsmouth-Norfolk (Ch. 10), due in Sept. . . . Charles Payne, ex-Bloom Adv., Dallas, heads new Dallas office of rep Peters, Griffin, Woodward at 335 Merchandise Mart (Riverside 7-2398) . . . Clarke Bradley, ex-*Holdrege* (Neb.) *Daily Citizen*, named sales development director of KSBW-TV, Salinas-Monterey, and KSBY-TV, San Luis Obispo . . . Dale L. Moudy, ex-Mid-Continent Bcstg. Co., joins ABC as radio network director of special stations services . . . Benjamin B. Bauer, ex-Shure Bros. Inc., Chicago, heads audio & acoustical research section of CBS Labs . . . Aaron Beckwith resigns as business development director of NTA . . . John D. Hymes resigns as research-merchandising director of KGO-TV, San Francisco, to join Gordon-Hymes & Staff public relations firm.

Obituary

Wm. T. Kilborn, 59, Pittsburgh industrialist who was a director of American Broadcasting-Paramount Theatres, died Aug. 14 in West Penn Hospital there. He was pres. of Fort Pitt Mfg. Co., Pittsburgh, and Flannery Mfg. Co., Bridgeville, Pa. His widow survives.

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Charles M. Gowdy, previously legal asst. to former FCC chairman George C. McConnaughey, named compliance officer of Federal Housing Administration.

Radio Station Sales Reports: WTMV, East St. Louis, Ill. by On The Air Inc., also licensee of WGBF, Evansville, Ind. (Alvin Eades, pres.) for $212,500 to Robert W. Day (90%) of Albert Frank-Gunther Law N. Y. adv. agency and Donald H. Richardson, D. C. realtor . . . KANV, Shreveport, by Travis T. Hailey for $100,000 to John M. McLendon, also 100% owner of radio KOKY, Little Rock and 50% of WNLA, Indianola & WOKJ, Jackson, both Miss. . . . KTKT, Tucson, 50% by Thomas J. Wallace for $90,000 to Art Linkletter & John Guedel . . . KAFP, Petaluma, Cal. by partners A. T. Shields, Corinne Shields, G. M. Hauser & A. D. Thomas for $75,000 to Dr. A. T. Shields (50%), v.p. & mgr. of radio KYA, San Francisco, Irving C. Phillips (25%), Cal. drug chain owner Thomas J. Long (12.5%); Hamlin Co. real estate (12.5%), controlled by O. D. Hamlin, Federal District Court Judge, San Francisco . . . WSKI, Montpelier, Vt. by Paul Perrault for $75,000 to Ellis E. Erdman & Nayte Schoonover, each also owner of 25% of WEBC, Owego, N. Y.; Erdman also owns 32% of WTKO, Ithaca, N. Y. . . . WLBG, Laurens, S. C. by J. R. Dalrymple Jr. and associates for $63,000 to Charles W. Dowdy, ex-owner of AMs in Bainbridge, Ga. & Gainesville, Fla. . . . KTNM, Tucumcari, N. M. 55% by David R. Worley, Lloyd Hawkins & Bruce Zorns for $63,000 to KTNM mgr. Howard L. Maudlin, who will hold control, 4 minority owners retaining stock . . . KHAM, Albuquerque, by Rex A. Tynes for $50,000 to ⅓ owners J. L. Anderson, KHAM mgr. and Carl Hedges and son Carl, local businessmen. Brokers: WSKI & WLBG, Allen Kander & Co.

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Speaker's guides on key broadcasting questions have been sent to TV-radio members by NARTB. TV topics: "Advertising and the General Welfare," "Freedom Under License," "In the Public Interest," "The Public's Right to Know," "The Business of Broadcasting," "Careers in TV," "The TV Code," "The TV Generation," "TV Looks to the Future." Similar radio topics are included.

Big merger afoot: Ruthrauff & Ryan Inc. and Erwin, Wasey & Co. were reported in negotiations this week for one of biggest mergers in advertising industry which would make combined agency one of 10 largest in country. Each billed estimated $40,000,000 in 1956.

Ga. Assn. of Bcstrs. elects these officers: John W. Jacobs Jr., WDUN, Gainesville, pres.; Frank Gaither, WSB, Atlanta, 1st v.p.; Ralph N. Edwards, WWGS, Tifton, 2nd v.p. Ben Williams, WTOC-TV & WTOC, Savannah, was named a director.

Caravel Films Inc. opens new production center in Sept. at 20 W. End Ave., N. Y. Midtown headquarters will include offices, 75x100-ft. stage, facilities for set construction, animation, special effects, cutting, etc.

Henry Geller leaves FCC litigation div. to join Justice Dept. appellate branch, anti-trust div., Sept. 3.

Telecasting Notes: Growing sponsor acceptance of "poor-cousin" public service programming is underscored by sale this week (for reported $2,000,000) of 10 *Conquest* shows on scientific achievement to Monsanto Chemical Co. by CBS-TV for upcoming season. National Academy of Sciences & American Assn. for Advancement of Science are cooperating in 60-min. program series supervised by CBS public affairs director Irving Gitlin. Other indications of new recognition by advertisers that public service can pay: Eastman Kodak is likely sponsor of *Let's Take a Trip* in fall, Prudential Insurance is underwriting forthcoming *Twentieth Century* series, both on CBS-TV . . . "Multi-million dollar" daytime deal has been closed by ABC-TV with Sweets Co. of America (Tootsie Rolls, etc.) for 4 action-adventure series starting in fall. Sweets will be partic. sponsor of *Superman*, alt. sponsor of *Wild Bill Hickok, The Buccaneers, Tales of the Texas Rangers* . . . **Million-dollar house ad campaign** on NBC-TV sustaining shows and o-&-o stations features network's "August Theme" promotion for fall programs. Dozen one-min. filmed spots clipped from kines of past & upcoming shows repeat: "Remember what was on last year? But stop! Let's look ahead . . . There's something for everyone!" . . . **50-Girls-50:** "Miss America" contest will get live CBS-TV coverage in Atlantic City's Convention Hall Sept. 7, Sat. 10:30 p.m.-midnight, sponsored by Philco thru BBDO. "For the first time," CBS-TV announces, "TV audiences will see in person *all* of the beautiful contestants." . . . "Business Service TV"—giving employers chance to catch employes in their homes Sat. mornings to talk things over—is unique proposal offered by WOR-TV, N. Y. Idea is to sell pre-program schedule hours to companies whose business messages would be carried to home sets instead of to closed-circuit screens in hotels, theatres, etc. Unlike regular closed-circuit operation, audiences wouldn't be selective, but WOR-TV thinks there'd be public relations advantages for business groups in letting public in on intra-company workings. And station may provide scrambling device if privacy is required. Brochure put out to adv. agencies offers 30 min. for $1500, hour for $2500, 2 hours for $4000 . . . **Invasion from Mars**, which came close to panicking country when Orson Welles did it on CBS radio network Oct. 20, 1938 in dramatization of H. G. Wells' *War of the Worlds*, will be reenacted in "The Night America Trembled" on *Studio One* sponsored by Westinghouse on CBS-TV Sept. 9, Mon. 10-11 p.m. Edward R. Murrow will be narrator for show written by Nelson Bond . . . **Durable consumer goods:** Rock of Ages Corp., Barre, Vt., buys 6 one-min. partics. on NBC-TV's *Today* starting Sept. 20, thru Harold Cabot & Co., Boston, urging viewers to look for its brand name first when buying tombstones . . . **Queen Elizabeth II** makes first North American TV-radio appearance Oct. 13 on CBC, Ottawa, addressing nation on visit to Canada with Prince Philip; no U. S. network pickup has been scheduled yet, according to Canadian Embassy in Washington . . . **Foreign TV market** now accounts for 20% of gross business of CBS TV Film Sales, which reports 12 recent deals in 5 countries . . . **Cops & robbers chase** was filmed this week for news show on WBZ-TV, Boston, by victim—station's own cameraman Phil Galligan. He saw 2 youths breaking into his parked car, chased them to subway station, shooting film as he ran until 2 policemen cornered them.

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CBS-TV Affiliates Assn. directors meet Aug. 29-30 in Colorado Springs.

Electronic bird calls, deadliest lure yet for geese & ducks in hunting season, probably will be banned by Fish & Wildlife Service, according to grim story by James A. Reynolds in Aug. 15 *Wall St. Journal*. Tape recordings of babble of waterfowl while feeding, amplified & played back across hunting grounds through directional speakers, are so effective that "preservation of the species" is threatened, Asst. Interior Secy. Ross L. Leffler says. Use of recordings by hunters at one east coast spot last fall brought 2000 geese hovering over blind, where limit was downed in 90 minutes. Other hunters lured geese from federal bird refuge 500 yards away by playing calls. *Journal* story says "typical outfit" in electronic bird call market is Electronic Engineering Co., Easton, Md., which produces transistor-equipped device distributed by Animal Trap Co., Lititz, Pa.

Survey of classroom TV uses will be conducted by National School Boards Assn. under $68,000 grant by Ford Foundation's Fund for the Advancement of Education.

Single unit closed-circuit TV camera weighing 12 lbs. is offered by GPL (Model PD-500) for $1250. Designed to complement GPL's Model PD-150 camera chain, self-contained unit is 5x7½x12-in.

New rep: KTLA, Los Angeles, to Peters, Griffin, Woodward Aug. 15 (from Raymer).

Jack Benny's radio show, unsponsored 2 years in period when sales of half-hour or hour nighttime radio programs to single sponsors have been rare, resumes on CBS Sept. 29, Sun. 7-7:30 p.m.—fully sponsored by Home Insurance Co. "This may well mark a high point in network radio's upsurge," said John Karol, v.p. in charge of radio network sales, pointing also to $5,000,000 CBS-Ford package radio deal in May (Vol. 13:18). Price of Benny radio series, which will repeat earlier shows, wasn't mentioned. Comedian's TV show will continue to be sponsored on CBS-TV by American Tobacco Co.

TV solves overcrowding at Bethel Lutheran Church, Madison, Wis., where GE closed-circuit system carries services to two 24-in. receivers in adjoining chapel and to third-floor nursery room. Camera equipped with viewfinder & 3-lens rear-controlled turret is mounted on control console in church balcony. Church was built in 1941 to seat 750, but parish has grown from 1100 to 5073 members.

NARTB kit, containing promotion and program ideas for National TV Week, goes to each of 3 networks and 503 TV stations for use in Sept. 8-14 campaign. Broadcasters' theme is "Television—a Member of the Family" (Vol. 13:28). Other sponsors are Electronic Industries Assn. (formerly RETMA), NARDA, TvB.

New KIRO-TV, Seattle (Ch. 7), becomes primary CBS affiliate effective next Feb. 8.

Television Digest with Electronics Reports
WYATT BUILDING, WASHINGTON 5, D. C.

MARTIN CODEL, Editor and Publisher; ALBERT WARREN, Senior Editor; ROBERT CADEL, Business Manager; DAVID LACHENBRUCH, Associate Editor; JAMES S. CANNON, Trade Reports Editor

Editorial Associates: Paul Stone, William J. McMahon Jr., Wilbur H. Baldinger

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New and Upcoming Stations: WFGA-TV, Jacksonville, Fla. (Ch. 12) started test pattern operation 3 p.m. Aug. 14, makes debut as NBC-TV affiliate Sept. 1. It's third outlet in city already served by pre-freeze WMBR-TV (Ch. 4) and WJHP-TV (Ch. 36), which began in Dec. 1953. On-air total now stands at 504 (90 uhf).

WFGA-TV's new building at 1070 E. Adams St. houses 50-kw transmitter and equipment includes 2 live and 2 film color cameras. It has 900-ft. Ideco tower with 12-section superturnstile antenna. Owners are contractors George H. Hodges & Alexander Brest, each with 26%; Harold Cohn, 19% (also owner of Jacksonville radio WRHC); Wolfson-Meyer Theatre Enterprises Inc., 10% (same interests operate WTVJ, Miami); Mitchell Wolfson, 5%; Sidney Meyer, 5%.

Jesse H. Cripe, ex-asst. operations mgr. WTVJ, is gen. mgr.; Ralph W. Nimmons, ex-mgr. of WFAA-TV, Dallas, gen. sales mgr.; Willard (Bill) Franker, ex-sales mgr. of WJHP-TV, local sales mgr.; Carl Bruton, ex-WTVJ, production & acting program mgr.; Harold S. Cohn, v.p. for news, sports & public affairs; Harold Baker, ex-WSM-TV, Nashville, news & special events director; Bill Walker, ex-KBTV, Denver, promotion mgr.; H. L. Wingfield, chief engineer. Base hour is $600. Rep is Peters, Griffin, Woodward Inc.

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In our continuing survey of upcoming stations, these are latest reports from principals:

WTIC-TV, Hartford, Conn. (Ch. 3), with Sept. 1 target for start as independent, notified FCC it began equipment tests Aug. 16. It has 25-kw RCA transmitter and 440-ft. self-supporting Ideco tower with 100 ft. 6-section superturnstile antenna on Talcott Mt., 7 mi. W of downtown Hartford. Temporary TV and radio studios on 6th floor of 2 adjoining buildings owned by grantee Travelers Insurance Co. connect with transmitter via microwave. Base hour will be $800. Rep will be Harrington, Righter & Parsons.

WAVY-TV, Portsmouth-Norfolk (Ch. 10), has Sept. 1 target for ABC-TV programming, reports exec. v.p. & gen. mgr. Carl J. Burkland. It has 12-section superturnstile antenna installed on 1050-ft. Ideco tower and 50-kw RCA transmitter was due to be wired this week. Base hour will be $700. Rep will be H-R Television.

WBOY-TV, Clarksburg, W. Va. (Ch. 12) now plans to be on air late in Oct. with NBC-TV and ABC-TV, reports Peter Lyman, production mgr. It has requested change to 131.04-kw using 25-kw RCA transmitter on Pinnickinnick Mt., where transmitter house and tower base for 380-ft. Ideco tower are nearly completed. It's part of Friendly Group (Jack N. Berkman, pres.), operator of WSTV-TV, Steubenville, O. (Ch. 9) and KODE-TV, Joplin, Mo. (Ch. 12). Base hour will be $250. Rep will be Avery-Knodel.

WEEQ-TV, La Salle, Ill. (Ch. 35) will be outfitted as a "complete entity, capable of broadcasting from its own studios," reports v.p.-gen. mgr. Fred C. Mueller of parent WEEK-TV, Peoria (Ch. 43). It will operate as affiliate rather than out-and-out satellite of WEEK-TV. Mueller adds: "When we built WEEK-TV, everybody was eager for us to get on the air with WEEQ-TV. We are going thru this experience again and our work in the LaSalle area convinces us that we would make a mistake to simply feed everything from WEEK-TV to WEEQ-TV." WEEQ-TV, with summer target, has studio-transmitter building ready for 1-kw GE transmitter. Stainless 400-ft. tower and antenna are up. WEEK-TV hour is $475. Rep is Headley-Reed.

KDUH-TV, Hay Springs, Neb. (Ch. 4), planned as satellite of owner KOTA-TV, Rapid City, S. D., has ordered 6-kw RCA transmitter and 25-kw Standard Electronics amplifier, reports KOTA-TV business mgr. Wm. F. Turner, who doesn't give target date. KDUH-TV will have studio film chain, 500-ft. Ideco tower. KOTA-TV base hour is $150. Rep is Headley-Reed.

KTWX-TV, Sheridan, Wyo. (Ch. 9) now plans Nov. 1 programming, reports Burt I. Harris, pres. of owner Harriscope Inc., also owner of KTWO-TV, Casper, Wyo. (Ch. 2). It hasn't ordered transmitter, will use 30-ft. Ideco tower on mountain top. Rep will be Meeker.

Tri-Cities Bcstg. Co., holding CP for Ch. 9, Monahans, Tex. expects to get on air first part of 1958, reports J. Ross Rucker, pres.-gen. mgr. & ⅓ owner, who also is pres. & owns 36% of Monahans radio KVKM. Transmitter hasn't been ordered, but station will use 619-ft. Ideco tower. Rep not chosen.

WMVS-TV, Milwaukee (Ch. 10, educational) has changed target to Oct., reports H. E. Barg, asst. executive director. RCA 10-kw transmitter is being installed in transmitter house near WITI-TV at Port Washington & Donges Bay Rds. Alford 4-bay antenna is to be side-mounted soon at 700-ft. level of WITI-TV tower.

WMUB-TV, Oxford, O. (Ch. 14, educational) will be delayed until summer of 1958, grantee Miami U having filed application to change transmitter location from campus to Oak at Spring St., where new building to house radio WMUB (FM) and TV is planned. RCA 1-kw transmitter and other equipment is on hand. It will use 320-ft. Truscon tower with 6-section helical antenna.

CFTM-TV, Trois-Rivieres, Que. (Ch. 13), planned as CBC French Network affiliate, expects to start Nov. 1, reports pres.-gen. mgr. Henri Audet, who has been CBC regional engineer for Quebec. Experiment hasn't been reported, but it will have 300-ft. tower on Mont Carmel, site of studio-transmitter building. Rep not chosen.

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RCA shipped two 10-kw transmitters, one for standby, Aug. 15 to upcoming WHDH-TV, Boston (Ch. 2), due in fall; 25-kw transmitter Aug. 16 to upcoming WINR-TV, Binghamton, N. Y. (Ch. 40), due in Sept.; 6-section superturnstile antenna Aug. 12 to KVSO-TV, Ardmore, Okla. (Ch. 12), which got permission this week to change site.

John Day, Ore. translator K77AC began Aug. 10 repeating KIDO-TV, Boise, giving community 2nd outlet—K72AG having started June 2.

Foto-Video Labs appoints new reps: Peninsula Assoc., Redwood City, Cal.; K & M Electronics, Minneapolis; Moore Sales, Detroit.

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Japanese TV helps spark country's "almost unbelievable comeback" from World War II, Aug. 16 *Printers' Ink* reports in roundup on commercial progress reflected by 6-fold increase in advertising investment percentage of national income in past 10 years. Introduced in 1953, commercial TV now takes only 2.5% of total Japanese advertising budget, but "TV is certain to occupy in Japan the same position it now holds in the U. S.," according to Juichi Odani of Dentsu Adv. Ltd., Tokyo. *Printers' Ink* says 90% of TV programs on commercial stations are sponsored, that Japanese sets-in-use are expected to total more than 1,000,000 by end of year.

Saudi Arabian TV station being constructed at Dhahran by Arabian American Oil Co. will be represented for program material and other services by Intercontinental Services Ltd., 3 E. 54th St., N. Y., which recently took over Young International Ltd. rep firm (Vol. 13:32).

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
August 17, 1957

JULY RETAIL SALES RISE TO RECORD HIGH: Another sign of hoped-for upturn in set sales made appearance this week in preliminary estimate of about 425,000 July TV sales at retail -- best July since record keeping started in 1951.

July figures compare with these for previous years: 1956, 414,587; 1955, 387,509; 1954, 368,634; 1953, 340,406; 1952, 235,038; 1951, 280,525.

The July record marks third time this year retail sales have exceeded comparable 1956 month. Jan. had 623,359 vs. 614,213 in 1956; May had 399,757, compared with 392,080 in May 1956.

July is no great shakes as retail sales month, of course, but this year's nice surge is considered significant by industry statistical experts who feel it's prelude to big fall-winter season. They tell us it may well be first harbinger of trend reversing last year's deceleration -- which saw lower retail sales Aug. through Nov., compared with similar 1955 months.

Healthy inventory figure of about 2,250,000 for all levels of industry at end of July also brings smiles from the graph watchers. Last year it was 2,450,000. Production for first 7 months is down 18% from 1956 but sales are off only 3%.

Many industry leaders are predicting 7,000,000 set sales for 1957, compared with 6,804,000 in 1956. At end of July, sales amounted to about 3,235,000, meaning some 3,765,000 are needed to be sold in last 5 months to reach 7,000,000 -- or an average of about 750,000 per month, not much higher than last year's.

Production: TV output hit new weekly peak for year with 169,148 week ended Aug. 9, compared with 117,438 preceding week and 146,546 in corresponding week one year ago. New high mark tops weekly production totals for every week back to Nov. 16, 1956 and is another sign of setmakers' confidence in sales prospects for balance of year. It was the year's 32nd week and brought TV production for year to date to about 3,369,000, compared with 4,058,597 in same period of 1956. Radio production totaled 192,877 (61,299 auto) week ended Aug. 9, vs. 180,608 (61,537) preceding week and 261,937 (42,491) in corresponding week year ago. Radio output for 32 weeks totaled about 8,171,000 (3,220,000) vs. 7,721,286 (2,611,260) in 1956 period.

Topics & Trends of TV Trade: NARDA survey, based on reports from 141 dealers, shows salesmen average $102.50 per week income with range running $80-$122.50. Average dealer had 4.12 salesmen.

Average monthly sales volume after trades was $6664 per salesman with most dealers (73) paying salary plus commission; 32 pay straight commission; 13 salary only; 12 salary and annual bonus; 11 commission, salary and annual bonus. Paid vacations were offered by 94% of dealers, 75% group insurance, 12% paid sick leave, 6% retirement plans.

Majority of dealers reported no varying commission scale between TV, major appliances, etc. Most stores based compensation on net sales where trade-ins were included. Few offered long range plans to hold salesmen, only 26 of 95 dealers having definite programs.

Most of salesmen covered (403) work both inside and outside on sales, 162 inside only, 25 outside. Car allowances are provided by 48 dealers, 85 do not. Expense accounts are supplied by only 14 of the respondents.

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Transparent phosphor "Penetron" tube, including 2-color version, designed for military & industrial uses, will be shown by GE at WESCON in San Francisco Aug. 20-23.

Sales exceeding expectations are reported for new DuMont TV-hi-fi line by pres. David T. Schultz, adding that operations in year's last half "are expected to produce a profitable result for the full year in our receiver operations." He said that DuMont factory inventory was at lowest point in years; that distributor sales to dealers increased for each of last 8 weeks; that last 6-month production quotas will be reached by Nov. 1. He added that sets were moving through normal trade channels, with no liquidations or specials, thus offering "opportunity for normal profit" at all levels.

Sales of $46,593,000 were chalked up by 41 TV-radio-appliance exporters in 1954, reports U. S. Census Bureau. Operating expenses were 7.7% of sales, including $1,501,000 for year's payroll. Report also shows there were 13 TV-radio-appliance importers with total sales of $12,888,000 in same year, operating expenses of 14.9% of sales, annual payroll of $819,000.

Distributor sales of TV-radio-appliances-electronic parts for first 6 months of 1957 are estimated by U. S. Commerce Dept. at $1.9 billion compared with $1.87 billion for similar 1956 period. Sales of retail stores for first half of 1957 are estimated at $1.85 billion vs. $1.87 billion in like 1956 period.

Trade Personals: Arnold M. Henderson promoted to Emerson director of sales . . . O. R. Coblentz, ex-Westinghouse and DuMont, appointed Hoffman Radio div. marketing mgr. . . . Robert F. Bender elected IT&T exec. v.p.-finance . . . John J. Kingan, ex-Canadian Marconi v.p.-gen. mgr., appointed RCA Victor Ltd. v.p. and asst. to pres. P. J. Casella; John Moulding, ex-Canadian Westinghouse, named v.p.-technical products, replacing J. L. McMurray who is retiring but continuing as consultant to pres. . . . Morris Sobin, Olympic Radio-TV pres., named N. Y. area chairman of National TV Week promotion . . . Robert T. Scott returns to Westinghouse as community relations mgr. . . . Arthur F. Baldensperger Jr., ex-Sylvania, appointed CBS-Hytron management development coordinator, sales . . . Charles G. O'Brien promoted to Zenith district sales rep for territory including Cincinnati, Jackson, Little Rock, Louisville, Memphis, New Orleans.

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Policy committee of Electronic Industries Assn. marketing data dept., appointed this week: Chairman Frank W. Mansfield, Sylvania; Robert S. Bell, Packard-Bell; Russell E. Cramer Jr., Radio Condenser Co.; D. W. Gunn, Sylvania; W. J. Morlock, GE; C. B. Thornton, Litton Industries; Lester Bogen, David Bogen Co.; Bruce R. Carlson, Sprague Electric; James E. Harrison, Texas Instruments; D. J. McCarty, RCA; W. S. Parson, Globe Union; E. R. Sliger, Westinghouse.

New trade association, "Producers of Associated Components for Electronics Inc." (PACE) has been formed in N. Y. as successor to informal Sales Managers Club. Officials of 150-member group: pres., Sidney Harmon, Harmon-Kardon; exec. v.p., David Susser; 1st v.p., Leonard Carduner, British Industries Corp.; 2nd v.p., Edward Rothenstein, Arco Electronics; secy.-treas., Walter Jablon, Mark Simpson Mfg. Co.

Demonstration fee of $15 for color TV is being charged by Bruno-N. Y., RCA distributor, payment credited toward cost if set is bought. Bruno spokesman said public is hesitant to accept free offers, that experiments with $15 fee had worked well.

DISTRIBUTOR NOTES: Hoffman appoints Billings & Schattinger, Fresno, for TV-radio-hi-fi in San Joaquin Valley, replacing discontinued Hoffman Sales div. of Fresno; Momsen Dunnegan Ryan Co., Phoenix, for Ariz. . . . Westinghouse appoints John F. Tigue as north Pacific radio sales mgr., succeeding Lee Chism, transferred to Westinghouse Appliance Sales, Portland, Ore., as sales mgr. of TV, room air conditioners and vacuum cleaners . . . Raymond Rosen & Co. (RCA), Philadelphia, v.p. & co-founder Joseph Wurzel resigns . . . Whirlpool Elisha Gray award goes to Elmer A. Hamburg, pres. of Hamburg Bros., Pittsburgh, for "outstanding individual contribution to the Whirlpool Corp. success" . . . Gough Industries (Sylvania) appoints James Smith acting mgr. of San Diego branch . . . Bruno-N.Y. (RCA) adds RCA Whirlpool kitchens.

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TV dumping by companies which discontinued operations was blamed by Trav-Ler pres. Joe Friedman for company's loss of $370,736 last year (Vol. 13:31). He told stockholders meeting this week that "we are bucking unrealistic competition" in this dumping and added that industry also suffered from production exceeding sales. Small group of stockholders offered resolution making officers' pay ceiling $12,000. Friedman—who owns more than half of company stock and earns $75,000 per year—said next board meeting would consider suggestion.

Independent service group formed in Detroit area to handle manufacturers and distributors warranty service, Telectro Service Assoc., 8225 Woodward Ave., reports contract for service on Philco units distributed by Graybar in 5 Mich. counties.

"First exclusive RCA Whirlpool and RCA Victor dealer in America" is claim of Delgato's Home Appliances, Buffalo, which says it is displaying every RCA model produced.

Bombay TV station, proposed by Indian Ministry of Information and Broadcasting, has been called off due to economy drive, reports U. S. Commerce Dept. *Foreign Commerce Weekly.*

Financial & Trade Notes: CBS Inc. earned $10,199,193 ($1.33 per share on 7,651,461 shares outstanding) on revenues of $186,798,814 in 26 weeks ended June 29 compared with $5,308,990 (71¢ on 7,487,337) on $174,274,387 in first 6 months of 1956, when approximately 35¢ per share was applied to losses on discontinuance of CBS-Columbia set manufacturing div. Revenues & sales for period, representing 7% gain over corresponding 1956 half, were highest in CBS Inc. history. Earnings were highest for any first 6 months, second only to record $10,974,472 in second 1956 half.

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Magnavox reports sales of about $87,500,000 in year ended June 30 compared with sales of $70,529,646 for comparable period year ago. Profit figures were not available, pres. Frank Freimann said, but noted that 9-month earnings were $3.53 per shares vs. $3.04 in similar 1956 period. He attributed sales increase to nearly 20% jump in TV set sales for year, saying June sales—up 30% from preceding June—were record for month. Fourth quarter sales, he said, were about $19,000,000, an increase of more than $500,000 from similar 1956 quarter.

Wells-Gardner showed net loss of $250,000 on sales of $4,300,000 in first half of 1957 compared with earnings of $264,000, sales of $9,677,000 in similar 1956 period, as disclosed in report to SEC.

General Precision Equipment earned $2,662,253 ($2.10 per share on 1,125,806 shares outstanding) on sales of $93,299,678 in 6 months ended June 30 vs. $1,154,559 (84¢ on 1,066,579) on $74,124,196 in first 1956 half. June quarter earnings were $1,554,521 ($1.25) on $49,762,065 compared with $807,585 (64¢) on $41,445,373 in corresponding period last year. Backlog totaled $165,660,000 June 30 vs. $167,660,000 at end of 1956, according to pres. Hermann G. Place.

Dividends: CBS Inc. "A" & "B," 25¢ payable Sept. 13 to stockholders of record Aug. 30; Magnavox, 37½¢ Sept. 14 to holders Aug. 23; Cornell-Dubilier, 30¢ Sept. 23 to holders Sept. 12; General Precision Equipment, 60¢ Sept. 15 to holders Aug. 28; Famous Players Canadian, 37½¢ Sept. 12 to holders Aug. 22; Indiana Steel Products, 30¢ Sept. 10 to holders Aug. 23.

Texas Instruments reports profit of $1,719,406 (52¢ per share) for first 6 months compared with $1,029,847 (31¢) in similar 1956 period. Second quarter earnings were $930,010 (28¢) vs. $488,275 (15¢).

Airborne Instruments Labs earned $190,498 (96¢ per share) in period ended June 30, 1957, compared with $154,000 (78¢) in smilar 1956 half year.

Eitel-McCullough earned $533,515 (68¢ per share) in first 6 months of 1957 compared with $817,167 ($1.04) in similar period last year.

Spectrum-use analysis by special 3-man commission is unnecessary, Office of Defense Mobilization director Gordon Gray has informed Sen. Potter (R-Mich.) and Rep. Bray (R-Ind.), sponsors of bill to establish commission (Vol. 13:16). He said that group would duplicate work already being done; that study of 50-300 mc by special group showed Govt. could give no more vhf to TV; that Govt. needs what it has. However, he said, if Congress wants to study spectrum anyway, it should also examine non-Govt. uses. Rep. Bray tells us he's not satisfied with Gray's answer; that he's sure military has designs on TV Ch. 2-6; that "a professor in Indiana alerted me to it"; that he was unaware military spokesman had flatly denied such intentions (Vol. 13:15); that he was thinking of asking Secy. of Defense point-blank whether military wants to get TV channels; that he wanted to "smoke out" the military.

One application for station and 3 for translators were filed this week, producing total of 121 (35 uhf) pending for stations, 46 for translators. Station application was for uhf Ch. 34, Los Angeles, sought by theatre seat salesman Frederick J. Basset and food firm personnel mgr. Wm. E. Sullivan, latter ex-WKNX-TV, Saginaw. Two translators for Cottage Grove, Ore., on Ch. 74 & 77, were sought by South Lane TV Inc. (F. L. Morris, pres.), while Ch. 75 application for N. Warren, Pa. was resubmitted by Conewango Valley TV Inc. [For details, see *TV Addenda 25-C* herewith.]

Grant of Ch. 6, Butte, Mont. to KOPR is recommended in initial decision issued this week by FCC examiner J. D. Bond after competitor Arthur W. Schwieder dropped out on payment of $7500 for expenses. Note: Last week's report of decision granting Ch. 13, Biloxi, Miss. to WVMI should be corrected to indicate that Comr. Bartley was the dissenter, favoring WLOX.

Experimental Ch. 6 station in Miami is sought by WITV, Ft. Lauderdale (Ch. 17), which seeks to emulate WJMR-TV, New Orleans. Latter received FCC permission to compare vhf-uhf propagation from same transmitter site; WITV asks same with newly assigned Ch. 6. It specifies construction costs of $228,275, yearly operating $70,000.

Newsweek's purchase of 46.22% of KFSD-TV, San Diego (Ch. 10) & KFSD from Fox, Wells & Co. interests in deal involving $1,502,900 (Vol. 13:30) was approved this week by FCC. Fox, Wells & Co. retains 34.15% of stock, but keeps control by means of stock pooling agreement with minority owners who hold other 19.63%.

Single sideband transmission will be tried experimentally by WABC, N. Y., ABC engineering v.p. Frank Marx stating system provides equivalent of double power, increased fidelity, less distortion in fringe area signal fading.

FTC stipulation agreed to this week by radio KGBX, Springfield, Mo., that it was first to operate there "or otherwise represent its relative position with other stations not in accordance with the facts." Agreement did not constitute admission by station that it violated any law.

First Scottish TV station of ITA system begins transmission Aug. 31 at Black Hill, Lanarkshire, using Marconi equipment. It's fifth ITA station, serves Edinburgh, Glasgow, Dundee, central industrial belt of Scotland.

Cancelling its CP for KSPS, Hot Springs, Ark. (Ch. 9), grantee Video Independent Theatres told FCC it concluded market couldn't support the station.

Upcoming WINR-TV, Binghamton, N. Y. (Ch. 40), due on air Oct. 1, will be optional affiliate of NBC-TV.

MPO TV Films Inc., headed by Judd L. Pollock, has taken over ATV Film Productions Inc.

Advertisers are signing less-than-52-week contracts with TV networks despite "impression" among some national sponsors that full-year agreements are "unalterable requirement," Assn. of National Advertisers reported Aug. 15. Survey in which 69 advertisers responded to questionnaires showed 67 instances in which they "were obliged to make a firm commitment for facilities on a 52-week basis," but in 17 instances agreements were for 26, 35 or 39 weeks. Asked if they preferred shorter periods, 61 said "yes," 3 "no," with 13-week agreements favored by 27. NBC commented that "52-week contracts are normally desired, both by advertiser & network, for prime time periods & programs," but that "naturally, all networks have certain time periods & programs which need not have a 52-week contract."

Pay-TV baseball would have 40% of N. Y. home viewers as customers if it is startd there, according to Pulse sampling of 800 TV homes among 5,000,000 in that No. 1 market. No similar poll has been undertaken by Pulse on west coast, where Dodgers & Giants may move for ventures into pay TV (Vol. 13:29-31). But rating service, applying results of N. Y. survey, figures that Dodgers may find "a mint" in No. 2 market in Los Angeles (2,600,000 TV homes) and Giants may find "a mirage" in No. 7 market in San Francisco (1,350,000). Pulse estimates Dodgers would gross $20,000 more per game through pay TV in Los Angeles than they do now at Ebbetts Field from ticket sales & TV-radio rights, whereas Giants would earn $10,000 less than they average now at Polo Grounds.

Plumping for toll-TV tests, Aug. 14 *Variety* editorializes: "To condemn it for the reason that it may ultimately affect free video, simply because it'll catch on with the public, is hardly in the spirit of American free and competitive enterprise. There are plenty of considerations on which home-toll can be legitimately attacked but to argue that it should not be tried since it could affect established methods of sponsored telecasting may be doing the anti-toll cause more harm than good."

Regional uhf strategy conference on repeal of 10% manufacturers' excise tax on all-channel TV sets (Vol. 13:29) at next session of Congress will be held Aug. 28 in Erie, Pa. by Committee for Competitive TV. CCT chairman John W. English, treas. Tom Chisman (WVEC-TV, Hampton-Norfolk), exec. director Wallace Bradley and pres.-gen. mgr. Wm. L. Putnam of WWLP, Springfield, Mass., will lead sessions for uhf operators of Pa., Ohio, N. Y., Ill. and New England.

Rate increases: WTTG, Washington, Sept. 1 raises base hour from $720 to $1000, min. going from $132 to $120. WDSM-TV, Duluth-Superior, July 1, raised hour from $400 to $450, min. $80 to $101.25. WJTV, Jackson, Miss. Sept. 1, hour $360 to $400, min. $80 to $90. WMAZ-TV, Macon, Ga. Sept. 1, hour $360 to $400, min. $72 to $80. Spot increase: WISN-TV, Milwaukee, has raised base min. from $200 to $240.

"Man in white suit" TV commercials by American Chicle Co. for "Rolaids" alkalizer, cited as false by FTC's TV-radio monitoring unit (Vol. 13:20), neither misrepresent product nor disparage competing preparations, company said this week in formal answer to complaint filed by agency May 13. American Chicle asks FTC to dismiss charges.

National TV network advertising increased 2% in first 6 months of year compared with similar period in preceding year, Aug. 16 *Printers' Ink* reports. During same period all national measured media went up 4%. June activity generally was unchanged over May, but TV network showed 3% decline.

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Television Digest
with ELECTRONICS REPORTS

Wyatt Building • Washington 5, D. C. • Telephone Sterling 3-1755 • Vol. 13: No. 34

SUMMARY-INDEX OF THE WEEK'S NEWS — August 24, 1957

ABOUT 100 NEW STATIONS in sight, based on CPs outstanding and applications pending. Only drastic change in economics seen changing prospects (p. 1).

GIANTS MOVE TO SAN FRANCISCO said to have wired pay-TV factor, but nothing is clarified. Jerrold new contender for Bay area cable franchise (p. 2).

TOOLS FOR ADVERTISING industries provided in excellent and exhaustive compilations published by Advertising Age and Printers' Ink (pp. 3 & 5).

DYNAMIC GROWTH of TV station-network revenues & profits delineated in official FCC figures for 1956. Revenues up 20.4%, profits 26.2% (p. 4).

BMI ASSAILED IN SENATE as music monopoly; Sen. Smathers demands ban on broadcasters engaging in music publishing or recording (p. 8).

BREAKDOWN OF PICTURE TUBE SALES—new-set, replacement, export, size. Tube makers' evaluation. No increase in deflection angle seen (p. 10).

TV WEEKLY PRODUCTION hits new high for second straight week with total of 179,615, gain of 19,000 over similar 1956 week (p. 10).

TV SHIPMENTS to dealers total 2,503,966 in first half of 1957, some 220,000 less than production; 1956 first-half shipments were 2,775,022 (p. 10).

WTIC-TV, HARTFORD, plans Sept. 23 start as independent after month of test patterns; other upcoming station reports (p. 7).

PAY-TV PROMOTERS scored by Sen. Potter for "aggressive & calculated" campaign to turn TV into "domestic slot machine operation" (p. 14).

TV ECONOMICS POINT TO 600-STATION CEILING: The vhf spectrum has been squeezed almost dry, in terms of today's station economics. Matter of fact, there's still question whether U. S. could support any huge addition to the 504 stations (vhf & uhf) operating now.

Careful study of existing grants and applications indicates only about 100 more vhf stations in prospect in addition to the 414 vhf operating—if demand by applicants is any criterion, and we think it's the best one going.

Uhf is another story. There are 90 uhf stations on air, plus 123 CPs unbuilt and 37 applications pending. As everyone knows, it would take something drastic to augment the uhf on-air total noticeably —despite ready availability of uhf channels in substantial markets.

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Free play of economic forces hasn't had chance to operate fully in TV because of built-in ceiling caused by vhf channel scarcity in desirable markets. So far, however, analysis by CBS economist Sidney Alexander 2 years ago holds up surprisingly well. At that time (Oct. 1955, Vol. 11:42), he estimated country would support only about 600 stations (vhf and uhf), regardless how you sliced engineering standards to drop in more vhf stations. He doesn't look wrong yet.

As of today, only 105 additional vhf stations are in sight. These comprise the 58 vhf CPs unbuilt and 47 channels sought by 85 vhf applicants. Thus: 504 operating stations (vhf & uhf) plus 105 vhf possibilities equal 609. (New uhf construction is likely to be negligible.)

Most of the 47 channels being sought today are in smaller cities. Here's FCC's latest list of cities for which final decisions are yet to come: Alliance, Neb.; Beaumont, Tex. (2 channels); Bowling Green, Ky.; Buffalo, N. Y.; Butte, Mont.; Cheboygan, Mich.; Elk City, Okla.; Elko, Nev.; Flint, Mich.;

Greenwood, Miss.; Hatfield, Ind.; Lubbock, Tex.; Mayaguez, P. R.; Ogden, Utah; Parma, Mich.; Rochester, N. Y.; Toledo, O. Sole uhf hearing listed is for Baton Rouge's Ch. 18.

In addition to foregoing, quite a few significant vhf channels are being litigated in Court of Appeals. However, almost all grantees have been permitted to build and operate pending resolution of litigation. Furthermore, blunt fact is that FCC almost never reverses itself, regardless how badly it gets spanked by court. Incidentally, one long-litigated case washed out this week, when Hartford Telecasting moved to dismiss its appeal against grant of WTIC-TV, Hartford (Ch. 3).

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Mere numbers of stations are only part of the story, of course. Where they are counts more. Addition of 25 vhf stations in the 25 top markets might be dynamite, while same number in prairie towns would have little impact on TV's economics.

ABC-TV's "full network status" is good evidence of that. Within last 1-2 years, it's beefed up its major-market full-time affiliations to point where it can really talk clearances with sponsors. ABC's fast footwork in Washington to reach this status isn't generally appreciated. It did this through promotion of mergers in dragged-out hearings, vhf drop-ins, vhf channel shifts, deintermixture, etc.

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CBS's Alexander based his 600-station ceiling on number of homes needed to support stations. He figured 4-station market needed minimum of 139,000; 3-station, 83,000-139,000; 2-station, 50,000-83,000; 1-station, 22,000-50,000. Then, discussing shorter radii of stations (possible through mileage-power-height cuts or shift to uhf), he said: "Larger radii permit fewer stations to cover a given area, and shorter radii reduce the number of market centers that can support a station. That is, many market centers which can support a station with a 50-mi. radius of coverage can no longer support one with a 25-mi. radius of coverage . . . If the power is to be reduced, or uhf to be generally adopted, while more stations would be needed to cover the country, fewer could be supported economically."

GIANTS GO WEST—BUT PAY TV REMAINS FOGGY: The muddled pay-TV situation in San Francisco & Los Angeles remains muddled—as N. Y. Giants baseball team finally announced plans to move to San Francisco and its pres. Horace Stoneham said pay TV was a factor in decision to move, though not necessarily a big one. Meanwhile, Sen. Potter (R-Mich.) assailed pay-TV proponents for "one of the most aggressive & calculated publicity campaigns" in industrial history (see p. 14).

Jerrold Electronics Corp. this week went into competition with Skiatron and the combination of International Telemeter & Fox West Coast Theatres as a seeker to wire up San Francisco for pay system, said it has a "practical" proposal, in contrast with the "irrational" concepts of others.

Puzzler in situation is who is to wire the city and how. Mayor George Christopher has indicated city is prepared to grant "non-exclusive" franchises for those prepared to put in cable systems. Does this mean any number of promoters can duplicate each other's work, as far as city is concerned? Apparently.

Actually, Pacific Telephone & Telegraph Co. will have to provide answers, for it has the poles to which to attach cables—and it would be silly for anyone to put up his own poles. Real situation is simple: PT&T doesn't know what to do yet, is sitting tight, "studying."

Jerrold emphasized intention of tieing up with movie exhibitors in San Francisco, just as it did with Video Independent Theatres in Bartlesville, Okla., where town is wired up ready to go with feature movies Sept. 3. Jerrold pres. Milton J. Shapp, after talking to Mayor Christopher, stated cautiously:

"Because of our experience in the cable TV business, we recognize the enormous complication of wiring a city such as San Francisco and the tremendous problems facing the telephone company in making technical decisions in this respect. Contrary to the irrational statements issued by others, we do not feel that the job can be done with a handful of dollars and within a few months' time. There is no magic promotional wand that can be waved over the Bay area to create this service for the residents of San Francisco immediately. To construct a system of this size will take time." He proposes flat monthly fee to subscribers, as in Bartlesville.

Skiatron v.p. Jerome Doff, after Giants' announcement, said company will be ready with system at start of 1958 baseball season if city grants franchise. City council is due to act about Sept. 16.

Skiatron has indicated inexpensive open-wire system will do trick in San Francisco & Los Angeles (Vol. 13:30), but Bell System's best TV brains view idea with great skepticism. One of its ablest and most respected engineers tells us: "I don't see how we could go for it. Theoretically, if you ran open wire in a straight line in open country, it would be fine. But with turns, with taps, with outside interference, you'd have to raise the level above FCC's radiation limits. I know of no one of responsibility in the Bell System who'd buy it."

Video Independent Theatres, meanwhile, kicking off drive for customers in Bartlesville, is easing into project slowly, pres. Henry S. Griffing asserting: "From our past experience with community antenna systems, we know this thing won't go off all at once like a firecracker. The people of Bartlesville are going to have to be sold on it, one family at a time, and it will take a while. We're sure it will be a year or more before the public learns the pleasure of telemovies in the home." To date, VIT is only organization known to have commitments from movie producers for first-run features—backbone of programming fare, and presumed to be backbone of any pay-TV project, cable or telecast.

■ ■ ■

FCC plans to take up question of toll-TV test authorization Sept. 17 but there's absolutely no telling when final decision will come. Roughly speaking, commissioners are split 3-3 on concept, so new member Frederick Ford may wind up the tie-breaker. Leaning in favor of tests are Chairman Doerfer, Lee, Craven; against—Hyde, Bartley & Mack. But these aren't all firm or fixed.

Informed that he may be key man, Ford expressed surprise. "You can be sure, if that's the case," he said, "I'm going to study this thing mighty carefully before I vote. Actually, I haven't had any time to study FCC problems. This office [at Justice Dept.] is at its busiest now, with Congress winding up session; it has the liaison with Congress." Ford is due to be sworn in Aug. 29; he'll take vacation then, doesn't know how long, says he hasn't had one for 2 years.

From the advertising fraternity, that group so strangely unperturbed by prospects of pay TV, came a comment this week. For those commercial-baiters among TV critics who've been panting for commercial-less toll TV, here's remark from Wm. B. Lewis, pres. of Kenyon & Eckhardt ad agency, quoted in Aug. 17 Editor & Publisher: "What has interested me as a bystander in all this argument is that neither side has considered the possibility of combining commercially-sponsored TV with pay TV. Why not run advertising with pay TV? That seems logical, and certainly worthy of study." Paramount's International Telemeter, for one, has given it study, considers it logical (Vol. 13:23).

'PROFILES' OF THE TOP 100 ADVERTISERS: Advertising Age Magazine has come up with a tour de force in its Aug. 19 issue—exhaustive "marketing profiles" of nation's 100 largest advertisers in 1956.

Handy reference runs nearly 100 pages, includes not only specific breakdowns of spending by top 100 in "measured" media of TV, newspapers, magazines, outdoor, but investments in "unmeasured" media such as radio, direct mail, point-of-purchase.

Beyond advertising statistics themselves, study includes short description of companies, ranking in respective industries, new products & campaigns, personnel changes, marketing programs & organization.

■ ■ ■

General Motors again led advertisers by "country mile," study shows—having spent $162,499,248, a drop from the $170,381,860 in 1955. Procter & Gamble again was runner-up with $93,000,000 vs. $85,000,000 in 1955. Ford was close third, up to $88,650,000 from $72,942,694 in 1955. (For 1956 & 1955 estimated expenditures of the top 100, see p. 5).

"Much of the information in the 100 profiles has never been published before," magazine says, reporting that trade biography material was gathered directly from firms & agencies—or from "great variety of sources to fill in the gaps" when they were reluctant to furnish some information for competitive

reasons. (Copies of issue are available for 15¢ from Advertising Age, 200 E. Illinois St., Chicago, or 480 Lexington Ave., N. Y.)

Printers' Ink is out, too, with its "Advertisers' Guide to Marketing for 1958," showing that total U. S. ad expenditures are expected to reach $10.2 billion, 7.7% above last year's $9.9 billion.

Magazine tallies 1956 expenditures of top 100 advertisers in 7 major media—magazines, newspapers, farm papers, network radio & TV, spot TV, business publications, outdoor: General Motors, $115,899,205; Procter & Gamble, $79,355,592; Ford, $56,649,005; Chrysler, $48,293,288; Colgate-Palmolive, $44,480,906; General Foods, $41,761,075; General Electric, $38,937,754; Lever Bros., $30,208,313; R. J. Reynolds, $23,607,526; Distillers Corp.-Seagrams, $23,145,742.

Included in "Guide" are compilations covering direct mail, outdoor, transportation, budgeting, salaries, TV-radio, mail order, business & farm publications, list of 374 million-dollar advertisers, etc.

FCC FIGURES EMPHASIZE TV AS GROWTH INDUSTRY: Though telecasting industry has been fairly "mature" for several years, in terms of audience reached and increase in number of stations, it remains one of the most dynamic growth industries in the country. Fact is clearly emphasized in FCC's official revenue-expense-profit figures for 1956, released this week.

No word other than "dynamic" can be applied to a big industry that increases its revenues 20.4%, profits 26.2%—in one year. Specifically, total network-station revenues rose from $744,700,000 in 1955 to $896,900,000 last year, while profits before federal income taxes went from $150,200,000 to $189,600,000.

Figures released by Commission this week include only major breakdowns. Detailed tables, which enable individual operators to match their performance with others in similar markets, are due in 4-6 weeks—as fast as FCC staff can process them.

Standing out in Commission's compilation is fact that exceptional improvement was achieved by networks themselves, post-freeze vhf stations and even uhf operators—while pre-freeze stations' improvement was good but more modest.

For example, the 3 networks and their 15 stations had before-tax profits of $85,400,000 in 1956—compared with $68,000,000 in 1955, $36,500,000 in 1954. The 95 pre-freeze vhf stations, by contrast, had profits of $89,700,000 in 1956, up only modestly from the $81,900,000 in 1955, $67,600,000 in 1954.

Post-freeze vhfs are coming into their own. They brought in $16,400,000 profits in 1956, as against $4,800,000 in 1955, loss of $3,800,000 in 1954.

The uhf operators, garnering bigger chunk of business while holding expenses down, cut total losses to $1,900,000 last year, compared with loss of $4,500,000 in 1955, $10,000,000 in 1954. Thus, there's every indication that 1957 will see uhf operators, as a group, breaking even or achieving small profit.

(For FCC's complete table, see p. 7).

Acquisition of KWK-TV, St. Louis (Ch. 4) by CBS, which would in turn relinquish CP for Ch. 11, is under discussion, no agreement yet. Advantages are that CBS would gain ready-made station, wouldn't have to build, while KWK-TV, now holding CBS affiliation, would avoid exigencies of independent operation. KWK-TV came to CBS with the idea. Informed of plan, the 3 losers of Ch. 11 hearing who have appealed decision giving Ch. 11 to CBS are considering whether to merge to take over Ch. 11 CP from CBS. If they don't, there's legal question whether Ch. 11 is then up for grabs.

Hi-fi recording companies and AFM will join in producing single long-play disc of dozen or more versions of "Star Spangled Banner" by nation's top symphony orchestras. Public service project, intended to supply TV & radio stations and public schools with first hi-fi record of national anthem, is sparked by industrialist Louis Schweitzer, who recently bought WBAI (FM), N. Y. Listening to playing of "Star Spangled Banner" at sign-off time, he found that station used recording from old shellac disc; that hi-fi records weren't produced because music takes less than 3-in. grooving.

Television Digest with Electronics Reports
WYATT BUILDING, WASHINGTON 5, D. C.

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THE 100 LEADING national advertisers in 1956, as estimated by *Advertising Age* in its Aug. 19 issue (see page 3), are tabulated below. Total expenditures of each, in both measured and unmeasured media, are shown—compared with estimated 1955 outlays of each. Table is copyrighted by Advertising Publications Inc., reprinted by special permission. Here are the figures, with advertisers ranked according to expenditures:

Rank	Advertiser	Estimated Total Expenditures 1956	1955
1.	General Motors Corp.	$162,499,248	$170,381,860
2.	Procter & Gamble Co.	93,000,000	85,000,000
3.	Ford Motor Co.	88,650,000	72,942,694
4.	General Foods Corp.	77,700,000	75,000,000
5.	General Electric Co.	74,096,940	60,632,197
6.	Colgate-Palmolive Co.	67,000,000	62,000,000
7.	Lever Bros. Co.	60,100,000	52,500,000
8.	Chrysler Corp.	60,093,289	68,629,722
9.	National Dairy Products Corp.	37,470,000	31,112,000
10.	Radio Corp. of America	35,173,000	30,773,000
11.	Westinghouse Electric Corp.	32,000,000	25,000,000
12.	Distillers Corp.-Seagrams Ltd.	31,547,043	30,413,125
13.	General Mills Inc.	31,000,000	29,000,000
14.	R. J. Reynolds Tobacco Co.	30,000,000	27,000,000
15.	American Home Products Corp.	29,000,000	22,000,000
15.	American Tobacco Co.	29,000,000	27,000,000
15.	Coca-Cola Co.	29,000,000	26,000,000
15.	Gillette Co.	29,000,000	27,851,887
19.	Schenley Industries Inc.	26,991,369	25,396,030
20.	Swift & Co.	26,000,000	22,000,000
20.	Philco Corp.	26,000,000	25,228,799
22.	Borden Co.	24,150,000	23,000,203
23.	E. I. du Pont de Nemours & Co.	23,500,000	23,323,150
24.	Warner-Lambert Pharma. Co.	23,000,000	23,243,184
25.	National Distillers Products Corp.	22,100,300	18,450,000
26.	Liggett & Myers Tobacco Co.	22,000,000	20,000,000
27.	Goodyear Tire & Rubber Co.	21,000,000	20,440,680
27.	Bristol-Myers Co.	21,000,000	17,000,000
27.	Armour & Co.	21,000,000	17,000,000
27.	Sterling Drug Inc.	21,000,000	17,000,000
31.	National Biscuit Co.	20,900,000	20,200,000
32.	American Tel. & Tel. Co.	20,645,957	13,635,617
33.	Brown & Williamson Tob. Corp.	20,000,000	9,000,000
33.	Campbell Soup Co.	20,000,000	17,000,000
33.	Eastman Kodak Co.	20,000,000	17,000,000
36.	Philip Morris Inc.	19,000,000	14,750,000
37.	Standard Oil Co. (New Jersey)	18,696,000	14,000,000
38.	Kellogg Co.	18,000,000	17,000,000
38.	Pillsbury Mills	18,000,000	16,000,000
40.	Standard Oil Co. (Ind.)	17,500,000	16,000,000
41.	Johnson & Johnson	17,000,000	16,000,000
42.	Standard Brands Inc.	16,567,174	12,000,000
43.	Texas Co.	16,197,008	13,900,000
44.	Quaker Oats Co.	16,047,709	15,807,298
45.	Revlon Inc.	15,503,079	7,500,000
46.	Borg-Warner Corp.	15,348,463	15,647,000
47.	Miles Laboratories Inc.	15,100,000	8,500,000
48.	Sperry Rand Corp.	15,000,000	12,994,600
49.	P. Lorillard Co.	14,873,000	15,829,000
50.	Shell Oil Co.	14,750,000	12,550,000
51.	Firestone Tire & Rubber Co.	14,500,000	13,000,000
51.	American Motors Corp.	14,500,000	18,000,000
53.	Carter Products Inc.	14,000,000	8,000,000
54.	Union Carbide Corp.	13,828,372	11,426,535
55.	Chesebrough-Pond's Inc.	13,000,000	12,107,620
55.	Hiram Walker-Good'ham & Worts	13,000,000	12,000,000
57.	Studebaker-Packard Corp.	12,841,674	13,275,209
58.	Jos. Schlitz Brewing Co.	12,605,035	11,560,000
59.	American Cyanamid Co.	12,501,874	9,229,510
60.	Anheuser-Busch Inc.	12,500,000	11,234,000
61.	Socony-Mobil Co.	12,351,750	10,560,721
62.	Continental Baking Co.	12,225,000	7,301,000
63.	Gulf Oil Corp.	12,000,000	10,000,000
63.	S. C. Johnson & Son	12,000,000	11,000,000
65.	Nestle Co.	11,527,000	9,518,336
66.	B. F. Goodrich Co.	11,500,000	11,500,000
67.	Pepsi-Cola Co.	11,164,000	10,100,000
68.	U. S. Rubber Co.	11,000,000	9,000,000
68.	Corn Products Refining Co.	11,000,000	8,000,000
70.	Scott Paper Co.	10,798,790	8,619,080
71.	Carnation Co.	10,527,674	9,329,577
72.	Falstaff Brewing Co.	10,200,000	8,000,000
73.	Helene Curtis Industries Inc.	10,000,000	8,000,000
74.	Pharmaceuticals Inc.	9,180,000	7,920,000
75.	United Merchants & Mfg. Co.	9,171,452	6,183,668
76.	Sunbeam Corp.	9,000,000	6,700,000
76.	Monsanto Chemical Co.	9,000,000	8,000,000
78.	Best Foods	8,500,000	8,000,000
78.	H. J. Heinz Co.	8,500,000	7,000,000
80.	U. S. Steel Corp.	8,215,404	7,515,527
81.	Pabst Brewing Co.	8,000,000	7,000,000
81.	Wm. Wrigley Jr. Co.	8,000,000	8,000,000
81.	Ralston-Purina Co.	8,000,000	7,500,000
81.	Wesson Oil & Snowdrift Co. Inc.	8,000,000	4,250,000
81.	Rexall Drug Co.	8,000,000	6,000,000
81.	Aluminum Co. of America	8,000,000	6,000,000
81.	Armstrong Cork Co.	8,000,000	4,200,000
88.	Reynolds Metals Co.	7,750,000	7,500,000
89.	Liebmann Breweries	7,500,000	6,700,000
90.	Bulova Watch Co.	7,481,334	6,259,720
91.	Kimberly-Clark Corp.	7,300,000	8,500,000
92.	Sinclair Oil Corp.	6,720,229	4,492,498
93.	Prudential Insurance Co.	6,616,570	4,326,674
94.	Brown-Forman Distillers Corp.	6,093,843	5,011,370
95.	Avco Mfg. Co.	5,975,000	7,592,712
96.	California Packing Corp.	5,750,000	5,250,000
97.	Max Factor & Co.	5,500,000	3,500,000
98.	General Tire & Rubber Co.	5,400,000	4,600,000
99.	Hunt Foods & Industries	5,124,534	6,250,000
100.	Grove Laboratories Inc.	5,074,292	3,810,553
	TOTAL	$2,079,623,406	$1,850,223,172

Former President Truman heads list of speakers at 8 NARTB regional conferences Sept. 16-Oct. 25. He'll share platform with pres. Charles N. Kimball of Midwest Research Institute at Region 5 meeting Oct. 10-11 in Muehlbach Hotel, Kansas City. Other speakers at sessions which will have theme of "A Time for Decision": Governor Averell Harriman of N. Y. & GE chairman Philip D. Reed —Region 1, Van Curler Hotel, Schenectady, Sept. 16-17; Sen. Charles E. Potter (R-Mich.) & Ben R. Donaldson, director of Ford institutional advertising—Region 4, Hotel Statler, Cleveland, Sept. 19-20; Rep. Hugh Scott (R-Pa.)— Region 5, Grove Park Inn, Asheville, N. C., Sept. 23-24; Sen. Warren G. Magnuson (D-Wash.) & Gov. Robert D. Holmes of Ore.—Region 8, Hotel Multnomah, Portland, Ore., Oct. 14-15; Sen. Gordon Allott (R-Colo.) & ABC radio network pres. Robert E. Eastman—Region 7, Brown Palace, Denver, Oct. 17-18; Sen. Ralph Yarborough (D-Tex.) & v.p. Arthur A. Smith of First National Bank of Dallas—Region 6, Baker Hotel, Dallas, Oct. 22-23; Rep. Oren Harris (D-Ark.) & Frank R. Ahlgren, editor of *Memphis Commercial Appeal*—Region 3, Peabody Hotel, Memphis, Oct. 24-25.

Canadian TV billings gained bigger share of all-media advertising investment in 1956, grossing 16.6% of $204,580,522 total reported by 100 agencies compared with 13.5% of $177,240,355 in 1955, according to Dominion Bureau of Statistics. In 1954, TV billings were only 5.5% of Canadian advertising budget. Radio's share in Canada last year slipped to 10.3% from 11.9% in 1955.

Hassle over TV rights threatened this week to cancel Sugar Ray Robinson-Carmen Basilio middleweight championship fight scheduled for Yankee Stadium Sept. 23. Trouble arose suddenly Aug. 20 when Robinson said he would withdraw from bout because International Boxing Club had signed closed-circuit TV theatre contract with TNT (Vol. 13:32), whose pres. Nathan L. Halpern guaranteed equivalent of 250,000 admissions. Robinson said he hadn't consented to arrangement, wanted to sign with Teleprompter instead because Teleprompter pres. Irving Kahn "offered me more money" on 400,000-seat basis. N. Y. Athletic Commission summoned principals to meeting Aug. 26 to try to settle argument. Halpern told newsmen he already had signed 161 theatres with seating capacity of 413,500 seats. Kahn stated: "Based on my discussions with exhibitors, I believe it's possible for us to line up 500,000 seats."

Newspaper market surveys made by newspapers themselves, newspaper groups and ANPA's Bureau of Advertising are catalogued in 30-page *Newspapers at Your Service*, published by Bureau and available to agencies & advertisers at its N. Y., Chicago, San Francisco & Los Angeles offices.

Mutual TV Purchasing Corp. has been organized by TV Clearing House Inc. as subsidiary with resident buyers in N. Y. & Hollywood for pool buying of TV station equipment & furnishings. Louis J. Dahlman, majority stockholder in parent firm of program consultants, is pres. of new company.

Personal Notes: Joseph H. Ream, 1947-52 CBS exec. v.p. who retired to Florida farm in 1952, returns to CBS as Washington v.p., succeeding late Ralph Hardy. Ream is native of Iowa, 1925 graduate of U of Kansas, 1927 graduate of Yale, joined CBS in 1934 as general attorney, became secretary in 1938, vice president in 1942. For past year he has been deputy director of the National Security Agency in Washington . . . **Harry C. Folts**, from ABC Radio, and **Aaron Beckwith**, ex-NTA, named ABC-TV account executives . . . **Robert Schultz** named film service sales supervisor for California National Productions' Calnatron system . . . **Manfred Gottfried** appointed by Time Inc. to develop news resources in TV, radio & film; **Emmet J. Hughes** succeeds him as chief of correspondents in foreign news service . . . **Eliot Hyman** elected pres. of Associated Artists, succeeding **Louis Chesler**, who continues as chairman . . . **Larry Surles** promoted to mgr. of NBC-TV new spot business . . . **Richard W. Hubbell**, ex-Carlos Franco Assoc., named INS business representative in N.Y. & New England areas; **John A. Buning**, ex-radio WHOO, Orlando, appointed INS business representative in southern div., Atlanta . . . **James J. Hawkins** promoted to gen. mgr. of KTVW, Tacoma . . . Dave Dash, ex-Cornell Films, named pres. of newly-organized Carousel Films . . . **A. H. (Chris) Christensen**, from Westinghouse radio KEX, Portland, Ore., named adv. & sales promotion mgr. of WJZ-TV (WAAM), Baltimore . . . **Wells H. Barnett Jr.** promoted to station operations mgr. of radio rep John Blair & Co., N. Y.; **Albert C. Long** to sales development director, **Mary H. Mason** to sales development station service mgr. . . . **Wm. R. Nutt** promoted to promotion & publicity director of KGW-TV & KGW, Portland, Ore. . . . **Rex King** promoted to regional sales mgr. of upcoming WBOY-TV, Clarksburg, W. Va. (Ch. 12), due in Oct., coming from Pittsburgh sales office of owner WSTV-TV, Steubenville . . . **Allen M. Woodall**, pres. of WDAK, Columbus, Ga., named exec. committee chairman of RAB . . . **H. Dewitt (Judge) Landis** elected a v.p. of Hamilton, Stubblefield, Twining & Assoc. brokerage firm . . . **Gerald W. Elbers** joins NARTB public relations staff, resigning as asst. to exec. director of President's Committee on Education Beyond the High School . . . **S. Wm. Aronson** promoted to administrator of ABC cost control unit . . . **Jack M. Barrington** named public relations director of Theatre Owners of America . . . **Leon Kagan**, ex-ABC Film Syndication, joins NBC International Ltd. as Latin American operations mgr., headquartering in Mexico City.

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Sid Shalit is resigning as TV-radio news editor of *N. Y. Daily News* after nearly 25 years with paper to enter music business as executive of independent-label record firm. Miss Kay Gardella, feature writer in *News* dept., succeeds him in No. 2 job under critic Ben Gross. Meanwhile, TV-radio critic John Crosby of *N. Y. Herald Tribune* Syndicate, who will conduct CBS-TV's upcoming *Seven Lively Arts* program, was reported planning to shift to general news column after he returns from vacation.

ADVERTISING AGENCIES: **Charles V. Skoog Jr.** elected pres. of Hicks & Greist, replacing **E. Harold Greist**, named chairman to succeed **H. Leslie Hicks**, now vice chairman . . . **Robert C. Mack** promoted to Grant Adv. v.p. in charge of TV-radio, Detroit . . . **Jerome J. Cowen**, senior v.p. of Cunningham & Walsh, named gen. mgr. of San Francisco office; **Franklin C. Wheeler** continues as exec. v.p. there . . . **Hal James**, ex-Ellington & Co., joins Doherty, Clifford, Steers & Shenfield as v.p. & TV-radio programming & production director.

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Sale terms for KCOP, Los Angeles (Ch. 13), being sold to Kenyon Brown-Bing Crosby group in $4,000,000 deal (Vol. 13:22) are revealed in application filed with FCC this week. They're paying $150,000 down, paying Dorothy Schiff $537,931 still owed by Copley Press, then $3,312,068 in 32 installments. New owners, each with 25%, will be Bing Crosby Jr., chairman; Kenyon Brown, pres.; George L. Coleman, v.p.; Joseph A. Thomas, v.p. June 30 balance sheet for Television div. of Copley Press Inc. lists cumulative profit from operations at $26,384, with additional profit from operations since Jan. 1 at $12,326. It had $344,943 current assets, $960,652 investments & fixed assets, $270,372 prepaid and/or deferred charges; $281,740 current liabilities, $530,358 long term liabilities, $989,350 investment by Copley Press.

Kenyon Brown-Bing Crosby group is selling KFEQ-TV, St. Joseph, Mo. (Ch. 2) & KFEQ for $841,091 to Jesse D. Fine theatre family, former owners of WFIE-TV, Evansville, Ind. (Ch. 14). Jesse D. Fine will be pres. & 32.5% owner; Isadore J. Fine, v.p., 20%; Oscar K. Fine, treas., 32.5%; Eugene P. Fine, secy., 12.5%; Marvin Cohen, director, 2.5%. Combined KFEQ-TV & KFEQ balance sheet for June 30 shows earned surplus of $31,338, with additional surplus earned up to June 30 of $27,984. It lists $92,981 current assets, $567,292 broadcasting investment ($442,050 for TV); $12,454 current liabilities, $552,677 long term debts.

NTA has purchased 75% of KMGM-TV, Minneapolis (Ch. 9) for undisclosed price from United Television Inc. (Sy Weintraub, pres.), which acquired it as KEYD-TV, with radio KEYD, from Morris T. Baker's Minneapolis Tower Co. in 1954 for $1,500,000, then sold radio KEYD for $35,000 (Vol. 12:21). Loew's Inc. retains 25% acquired in 1956 for about $750,000 (Vol. 12:44). Sellers include Thomas P. Johnson and Larry H. Israel (gen. mgr. of WJZ-TV, Baltimore), who also have holdings in WENS, Pittsburgh (Ch. 16); Oliver Tyrone Corp. (Wm. H. Rea, pres.), which has minority interest in WENS and WMTW, Poland Spring, Me. Oliver Tyrone ownership interlocks with WABI-TV & WABI, Bangor, Me.

Mrs. A. Scott Bullitt will own 40%, her KING Broadcasting Co. 60% of KREM-TV, Spokane (Ch. 2) and AM & FM affiilates, it's revealed by transfer application filed this week. Louis Wasmer, who is getting $2,000,000 for properties (Vol. 13:28), will remain as pres. of new KREM Bcstg. Co., but without stock interest. KREM stations balance sheet dated June 30 lists $244,382 current assets, $438,041 fixed assets; $55,263 current liabilities; $629,250 proprietorship.

Suit over sale of KERO-TV, Bakersfield (Ch. 10) for $2,150,000 to Wrather-Alvarez Bcstg. Inc. (Vol. 13:29) has been settled out of court, terms undisclosed. Robert K. Straus, 10% owner of WITI-TV, Milwaukee, had filed suit, alleging existence of prior contract to sell station to him. Sale has been approved by FCC.

KSHO-TV, Las Vegas (Ch. 13) has been sold for "around $200,000" to Merv Adelson, Las Vegas market chain operator, by Albert Zugsmith interests, according to pres. Frank Oxarart. Selling group acquired station in late 1956 from Moritz Zenoff (Vol. 12:48).

Grant of $25,000 to Metropolitan Educational TV Assn., N. Y., for operating expenses was awarded this week by N. Y. Foundation, which made same contribution in 1956 & 1955.

Notes on Upcoming Stations: WTIC-TV, Hartford (Ch. 3) began Mon.-Fri. test pattern schedule Aug. 23 (9 a.m.-noon & 7-9 p.m.), with programming scheduled to start Sept. 23. It will be independent outlet in area already served by CBS's WHCT (Ch. 18), NBC's WNBC (Ch. 30) and Triangle Publications' ABC-TV affiliate WNHC-TV, New Haven (Ch. 8). We're not counting it on air yet, so on-air score remains 504 (90 uhf). WTIC-TV has 25-kw RCA transmitter and 440-ft. self-supporting Ideco tower with 100-ft. 6-section superturnstile antenna on Talcott Mt. Studios in downtown Hartford, scheduled to be ready Sept. 10, connect via microwave with Talcott Mt., 7 mi. W. Owner is Travelers Insurance Co., also operator of radio WTIC. Base hour will be $800. Rep will be Harrington, Righter & Parsons.

WOWL-TV, Florence, Ala. (Ch. 15), authorized to change Sept. 6 from Ch. 41, expects to have 1-kw GE transmitter wired and ready by Sept. 15, and hopes to begin before end of month, reports pres.-gen. mgr. & 25% owner Richard B. Biddle. It has 300-ft. tower due from U. S. Tower Co. Sept. 1 and GE antenna was scheduled to arrive Aug. 24. Studio-transmitter building at 800 Cyprus Mill Rd. has been ready 3 months. Network affiliation hasn't been announced yet, nor has base hourly rate been reported. Rep will be announced Sept. 1.

WIPR-TV, San Juan, P. R. (Ch. 6) has again changed target; it's Nov. 1 now, reports R. Delgado Marquez, gen. mgr. of TV-radio for Puerto Rico Dept. of Education. It has 25-kw RCA transmitter, which was to have been ready this month. RCA 6-bay antenna has been installed on 200-ft. Blaw-Knox tower at site of elaborate TV-radio plant 15-mi. from San Juan.

CHCA-TV, Red Deer, Alta. (Ch. 6) expects to order Canadian GE equipment, plans early Nov. start—earlier if microwave connection is completed on schedule—writes G. A. Bartley, pres. of CHCA Television Ltd. It expects to use 300-ft. Stainless tower with 2-slot coaxial antenna. Base hour not set. National sales rep not chosen; regional reps will be John N. Hunt (Vancouver) and A. J. Messner (Winnipeg).

KXGN-TV, Glendive, Mont. (Ch. 5) plans test patterns by Sept. 15, programming by Sept. 30, reports gen. mgr. Dan C. Palen for owner Lewis Moore, local theatreman, also owner of radio KXGN. It has 5-kw DuMont transmitter wired and ready and 1-bay GE antenna has been installed on 192-ft. Fisher tower. Network affiliation is being negotiated. Base hour will be $125. Rep will be Grant Webb.

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RCA shipped 25-kw transmitter Aug. 22 to upcoming KGHL-TV, Billings, Mont. (Ch. 8), which hasn't reported starting date; 25-kw transmitter Aug. 20 to WESH-TV, Daytona Beach (Ch. 2), planning boost to 100-kw.

Facility changes: WJTV, Jackson, Miss. (Ch. 12) began with 316-kw Aug. 19; WALB-TV, Albany, Ga. (Ch. 10) began using new 12-section superturnstile antenna Aug. 17.

RCA shipped 3-V color film camera Aug. 20 to upcoming WLWI, Indianapolis (Ch. 13), due in Sept.

WISN-TV, Milwaukee (Ch. 12) begins telecasting Aug. 26 from new $1,250,000 two-story Broadcast Center.

FCC FINANCIAL DATA on station & network performance in 1956 are final and official. First table, covering over-all figures, is the only one released this week. Other tables, giving exhaustive breakdowns of stations by markets, market size, revenues, loss or profit station, etc., will follow in 4-6 weeks. Herewith is Commission's complete Table I:

	1956	1955 [2]	1954 [1]
	Broadcast Revenues (in millions of dollars)		
3 Networks (including 15 owned and operated stations *)	$442.3	$374.0	$306.7
95 Pre-Freeze television stations	260.7	230.0	200.9
Subtotal	703.0	604.0	507.6
Post-Freeze television stations:			
269 VHF stations	161.4	112.2	60.0
95 UHF stations	32.5	28.5	25.4
Industry total	$896.9	$744.7	$593.0
	Broadcast Expenses		
3 Networks (including 15 owned and operated stations *)	$356.9	$306.0	$270.2
95 Pre-Freeze television stations	171.0	148.1	133.3
Subtotal	527.9	454.1	403.5
Post-Freeze television stations:			
269 VHF stations	145.0	107.4	63.8
95 UHF stations	34.4	33.0	35.4
Industry total	$707.3	$594.5	$502.7
	Broadcast Income (Before Federal Income Tax)		
3 Networks (including 15 owned and operated stations *)	$ 85.4	$ 68.0	$ 36.5
95 Pre-Freeze television stations	89.7	81.9	67.6
Subtotal	175.1	149.9	104.1
Post-Freeze television stations:			
269 VHF stations	16.4	4.8	(3.8)
95 UHF stations	(1.9)	(4.5)	(10.0)
Industry total	$189.6	$150.2	$ 90.3

( ) Denotes loss.

[1] 1954 data cover 4 networks and 16 owned and operated stations; 92 pre-freeze and 302 post-freeze stations (177 VHF and 125 UHF).

[2] 1955 data cover 4 networks and 16 owned and operated stations; 93 pre-freeze and 328 post-freeze stations (225 VHF and 103 UHF). Three networks after September 15, 1955 when DuMont ceased network operations.

* Includes two post-freeze stations (UHF).

Radio station sales and transfers reported this week: **WOBS, Jacksonville**, by Robert W. Rounsaville for $500,000 to new owners of WSTN, St. Augustine, Fla.—Simpson R. Walker Jr., Harry C. Powell Jr. & Lawrence R. Picus . . . **WMRY, New Orleans**, by Lester Kamin and associates (also with interest in uhf CP WCKG, there) for $250,000 to Robert W. Rounsaville, operator of southern radio chain and holding uhf CPs for WATL-TV, Atlanta; WQXL-TV, Louisville; WQXN-TV, Cincinnati . . . **KTBS, Shreveport** & KTBS-FM, by owners of KTBS-TV (E. Newton Wray, pres.) for $200,000 to B. R. McLendon and associates—McLendon family also being principal stockholders of KLIF, Dallas; KILT, Houston; KTSA, San Antonio . . . **WSLB, Ogdensburg, N. Y.** by St. Lawrence Bcstg. Corp. (Joseph R. Brandy, pres.) for $190,000 to George W. Bingham (56%) and associates—Bingham also holding control of WKIP, Poughkeepsie and WGNY, Newburgh, N. Y. . . . **KLIL, Estherville, Ia.** by Wm. E. & Edward Schons and A. G. Bush for $15,000 (plus 10 year lease aggregating $120,000) to station mgr. Jack W. Turnbull & wife. Bush (Minnesota Mining & Manufacturing Co.) is board member of KSTP-TV, St. Paul, and with Schons owns WKAI, Macomb, Ill.; Schons also have interest in KRSI, St. Louis Park, Minn. and KRBI, St. Peter, Minn. . . . **WMEG, Eau Gallie, Fla.** 50% by Washington attorneys Seymour Krieger & Norman Jorgensen for $32,000 to gen. mgr. A. V. (Chic) Catterton and commercial mgr. Victoria C. Martin, increasing holdings to 50% each. Brokers: KTBS, Hamilton, Stubblefield, Twining & Assoc.; WMEG, Paul H. Chapman Co.

Correction: Sports Network Inc. listing on p. 317 of *TV Factbook No. 25* should indicate following personnel: Richard E. Bailey, pres.; Roylance H. Sharp, v.p.; Thomas J. Schilling, secy.-business mgr.; Wm. N. Creasy Jr., director of publicity; Marie C. Wilber, asst. business mgr. Organization specializes in TV & radio regional sports networks. Saul J. Turell has no connection with company.

Telecasting Notes: Upcoming TV season may look like "dull stuff" to viewers, but for industry it "promises to go down as the most bitterly competitive programming year in history," *Variety* said this week. And "reputations as well as millions" will be "riding on every rating point." Witness: NBC-TV "starting virtually from the ground up," ABC-TV offering "immensely sharpened competition," CBS-TV facing dire threats from both . . . **Add sponsored public service:** Bell System's science series on NBC-TV next season includes "The Unchained Goddess," Frank Capra's explanation of what makes weather . . . **Former President Truman** would conduct network TV seminars in history—complete with pictures, maps & charts—in series which National Farmers Union wants to sponsor. He's been cool to previous network TV offers . . . **Shock therapy:** Universal-International's "Shock!" package of 52 old horror films (Boris Karloff, Bela Lugosi, Lon Chaney, Peter Lorre et al.), distributed by Screen Gems, has been bought for about $750,000 by KTLA, Los Angeles, and for reported similar price by WABC-TV, N. Y. . . . **Anybody for pool?** One-shot "Pocket Billiards Stars" will be tried out by ABC's WBKB, Chicago, Sept. 8, Sun. 10-11 p.m., to see if it can stir viewer interest as bowling did few years back . . . **Walt Disney starts 4th year** on ABC-TV Sept. 11, Wed. 7:30-8:30 p.m., with "spectacular" performance of "Peter & the Wolf." New 26-program season includes *The Saga of Andy Burnett*, adventure series starring Jerome Courtland & Jeff York . . . **Extra-period running time** stretched to 75 min. planned for first of five 60-min. Lucille Ball & Desi Arnaz shows sponsored by Ford on CBS-TV in fall. Arnaz insists yet-untitled opening film, already edited to 75 min., can't be cut without impairing continuity . . . **International party line** is planned by co-producers Edward R. Murrow & Fred W. Friendly of CBS-TV's *See It Now* for new *Small World* film series tentatively scheduled by network to start in Oct., Tue. 10:30-11 p.m. Eric Sevareid would be moderator of telephone-hookup show in which participants might be in Hollywood, London, Far East where they'd be filmed as they talk . . . **Another Mike Wallace?** Martin Agronsky starts new live interview show —*Look Here!*—on NBC-TV Sept. 15, Sun. 3:30-4 p.m. His purpose is to "get at the wellsprings of a subject's personal philosophy," to find out "why he is what he is and acts the way he does" . . . **Still ticking:** *Beat the Clock*, reported running down few weeks ago on CBS-TV Fri. 7:30-8 p.m., is wound up again for Sun. 6-6:30 p.m. starting Oct. 6 as replacement for *The Last Word*, which CBS-TV may reschedule for Sat. 7-7:30 p.m. Stunt program also gets daytime CBS-TV run Mon.-thru-Fri. 2-2:30 p.m., effective Sept. 16 . . . **Another casualty:** *Kukla, Fran & Ollie* is discontinued by ABC-TV Aug. 30, succeeded by *Sports Focus* starting Sept. 2, Mon.-thru-Fri. 7-7:15 p.m. . . . **British commercial TV goes western, too,** new imports of U. S. films for ITA in fall including *Sheriff of Cochise & Zane Grey Theatre* along with such staples as *Rosemary Clooney Show*. British viewers already get *Wyatt Earp, Roy Rogers, Gun Law* . . . **"She was my first love,"** says caption under blow-up of Shirley Temple, aged 8, in newspaper promotion this week by NTA for Oct. 20-Dec. 8 Sun. showings of "Rebecca of Sunnybrook Farm," "Heidi," "Wee Willie Winkie," "Capt. January"—child star's "greatest motion picture triumphs." Free copies of photograph, "suitable for framing," are offered in ads . . . **Ballyhoo stunts,** ranging from sky-writing to tour of newspaper offices by troupe (giant, dancing girl, midget) bearing refreshments, won first prize for KTTV, Los Angeles, in NTA *Premiere Performance* film series exploitation contest. Trip to Paris for 2 goes to publicity director Reavis Winckler; adv. & promotion director Jack O'Mara gets tickets for 2 to Bermuda.

BMI "monopoly"—already attacked in court by ASCAP and denounced in House by Celler anti-trust subcommittee (Vol. 13:23)—was subjected to fresh assaults Aug. 21 on Senate floor.

Excoriating networks and stations for holdings in BMI, Sen. Smathers (D-Fla.) introduced sweeping bill (S-2834) to prohibit broadcasters from engaging "directly or indirectly" in music publishing or recording business.

BMI's "musical empire" represents "beginning of the end of the public's freedom to listen to all types and kinds of music unrestricted by monopolistic practices," Smathers asserted.

Member of Senate Commerce Committee, Smathers said "our entire musical heritage" is threatened by continued existence of BMI under "broadcasters' influence & control."

"This legislation is designed to save them [TV & radio broadcasters] from their own excesses," he told Senate. It would amend Sec. 310 of Communications Act to bar FCC from granting CPs—and station owners from holding licenses—if applicants or licensees have any interests in music publication or in manufacturing or selling records.

Chairman Magnuson (D-Wash.) of Commerce Committee welcomed Smathers' bill as "matter which has long been considered to be a subject necessary to be gone into" by Committee, to which it was referred.

"This is a matter of such importance to the people of America that I am sure by next Jan. there will be very favorable consideration by the Committee at least with regard to having hearings and discussing the bill fully," Magnuson said.

Spokesmen for CBS, NBC & ABC said at week's end that networks had no comment.

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Fresh TV appraisals are needed by advertisers for fall spot buying in which "old yardsticks will be out the window," pres. Edward Petry of rep Edward Petry & Co. said this week in review of these factors: (1) "ABC-TV has at last come into its own." (2) "All-out program reshuffle" by 3 networks. (3) "New looks in local programming." (4) "Deluge of new film." (5) Most coverage data for other seasons is "completely obsolete" now. Petry urged advertisers to "take a longer look" at each station's: standing in its community; fall programming plans; local talent stature; "press ties, promotion prowess, and merchandising muscles;" "honesty, reputation & sincerity" of management.

Retaining 2 TV stations, John H. Perry Jr. has disposed of his remaining 3 radio stations in Fla. in $550,000 sale negotiated by Blackburn & Co. WDLP, Panama City & WCOA, Pensacola, are being sold as $400,000 package to Denver T. Brannen, also owner of WDEB, Gulfport, Miss. and KCIL, Houma, La. Perry's WTMC, Ocala, has been sold for $150,000 to Ray Herbert Gunkel, who awaits FCC approval of his sale of 60% of WABR, Winter Park & CP for WRAL-TV, Orlando (Ch. 18) to James H. Sawyer (Vol. 13:32). Perry stations now comprise WJHP-TV, Jacksonville (Ch. 36) and WESH-TV, Daytona Beach.

Venard, Rintoul & McConnell moves Los Angeles office to 1901 W. 8th St. (Dunkirk 8-4151).

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
August 24, 1957

PICTURE TUBES—EVALUATION OF OUTPUT & SALES: Pursuing picture tube production and sales, two of the industry's better indexes to manufacturers' evaluation of the market, we've obtained from EIA some further breakdowns of first 6 months' sales, along with comment from cross-section of tube producers.

EIA reports that sales of 4,815,000 tubes during first 6 months comprised 3,008,000 for new sets, 1,408,000 for renewal market, 399,000 export. This compares with 5,153,000 total for similar 1956 period, breaking down to 3,492,000 for new sets, 1,397,000 renewal, 264,000 export.

These do not include sales by tube rebuilders -- estimated by EIA at 1,500,000 in first half of this year, 1,264,000 same period of 1956.

Here's EIA's size breakdown for this year: 21-in., 1,903,000; 17-in., 714,000; 15-in. & under, 252,000; 24-in. & over, 139,000. For last year's first half: 21-in., 2,346,000; 17-in., 456,000; 15-in. & under, 420,000; 24-in. & up, 270,000. EIA does not provide breakdown by deflection angle.

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Here's current sizeup of tube production by some top producers:

L. Berkley Davis, gen. mgr. of GE electronic components div., reports 60% of GE's output is 21-in., most of balance divided between 17-in. & 14-in. -- with 17-in. having slight edge -- plus "very small number of 24-in." All GE's production for new sets is 110-degree, he said, and new-set production outnumbers replacement output by 2-1.

Davis noted that industry had some difficulty adapting 110-degree tubes; that there had been some trouble with focusing & sweep. However, he said, public's excellent acceptance of 110-degree sets demonstrates its willingness to overlook slight technical difficulties.

"Industry will stay put with 110-degree tubes," he said, adding that he could see no advantage in greater deflection because slight gains would be achieved only at much greater cost.

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W.W. Watts, RCA exec. v.p.-electronic components, also reported that RCA's production is heavily 110-degree tubes for new-set market but added that "we're continuing to build all sizes, shapes and deflection angles for replacement."

No significant price changes are in prospect, Watts said. Tube makers have about all the business they can handle at the moment, he reported, but was quick to add: "No one is getting rich in the kinescope business; few are making any money -- and those few are making very little."

There's overcapacity in the business, on year-round basis, Watts said, with capacity at 15,000,000 and demand at 12,000,000. Export market, which he termed "a rat race of the first water," is an outlet for some overproduction. He said he'd heard of few imports, noting "it's not economical to ship a lot of glass and air."

No increase in deflection angle above 110-degree is seen by Watts, who said there'd be no gain in appearance by making TV sets shallower.

D.W. Gunn, gen. sales mgr. of Sylvania TV picture tube div., reported company's production is 35% 110-degree, 65% 90-degree. James Rolando, of Sylvania International div., reported receipt of European orders for samples of 110-degree, said company's exports of 21-in. 90-degree tubes "have grown markedly."

The only price increase mentioned by the foregoing is boost of about 5% on aluminized tubes for replacement market, effective about Sept. 5.

Production: TV output again advanced to new high ground for year with total of of 179,615 for week ended Aug. 16, compared with 169,148 preceding week and 160,479 in corresponding week one year ago. It was year's 33rd week and brought TV production for year to date to about 3,548,000, compared with 4,211,829 in same period of 1956. Radio production totaled 294,091 (96,206 auto) for week ended Aug. 16, vs. 192,877 (61,299) preceding week and 256,777 (53,599) in corresponding week year ago. Radio output for 33 weeks totaled about 8,465,000 (3,316,000) vs. 7,968,998 (2,660,782) in 1956 period.

Topics & Trends of TV Trade: Shipments of TVs to dealers totaled 2,503,966 in first half of 1957, when production was 2,722,139, according to EIA state-by-state report. They compare with shipments of 2,775,022, production of 3,415,202 in first six months of 1956. June shipments were 382,699, compared with 333,921 in May and 388,914 in June 1956. Here's 6-month report (county-by-county tables available to EIA members):

State	Total	State	Total
Alabama	38,609	New Jersey	88,039
Arizona	15,471	New Mexico	10,386
Arkansas	22,283	New York	297,382
California	241,253	North Carolina	49,884
Colorado	21,079	North Dakota	8,417
Connecticut	41,449	Ohio	140,700
Delaware	5,920	Oklahoma	26,815
District of Columbia	24,806	Oregon	26,082
Florida	89,341	Pennsylvania	168,141
Georgia	52,246	Rhode Island	13,978
Idaho	7,879	South Carolina	21,192
Illinois	147,044	South Dakota	8,597
Indiana	62,017	Tennessee	43,628
Iowa	26,719	Texas	140,532
Kansas	27,543	Utah	10,992
Kentucky	41,613	Vermont	5,126
Louisiana	48,534	Virginia	39,878
Maine	12,998	Washington	38,845
Maryland	34,909	West Virginia	24,988
Massachusetts	73,713	Wisconsin	40,714
Michigan	96,175	Wyoming	5,421
Minnesota	36,035		
Mississippi	23,023	U. S. TOTAL	2,496,792
Missouri	55,632	Alaska	1,697
Montana	12,100	Hawaii	5,477
Nebraska	17,817		
Nevada	3,995	GRAND TOTAL	2,503,966
New Hampshire	6,852		

NATESA members were told at last week's Chicago convention that two most important things in managing a service business are wages and materials. R. C. Hansen, service coordinator, RCA Service Inc., basing figures on his own experience, said minimum for wages should be 40% of income, maximum 45%. Materials should be held to 20% minimum, 25% maximum, he declared, adding that other costs should range: rent, insurance, light, etc., 12-15%; truck-car, 6-8%; employment benefits, 5-7%. E. P. Atcherley, asst. mgr., Sylvania electronic products distributor sales dept., opined TV servicemen need "fewer or a single strong nationally known organization" to insure adequate exchange of ideas and information about rapidly expanding electronics industry. Convention adopted resolution reiterating its opposition to pay TV, calling it violation of viewers' rights and threat of competition for servicing sets. Group was told FCC now recognized NATESA as representative of service, asked its help on TASO. Directors voted unanimously to participate, sending out questionnaire on reception conditions.

New NATESA pres. is Russell Harmon, Weber's TV, Cincinnati, who succeeds Robert Hester, Hester TV, Kansas City. Others elected at annual convention in Chicago's Sheraton Hotel: Secy.-gen., Mac Metoyer, A-One TV Service, Kansas City, succeeding Bob Koepner, Certified TV, Houston; Nelson Burns, Memphis, Tenn. and Frank Moch, Chicago, chosen again as treas. and exec. director, respectively.

RCA adds 24-in. 110-degree picture tube (RCA-24AHP4) with 15⅞-in. length, 28-lb. weight.

Denial of FTC charge of unlawful price discrimination (Vol. 13:6) was filed this week by Hamburg Bros., RCA distributor in Pittsburgh, saying "any difference in the prices it charges customers is justified by its selling costs." Firm says FTC Feb. 5 complaint fails to allege facts which constitute a violation of the amended Clayton Act. Complaint charged Hamburg with giving some customers $2-$32 reduction per set, contending this "may lessen competition." Hamburg replied that its pricing practices promote rather than destroy competition; that variances result from "differing methods and quantities" of sets sold; that some prices were made in good faith to meet competition. Saying it would be forced out of TV business if it had to discontinue pricing practices, company asked that effective date of any order forbidding it to continue its pricing be postponed until its competitors are subject to same orders.

Big upsurge in business is reported by Olympic pres. Morris Sobin, saying first 6 months' dollar volume is 30% higher than for comparable period last year and that profits—when figures are available—probably will show corresponding increase. He described fall production as "geared to turn out 80% more units than our output in the comparable period last year and 1957 will easily be Olympic's biggest year." Company has order backlog of more than 6 weeks production and has just added 100,000 sq. ft. of warehouse space, Sobin said.

Govt. is understood to be devising new rules for govt. agencies using business advisory committees in effort to make Senate action unnecessary on House-passed (Vol. 13:28) bill spelling out functions of such committees. New rules are expected to be announced before Congress returns for Jan. session. Main objection raised to such committees was that they could exert influence in policy matters without being held accountable. Opponents of House bill said its red tape would discourage membership.

Local campaigns for National TV Week are in the works for 47 major cities in 29 states, reports NARDA exec. v.p. A. W. Bernsohn who is also chairman of the manufacturing-retailing steering committee for the Sept. 8-14 drive. Saying "this is the largest number of local campaigns the retailing phase of National TV Week has ever had," he predicted successful promotion for the event. Meantime, campaign and publicity plans were sent to local chairmen in major cities.

Tape-maker ORRadio and its founder Herbert Orr are profiled in Aug. 26 *Time* business section which reports company sales are expected to hit $2,500,000 this year, up from $1,600,000 last year, likely to quadruple next year. Magazine reports that Orr will shortly announce new tape designed for storage of valuable documents; it's supposed to last up to 100 years, be unerasable.

Cigarette lighter radios is the newest wrinkle being introduced by RCA. Table model set has pop-up lighter in cabinet top, automatic turn-off fuse in case of overheating, $40 list (model 9XL1). RCA also is marketing swivel-base table model at $35 (model 9X10).

Trade Personals: Dale O. Akridge promoted to adv. & sales promotion mgr., GE TV receiver div., replacing Thomas Fielder, resigned . . . Richard D. Kennedy promoted to adv. & sales promotion mgr., GE receiving tube dept. . . . Stanley Seltzer promoted to Olympic Radio & TV national field sales mgr., succeeded by Jack Wolff, ex-Emerson of Providence, as northeast regional sales mgr. . . . Robert M. VanBrundt, ex-Motorola, named adv. mgr. of Zenith hearing aid div. . . . Dr. L. Malter, RCA semiconductor div. chief engineer, also becomes engineering programs coordinator; D. H. Wamsley promoted to mgr., engineering dept.; R. M. Cohen, mgr., entertainment product development; Dr. R. B. Janes, mgr., industrial product development; L. R. Shardlow, mgr., engineering services; Dr. W. M. Webster, mgr., advanced development . . . John T. Jackson, director of IT&T planning & organization dept., elected asst. v.p. of IT&T . . . Richard A. Wilson, ex-Magnavox, elected Daystrom v.p. for new Avionics group.

Obituary

Dr. Irving Langmuir, 76, died Aug. 16 at Falmouth, Mass., following Aug. 14 coronary thrombosis. Winner of 1932 Nobel Prize in chemistry, he had been on GE Research Labs staff from 1909 until retirement in 1950. His research was estimated to have saved American public $1 billion yearly on electric bills. He helped accelerate growth of TV-radio broadcasting through development of high-vacuum power tube, pioneered in artificial rainmaking. His widow, son, daughter survive.

Dr. Donald MacKenzie, 69, who helped develop sound track for motion pictures while employed in Western Electric engineering dept. in 1920's, died Aug. 20 in hospital at Albuquerque, where he was patents mgr. for Sandia Corp. He joined Bell Labs in 1920 after teaching physics at Johns Hopkins, subsequently worked for Bureau of Standards and Electrical Research Products, for which he was consultant on film recording. Surviving are his widow, 2 sons.

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Automation symposium Sept. 17-18 at Los Angeles Ambassador Hotel, under sponsorship of EIA, is called "Numerical Control Systems for Machine Tools." Closing day luncheon speaker will be Ralph E. Cross, exec. v.p., Cross Co. Other trade groups taking part: National Electrical Mfrs. Assn., National Machine Tool Builders Assn., Aircraft Industries Assn., Office Equipment Mfrs. Institute.

Admiral advertising plans are outlined by Edmond I. Eger, v.p.-adv., in Aug. 17 *Editor & Publisher*, listing ad budget as about 20% higher than last year's (Vol. 13:27), with 50% in newspapers, balance between magazines, outdoor billboards, radio & trade publications—and some local co-op money for spot TV.

Trav-Ler Radio pres. Joe Friedman expects fiscal year ending April 30 to be profitable, with sales up 10-15% over 1956 volume of $13,045,460, basing optimism on new accounts and introduction of hi-fi models, expected to account for 20% of business in year's first 6 months.

Hallicrafters names Raytheon International Operations exclusive export distributor for communications equipment. George E. Magrath, ex-National Co., will head division handling Hallicrafters equipment.

Color sets being added to RCA line Sept. 4 reported to have brighter picture due to all-glass CR tubes and added circuitry. Spokesman also said use of darker safety glass will give better contrast.

DISTRIBUTOR NOTES: Admiral Distributors names Jack Somber sales mgr. for N. Y. metropolitan area . . . Canadian Admiral opens Winnipeg factory sales branch, 801 Berry St., St. James, replacing Allan Lyone as distributor in Manitoba-Lakehead area; Wm. O. Hoskinson named mgr. of new branch . . . Westinghouse Appliance Sales opens Columbus, O. district office (Neil C. Davis, district mgr.) . . . Warren-Connolly Co. (Motorola), N. Y., appoints Harry Schecter, ex-Motorola regional mgr. for N. Y., Philadelphia, Atlantic City areas, as gen. mgr.; he replaces Dan Jacobs who resigned to become partner in Louis R. Goldman & Co. national sales rep in N. Y. . . . Kenrow Inc. (Motorola), Atlanta, appoints Bruce Woodcox exec. v.p. . . . Olympic Radio & TV opens 12th factory branch, Olympic of Southern New England, 148 Amity Rd., Woodbridge, Conn. (Ted Bloom, gen. mgr.); also appoints Washington Wholesalers, 3515 V St. NE, Washington (M. David Dubb, pres.) . . . Sylvania appoints Swan Distributing Co., 724 Fifth St., Columbus, Miss. for tubes.

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Magnavox has entered categorical denial to suit of National Sales Co., Rochester, N. Y. charging "conspiracy and agreement in restraint of trade" to eliminate competition between Magnavox and Sentinel Radio products. Magnavox asked U. S. District Court, Buffalo, to dismiss $900,000 treble damage suit (Vol. 13:29) and award it costs of action. Magnavox answer also denies charges that it produced, sold or distributed defective sets to compel withdrawal of Sentinel TV from market or that its purchase of Sentinel tended to create a monopoly and lessen competition.

Preliminary list of imports for which valuation procedures will be unchanged under new Customs Simplification Act was published Aug. 22 by U. S. Treasury. List includes TV apparatus and parts, radio receiving tubes, radio phonographs made mainly of metal. Domestic manufacturers have 60 days to request additions to list—or deletions.

Times Square visitors can be sure of getting correct time, temperature, weather forecasts—courtesy of Admiral Corp.—for another 5 years. Admiral has renewed original 5-year sponsorship of 2600-sq. ft. electric sign at 47th St. & Broadway-7th Ave.

International dept. of Electronic Industries Assn. has same executive committee, section and subcommittee chairmen for 1957-58 with exception of Traffic Subcommittee where Paul E. Romberg, Philco International, replaced Howard Spellman, RCA, resigned.

Radios shipped to dealers in first 6 months of 1957 totaled 3,436,428 compared with 3,270,809 in similar 1956 period, EIA reports. June shipments were 765,719 vs. 503,693 in May and 798,414 in June 1956.

Unusually heavy TV sponsorship schedule by Los Angeles discount chain Wm. E. Phillips Co. calls for thrice-weekly, 13-week series of 2½-hour feature film showings at cost of some $90,000-$100,000.

NARDA's "Costs of Doing Business Survey" (Vol. 13:24) is now available in booklet form at NARDA, 1141 Merchandise Mart, Chicago, at $1 for 1-49 copies, 50¢ for 50-99, 25¢ for 100 or more.

Electronic Industries Assn. has reappointed its tax committee under chairmanship of Lewis D. Spencer of Motorola.

Jerrold announces new multi-set couplers—2-set couplers for strong signal areas at $3.50, 2-set for fringe areas $4.50, 4-set couplers $5.75.

ELECTRONICS PERSONALS: **Dr. Arne Wikstrom** appointed special technical asst. to Avco research & advanced development div. pres. **Dr. Lloyd P. Smith** . . . **Roswell C. Peavey** resigns as administrative officer of U. S. staff for International Geophysical Year to join Page Communications Engineers as joint ventures mgr. in charge of international telecommunications projects in Korea, Libya, Southeast Asia . . . **Quentin G. Turner**, ex-Johns Hopkins Applied Physics Lab coordinator for Motorola & Convair work on Terrier missile, named asst. mgr. for organization of Motorola's western military electronics center, Phoenix . . . **James B. Williams** promoted to director of weapon system engineering, Philco Govt. & Industrial div.; **Herman A. Affel** to director of computer & control engineering; **John Colocousis**, chief mechanical engineer . . . **John P. Taylor** promoted to mgr., marketing plans and services, RCA Industrial Electronic Products; **Herman R. Henken** succeeds him as mgr., adv. and sales promotion . . . **Albert Coumont**, one-time EIA (RETMA) service coordinator, and **Kenneth Price** promoted to Sprague regional sales mgrs. . . . **Borge Hansen-Moller**, Cal. investment banker, elected a director of Paramount Pictures subsidiary Chromatic TV Labs and named exec. committee chairman to supervise organization of facilities for Lawrence color TV tube; **Barney Balaban**, Paramount pres., also named a Chromatic TV director . . . **Dr. Dean Allen Watkins**, Stanford U, receives IRE western regional electronic achievement award for "basic contribution in reducing noise in microwave electron tubes" . . . **Thomas H. Armstrong**, ex-Underwood Corp., named RCA Bizmac sales plans & programs mgr. . . . **J. E. Schlener** promoted to Sylvania semiconductor div. eastern district sales mgr., Woburn, Mass. . . . **M. J. Leonard**, ex-Hughes Aircraft, named Hycon v.p.-customer relations . . . **Leonard T. Donnelly**, ex-W. L. Maxson Corp., appointed DuMont Labs component sales mgr. . . . **Howard S. Gleason** promoted to asst. gen. mgr. of Stromberg-Carlson electronics div. . . . **Henry Schumer** promoted to chief engineer of Asheville, N. C. plant of International Resistance Co.; **James Wilkes** to quality control mgr. of Philadelphia plant.

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Govt. contracts totaling more than $10,000,000 have been awarded Admiral Corp. in 60-day period ended June 30, reports exec. v.p. J. B. Huarisa: Navy Bureau of Aeronautics, $4,500,000 plus for airborne radio receiver-transmitters; Army Signal Corps, $3,469,000 for receiver-transmitters for helicopters; Navy Bureau of Ships, over $2,000,000 for radar system.

Tribute to electronic industry was paid Aug. 21 by Army Secy. Brucker in San Francisco speech to West Coast Electronic Mfrs. Assn. He said it is "vital to our national security to reduce to the absolute minimum the lead time between the inception of an idea and the moment when the item involved is ready to be put to work for our defense."

Forward scatter link using 2180 mc has been operated successfully in tests in 124-mi. path from transmitter at Cedar Grove, N. J. to receiver at Somers, Conn., DuMont Labs reports. Transmitter capable of 72 voice channels with 2.5-mc bandwidth has dish 18 feet wide mounted on 24-foot tower, utilizes Eimac 1-kw klystron tube. Receiver has two 10-foot dishes on 25-foot towers.

Changing to a weekly Jan. 1, *Electronics Magazine* (McGraw-Hill) will alternate business and engineering issues. Early this year, magazine went from monthly to thrice monthly, adding 2 business editions to its basic engineering issue. *Electronic Design* (Hayden) goes bi-weekly, from twice monthly, starting Jan. 8.

Basic radar patent under which Govt. has royalty-free license has been awarded to Col. Wm. R. Blair (ret.) of Signal Corps 20 years after he first demonstrated complete workable set, Army announced Aug. 20. Blair conceived pulse-echo method of direction finding & ranging in 1920's, developed it in '30's at Signal Corps Labs, Ft. Monmouth, N. J., showed Congressmen how it worked in 1937. Plans for set then were turned over to manufacturers to build equipment for Army, but due to "high degree of secrecy" surrounding device, Signal Corps didn't file Patent Office application until June 1945. Patent had been pending since.

Litton Industries is combining subsidiaries Litton Components and U. S. Engineering to promote USECO brand line of standardized electronic hardware, printed circuits, precision potentiometers, microwave components. Sales director will be Richard W. Griffiths, ex-Graybar. Production, engineering, administration and sales will be in Los Angeles, manufacturing and shipping in Culver City & Glendale, Cal., Mt. Vernon, N. Y.

Electronics research reports, *Common-Base Transistor Equivalent Circuits for Wideband Amplification* by J. M. Mathias of Stanford U for Office of Naval Research (PB 121752, 50 pp., $1.25), and *The Backward Wave Amplifier, A Voltage Tunable Mierowave Amplifier* by D. G. Dow, Wright Air Development Center (PB 121797, 16 pp., 50¢), are available from Commerce Dept.'s Office of Technical Services, Washington 25, D. C.

Integrated Bizmac system—"first commercial network installation" of kind—will be made by RCA for Travelers Insurance Co., Hartford. When completed in 1963, installation will include 4 Bizmac units with own computers, linked in central exchange. RCA states it will reduce months of insurance paper work to minutes of electronic processing.

Army Signal Supply Agency has ordered some $10,000,000 worth of FM multi-band radio relay units and parts from Philco govt. & industrial div. for use as connecting stations for multi-channel field telephone circuits where cable is not practical.

RCA was awarded **CAA contract** for 20 airborne transponder radar beacons for delivery early next year, to be used in evaluation study to determine applications in air traffic control.

Electronic components plant costing $20,000,000 is to be built by Western Electric 15 mi. SE of Kansas City, Mo., construction to start early next year. Plant will also produce 2,000,000 telephones per year, employ 3500-4000.

Industro Transistor Corp. opens initial transistor manufacturing facilities at 87-31 Britton Ave., Elmhurst, N. Y.

Amphenol buys 48-acre site at Broadview, Ill. for $1,000,000 from Broadview College & Theological Seminary.

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Clarostat Mfg. Co. reports earnings of $110,376 (26¢ per share) on sales of $3,658,655 for first 6 months of 1957 compared with $76,817 (18¢) on sales of $3,511,990 in similar 1956 period.

Fleetwood Securities Corp. has filed statement (File 2-13543) with SEC seeking registration of 3 systematic investment plans aggregating $15,000,000 for accumulation of Electronics Investment Corp. shares.

American Electronics has acquired assets of Atlantic Instrument Corp., Norwood, Mass., through exchange of 30,000 common shares, will operate Atlantic as wholly-owned subsidiary.

Financial & Trade Notes: Electronics Investment Corp., San Diego, in quarterly report of July 31, lists these portfolio additions since April 30, 1957 (Vol. 13:22): 500 Beckman Instruments, 10,000 Epsco, 1000 Fansteel Metallurgical, 350 G. M. Giannini, 15,000 Ling Electronics, 10,000 Ling Industries, 6000 Midwestern Instruments, 20,000 Tracerlab, 25,000 Unitronics, 1000 General Precision Equipment 6% pfd., 1000 Tung-Sol 5% pfd., $100,000 Airborne Instruments 5¾% debentures, $50,000 Emerson Electric 5½% debentures. Sold during quarter were these total holdings: 5000 Litton Industries, 4000 Otis Elevator. Also sold were 500 Airborne Instruments, leaving 3500; 4188 Boeing Airplane, leaving 300; 1000 Consolidated Electrodynamics, leaving 7000; 3000 Daystrom, leaving 10,000; 2995 P. R. Mallory, leaving 8000. Common stockholdings as of July 31 were valued at $13,679,803; preferred holdings, $267,625. Total net assets increased to $15,553,859, compared with $14,352,695 as of April 30 and $11,408,689 at end of corresponding 1956 quarter.

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Amphenol filed registration Aug. 21 with SEC (File 2-13558) for 200,000 shares of $1 par common stock for public sale through underwriting group headed by Hornblower & Weeks. Statement said proceeds would be used for plant expansion at Broadview, Ill. at cost of $4,100,000 and for $1,800,000 acquisition of stock of Danbury-Knudsen Inc., manufacturers of connectors & electronic specialties at Danbury & Brookfield, Conn.

Meredith Publishing Co., whose subsidiaries own WHEN-TV & WHEN, Syracuse; WOW-TV & WOW, Omaha; KPHO-TV & KPHO, Phoenix; KCMO-TV & KCMO, Kansas City, reports consolidated earnings of $4,644,417 ($3.59 per share) on revenues of $53,071,711 in year ended June 30 vs. $4,047,146 ($3.14) on $48,459,633 in preceding fiscal year.

Dividends: Sylvania, 50¢ payable Oct. 1 to stockholders of record Sept. 10; Whirlpool, 35¢ Sept. 10 to holders Aug. 30; Time Inc., 75¢ Sept. 9 to holders Aug. 26; American Bosch Arma, 25¢ Oct. 15 to holders Sept. 16; AT&T, $2.25 Oct. 10 to holders Sept. 10; Clevite, 25¢ Sept. 12 to holders Aug. 30; Canadian Westinghouse, 25¢ Oct. 1 to holders Sept. 13; Globe-Union, 30¢ Sept. 10 to holders Aug. 30; Oak, 35¢ Sept. 13 to holders Aug. 30; 20th Century-Fox, 40¢ Sept. 28 to holders Sept. 13; Sprague Electric, 30¢ Sept. 13 to holders Aug. 30.

Telecomputing Corp. & Wm. Whittaker Co. Ltd., Los Angeles, have agreed to merger subject to stockholders' approval. Plan calls for exchange of one Whittaker share for 4 Telecomputing common, Whittaker to cancel 679,790 Telecomputing shares it already owns in share-for-share exchange of new issue of new Telecomputing 6% cumulative preferred. Surviving company would be Telecomputing.

Twentieth Century-Fox reports consolidated income of $4,069,865 ($1.54 per share) in 26 weeks ended June 29 compared with $2,156,670 (82¢) in same 1956 period. Gross for 6 months was $64,276,712 vs. $56,779,826. June quarter earnings were $1,898,185 (72¢) vs. $56,779,826 (65¢) year earlier.

General Transistor earned $129,363 (43¢ on 301,066 common shares outstanding) on record sales of $1,228,859 in first 1957 half compared with $78,000 (42¢ on 183,066 shares) on $364,143 in corresponding 6 months last year, pres. Herman Fialkov noting that earnings in 1957 period reflected plant expansion costs.

Granco Products Inc. earned $46,022 (14¢ per share) on sales of $2,453,000 in year ended June 30 compared with $23,683 (7¢) on sales of $2,229,000 for preceding fiscal year.

Officers-&-directors stock transactions for June, as reported to SEC: American Bosch Arma—Edmund D. Gittens sold 600, holds 150; Wm. S. Wasserman sold 100 through holding company, holds 13,900 in holding company, 4969 in trusts, 12 personally. AB-PT—Herbert B. Lazarus sold 500, holds 1000; Robert H. O'Brien sold 500, holds 5100. American Electronics—David Van Alstyne Jr. sold 1600 through Val Alstyne Noel & Co., holds 8050 in partnership, none personally. American Machine & Foundry—George S. Hastings sold 500, holds 685; G. A. Ingalls exercised option to buy 832, holds 2709. Bendix Aviation—Henry A. Gossner exercised option to buy 500, holds 1250; W. H. Houghton exercised option to buy 2000, holds 4383; Charles Hummel exercised option to buy 1000, holds 1714; Raymond P. Lansing exercised option to buy 400, holds 4598; Louis F. Polk bought 10, received 566 more in Sheffield Corp. stock exchange, holds 77,490. Consolidated Electrodynamics—Harold W. Washburn sold 100, holds 7290. Daystrom—Carlton S. Proctor bought 100, holds 500. DuMont Labs—Armand G. Erpf bought 1100, holds 6900; David T. Schultz bought 800, holds 5000. Electronics Corp.—Frederick R. Dent Jr. bought 200, holds 1100. Friden Calculating—Stanley M. Friden sold 1500, holds 37,981; P. R. Samwell sold 300, holds 638. Gabriel Co.—Frank M. White sold 2500, holds 25,000. GE—John W. Belanger exercised option to buy 1125, holds 12,263; Ralph J. Cordiner sold 400, holds 13,655; George L. Irvine exercised option to buy 900, sold 300, holds 2648; Roy W. Johnson exercised option to buy 3225, holds 12,275; H. A. MacKinnon exercised option to buy 1400, holds 5927; Gerald L. Phillippe exercised option to buy 3088, sold 1000, holds 5769; Philip D. Reed sold 1200, holds 6900; Harold F. Smiddy exercised option to buy 1875, holds 7500; Arthur F. Vinson exercised option to buy 2352, sold 690, holds 7036. Hoffman Electronics—Bruce L. Birchard sold 100, holds 100. Litton Industries—Charles R. Abrams exercised option to buy 800, holds 3908; Roy L. Ash sold 2532 through partnership, holds 16,812 in partnership, 52,415 personally; Lewis W. Howard sold 900 through trusts, 1000 more personally, holds none in trusts, 3762 personally; H. W. Jamieson sold 2532 through partnership, holds 16,812 in partnership, 52,590 personally; Norman H. Moore exercised option to buy 2000, holds 9900; Joseph A. Thomas bought 5000 through Lehman Bros., holds 24,500 in Lehman Bros., 100 in trust, 6795 personally. Magnavox—Richard A. O'Connor sold 1700, holds 56,243. Minneapolis-Honeywell—Richard P. Brown sold 500, holds 63,534; Gerry E. Morse exercised option to buy 100, holds 775; Charles B. Sweatt sold 1000, holds 9250 in trusts, 70,470 personally; J. J. Wilson sold 1200, holds 73,970. Raytheon—N. B. Krim exercised option to buy 1000, holds 4500. Sperry Rand—H. C. Landsiedel sold 300, holds 5620; Harry Landsiedel sold 8000 through partnership, holds 18,960 in partnership, 13,904 personally. Sylvania—Leon C. Guest Jr. sold 100, holds 361; Arthur L. B. Richardson exercised option to buy 200, sold 38, holds 810. Texas Instruments—S. T. Harris bought 1000, holds 16,604. Westinghouse—Bruce D. Henderson bought 100, holds 700; Reese H. Taylor bought 200, holds 400.

Note: Matty Fox, listed as beneficial owner of more than 10% of Guild Films stock, sold 107,246 in May & June through 6 holding companies "to satisfy indebtedness," holds 144,468 in holding companies and 900 personally "as collateral against loans," according to SEC.

PAY-TV PROPOSALS "run absolutely counter" to "basic theory of the legislation which established America's broadcasting system," Sen. Potter (R-Mich.) of Senate Commerce communications subcommittee said in speech delivered on floor Aug. 23.

Consistent opponent of subscription TV, Potter denounced its promoters and said "further growth of TV to its full potential as a medium of vital influence on our republican form of life will depend upon the availability of more space to be allocated to free TV if we are to have a fully competitive system."

Pay-TV proponents, he said, are engaged in "one of the most aggressive & calculated publicity campaigns in the history of American industry" to supplant free TV with "a sort of domestic slot machine operation which would require the people to pay for something they are now receiving without charge."

Potter warned that promoters of pay-TV seek "an opportunity to go into business on a permanent basis" through tests sought from FCC. He said that courts will finally decide whether FCC has jurisdiction to authorize tests, but "American people certainly have jurisdiction, too —and their representation resides in this Congress."

"On balance," Potter maintained, "it seems to me that the people themselves have voted resoundingly for TV home entertainment & education which has been designed along lines that are consistent with our traditional high regard for free media." He said viewers already had invested $15 billion in sets, on assumption they'd get free programs "without further assessment."

Defending networks against charges that they control broadcasting "to the point of monopolistic practice," Potter restated his faith in them:

"I do not happen to believe this is true, and I am confident that an analysis of the ownership of America's 510 TV stations would reveal that they are held by diversified interests covering a wide span of social, political, economic & religious persuasion.

"Conversely, however, any system of subscription TV closely held & controlled by the purveyors of specified types of boxoffice programs could in time develop into the kind of monopolistic practice with which our Dept. of Justice has had to deal in the past in the field of entertainment."

Moreover, Potter said: "If there is a sufficient number of people in this country who wish to convert their homes . . . into theatres where they will pay for certain types of entertainment, there are ways in which these promoters can devise systems that will perform efficiently and perhaps economically.

"But there is little justice in the concept that we should take from 40,000,000 families any fractional opportunity they have to receive these same productions of entertainment & information free of charge."

Red China coverage ban was lifted Aug. 22 by State Dept. to permit 24 U. S. reporters—but not TV cameramen —to go there on 6-month experimental basis. Decision represented qualified reversal of policy by Secy. Dulles, who had resisted demands by broadcasters & press (Vol. 13:29) for free access to Communist country. State Dept. specifically listed 24 news-gathering organizations, including the networks, as authorized to assign one reporter each to China. Govt. will not object if reporters carry cameras with them, but photographers will not be included in passport validations. It's "great step forward in giving the American people detailed accurate information about world affairs," pres. Ted Koop of Radio-TV News Directors Assn. said, but he added: "We regret, however, that the Dept. did not see fit to include cameramen in the group, because TV news film is an integral part of modern presentation of news." One of first to get China assignment was NBC's James Robinson, already in Southeast Asia.

Lament for young playwrights in TV is sounded by dramatist N. Richard Nash ("The Rainmaker") in Aug. 18 *N. Y. Times Magazine*. Repelled by economic hazards of legitimate theatre, they turn to TV to write "memos for millions," Nash says. "Not only for millions of dollars but for millions of people." And they don't write plays at all, but "trade jargon, a shorthand patois of life, a set of top-of-the-cortex cliches, filed & forgotten." Result is that talented writers are making TV money—and theatre is losing plays they should be writing, even at risk of failure. Nash has no solution, but somebody had better do something: "For their sake, we have to pull them away from the memo pads. For the theatre's sake, we'd better."

Video tape will have greater impact on telecasting than sound magnetic tape had on radio broadcasting, CBS-TV engineer Howard A. Chinn predicts in Aug. *Journal of the SMPTE*.

New reps: KFSA-TV, Ft. Smith, Ark. Aug. 1 to Venard, Rintoul & McConnell (from Pearson); KOAT-TV, Albuquerque, to Bolling (from Hollingbery).

Closed-circuit theatre TV is "worth our best try" to develop TV-Broadway partnership and revivify legitimate stage, according to co-producer Howard Erskine of "The Happiest Millionaire" & "The Desperate Hours." Writing as guest columnist for critic Walter Kerr in Aug. 18 *N. Y. Herald Tribune*, Erskine rules out network telecasting of Broadway shows or pay-TV performances as profitable means of promoting stage. Both are likely to "kill the Broadway box office, and, more probably, any possibility of a movie sale," he says. But in closed-circuit TV "risk of losing potential audiences is considerably lessened, and the limited number of people played to should in no way hinder a movie sale. With all this, profit rears its beautiful head . . ."

Equal TV-radio status in news coverage of official proceedings will be demanded in fall legislative campaign by N. Y. Radio-TV Broadcasters Assn. Special policy meeting of broadcasters in Van Curler Hotel, Schenectady, approved draft of principles & plans for drive to repeal Sec. 52 of state's Civil Rights Law, which forbids TV-radio coverage of public court sessions, etc., at which subpoenaed testimony may be taken. Program will be submitted to organization's convention Sept. 18 in Schenectady.

Two applications for TV stations were filed with FCC and one dismissed this week, bringing total to 122 (37 uhf). Applications: For San Diego, Ch. 21, Sherrill C. Corwin, west coast theatre man who owns 15% of KAKE-TV & KAKE, Wichita, and holds uhf CP for KBAY-TV, San Francisco; for Erie, Pa., Ch. 66, by Jet Bcstg. Co., operator of WJET, Erie, and applicant for Ch. 45, Youngstown. Dismissal: For Elko, Nev., Ch. 10, Elko Bcstg. Co.

Marconi TV equipment has been ordered by Danish Posts & Telegraphs Dept. for new stations at Aalborg, Vestjylland & Naestved, all due on air in 1958. State-owned stations now operate at Copenhagen, Aarhus, Odense & Sonderjylland.

New ABC-TV primary affiliate is KVII-TV, Amarillo (Ch. 7), due on air before end of year.

THE AUTHORITATIVE NEWS SERVICE FOR MANAGEMENT OF THE VISUAL BROADCASTING AND ALLIED ELECTRONICS ARTS AND INDUSTRIES

Television Digest with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — August 31, 1957

FCC TV DECISION-MAKING deplored by Harvard law professor who also indicts Congress for lobbying and failing to supply statutory guidance (p. 1).

CABLE TOLL TV takes all the play away from telecast systems as Congressional opposition mounts, Bartlesville starts, exhibitors envision role in TV (p. 2).

HAGERSTOWN CLOSED-CIRCUIT educational TV project assessed by Saturday Review after year's operation. Enthusiasm higher than ever (p. 2).

TV NOSING OUT DIRECT MAIL for 2nd place among media in Printers' Ink compilations. Take of $1,209,900,000 includes talent & production (p. 3).

TV STATION BUYERS can't write off network affiliation & spot contracts as depreciation, Govt. rules in $5,000,000 Westinghouse tax claim (p. 6).

GOOD FALL SALES, bringing year's total to about 7,000,000 sets, is view of major setmakers; several note record summer business (p. 9).

FEWER BUT BETTER trade shows desired, according to EIA survey; average cost of exhibit increased $200 from 1955 (p. 10).

NEW STATION STARTERS: Vhfs in Pittsburgh, Portsmouth-Norfolk, St. Paul-Minneapolis educational, Casper, Wyo. Accelerated building activities (p. 5).

PHILCO SEEKS "SCAPEGOAT" for poor business by protest on Philadelphia station renewals, NBC says, alleging "vendetta" against RCA (p. 7).

TV NETWORK BILLINGS run 6.3% ahead of 1956 in first 7 months this year with $289,478,303 total; ABC-TV leads July percentage gain (p. 12).

LAW PROFESSOR ATTACKS FCC TV 'GIVEAWAYS': "The Scandal in TV Licensing" titles one of most scathing attacks to date on FCC's TV granting practices—and on Congress' own alleged laxities and lobbying with Commission. It's in Sept. Harper's Magazine, by Louis L. Jaffe, Bryne professor of administrative law, Harvard Law School, and it's subtitled: "How seven men in Washington are giving away broadcasting channels worth millions of dollars—apparently with no clear guide except their personal whims and political pressure."

Jaffe asserts that problem is lack of "a well-informed, imaginative, disinterested bureaucracy operating in a judicial spirit." He states that Congress has given FCC no guidance in selecting among applicants; that Commission has developed good criteria. He goes on: "But [these criteria] are unfortunately extremely imprecise, and they are capable of infinite manipulation. They can become—and, in my opinion, the record shows that they have become—spurious criteria, used to justify results otherwise arrived at."

To illustrate his contentions, Jaffe picks media diversification. He notes that Commission awarded channels in Clarksburg, W. Va. and Boston to newspaper-radio interests, indicating diversification wasn't prime factor—yet it held media ownership against McClatchy in denying it Sacramento channel.

Pointing out that Herald-Traveler's good radio record was important factor in its winning Boston decision, Jaffe asks: "Is this not the very heart of contradiction? If, on the basis of its past performance, one already in the communications business is to be preferred, what room is there for [diversification]?"

Jaffe blames Congress, primarily, for leaving its TV-radio statutes wide open: "It has not in all these years made a single contribution to policy, except through threats of committees and pressure exerted over the telephone."

What's the solution? Jaffe says Congress might pass clarifying laws: "But it must be confessed

that such legislation would not substantially narrow the range of administrative discretion." He concludes that climate of public opinion should be developed so that: "Congressmen, high officials of the Administration, and party politicos must refuse to approach commissioners. The commissioners in their turn must close their doors and ears to everything except the record made openly before them. A litigant would not dare procure his Congressman to intercede with a judge. We must establish a tradition which makes the show of influence equally unthinkable in an administrative proceeding. It would be an important step in the building of such a tradition for Congress by statute to give authoritative expression to these principles."

CABLE PAY TV CAPTURES FULL SPOTLIGHT: Pay-TV emphasis is more & more on cable, as more & more obstacles to telecast toll appear. If FCC even authorizes "tests," it will have to do so over irate opposition of plenty of Senators & Congressmen. For example, Sen. Lausche (D-O.) showed his staunch opposition publicly for first time during Sen. Potter's blast last week (Vol. 13:34). Lausche, Potter & Thurmond (D-S. C.) joined in a sort of contrapuntal fugue in Senate floor discussion, agreeing about the dangers of pay-as-you-see. There's mighty little pro-pay sentiment expressed on the Hill. Apparently, the law-makers just can't cotton to something that offers possibility of requiring people to pay for something they now get free. Other toll developments:

(1) Bartlesville, Okla. cable system starts Sept. 3 with 300 subscribers. After a few months, it will provide most eagerly awaited statistics in industry.

(2) Paramount's International Telemeter continued reporting there would be imminent announcement of exhibitor franchise grants for its pay system. John J. Fitzgibbons, pres. of 379-theatre Famous Players Canadian Corp., a Paramount associate, said he'd start cable theatre in several unspecified Canadian cities next year.

(3) VFW convention in Miami Beach unanimously denounced pay TV because it would deprive low-income families of chief form of entertainment, eliminate free defense-promotion spots & programs, reduce effectiveness of networks as communications media in times of national emergency.

(4) San Francisco Labor Council endorsed cable-TV concept but demanded that full hearings be conducted before franchises are awarded and that no commercials be permitted on the cables.

(5) Applications for cable franchises in Los Angeles were approved for Fox West Coast Theatres-International Telemeter and for Harriscope Inc. by Public Utilities & Transportation Commission. These 2, along with Skiatron, go before City Council for final approval about Sept. 18.

(6) Noted producer David O. Selznick plumped for pay TV as a possible "salvation for U. S. film production" as he complained bitterly about high costs of film distribution. Toll TV would be a "dream" from producers' standpoint, he said.

EDUCATIONAL TV—FREEING TEACHERS TO TEACH: "Automated education," through use of TV—closed circuit or telecast—induces no fear among educators that students will become automatons, any more than industry fears automation will eliminate need for human skills. Rather, educators' experience with TV to date shows, TV permits widest possible use of best teachers.

Stimulated by encouraging progress reports, such as lead article in August 24 Saturday Review covering "year-after" study of Hagerstown, Md. pilot experiment (Vol. 13:2, 3, 11), closed circuit TV may well expand so that investment in equipment exceeds that of commercial telecasting itself.

Almost nothing but enthusiasm is reflected in Saturday Review article by Carl Bakal, editor of of Real & See magazines—and you may be sure Saturday Review would be among the first to detect any "dehumanization" of teaching.

Basic advantage pointed out in article is still the fundamental one: Best qualified teachers can reach most students. Most teachers can handle elementary subjects easily, but they're happy to turn over to specialists such subjects as science, music and art. For example, science teacher effectively reaches 554 students, arithmetic teacher 512—yet there's national tradition that there should be at least one teacher for every 30 pupils.

Some 6000 Hagerstown pupils now get televised instruction. By the end of next month, 6200 will be added—and by 1958-59 all 20,000 students in Washington County's 48 schools will be covered.

■ ■ ■

Supplementary nature of TV is made clear by superintendent Wm. M. Brish, who states: "To understand what we are trying to do it is important to discard the popular notion that TV is just a gadget. It is no more a gadget than the textbook. In fact, it deserves a place alongside the textbook as the most important educational advance of the century." Regular teacher is still on hand in each class, handling "warmup," homework, exams, etc. In fact, there's talk of using non-teacher "aides" to take over non-professional tasks—just as nursing aides do.

Cost of program, supported by EIA (formerly RETMA) and Ford Foundation Fund for Advancement of Education, is $1,000,000 spread over 5 years. This compares with the $5,099,585 spent on Washington County schools in 1956 alone. "Actually, in the long run," Bakal writes, "because of the anticipated savings in building facilities, material expenses, and teacher salaries, it is more than likely that such a program would be self-supporting."

The kids like it, too, for TV has "a certain intimacy and magnetic eye-compelling quality that helps rule out the distractions common in a classroom and fix the attention of its viewers." As one youngster said: "Do you mean to say, Mommy, that there was no TV when you went to school?"

■ ■ ■

Enthusiasm for TV among southern educators and legislators shows no letup. Meeting in Williamsburg, Va. this week end, some 100 legislators from 16 southern states were to hear long-range plans for 16-state TV network. One of south's most vigorous TV proponents, Fla. Gov. Leroy Collins, told group that TV could provide "the very finest instruction to additional thousands of college students at a cost of $2.80 per student semester hour, compared with the current instruction cost of between $12 and $18."

Another happy marriage of electronics and education is being tried in Whittier, Cal. schools, where IBM cards are used to provide class rosters, seating arrangements, score I.Q. tests, tabulate reports—thus making teachers freer to teach.

TV PRESSES HARD FOR 2ND PLACE AMONG MEDIA: In addition to FCC's official figures on TV revenues for 1956 (Vol. 13:34), further authoritative documentation of TV's upsurge is contained in Printers' Ink's newly published "Advertisers' Guide to Marketing for 1958."

While Commission limits itself to figuring revenues received by stations and networks, Printers' Ink extends its estimates (prepared under direction of McCann-Erickson's Robert J. Coen) to include everything spent on TV by advertisers—including expenditures for talent & production.

Commission showed 1956 network-station revenues rising 20.4% to $896,900,000, while Printers' Ink calculates total TV expenditures by advertisers rose 18% to $1,209,900,000—a percentage rise greater than that of any other medium—while total for all advertising was up 7.7% to $9,904,700,000.

Having rudely thrust magazines out of 3rd place in 1954, TV is now hot on heels of direct mail for 2nd place. Newspapers held lead with $3,235,600,000, while direct mail garnered $1,419,200,000.

Breakdown of TV expenditures was estimated as follows: network, $629,700,000; spot, $325,000,000; local, $255,200,000.

■ ■ ■

A slight toning down took place between Printers' Ink's early estimates and those now published. Its preliminary judgment in Feb. (Vol. 13:6) was that total 1956 spending was $9,982,000,000 and that TV captured $1,255,000,000 of it.

Radio's comeback is documented, too, showing 4.7% gain to $570,700,000—first upturn since peak of $624,100,000 in 1952. Radio breakdown: local, $340,800,000; spot, $158,900,000; network, $71,000,000.

For the over-all picture in 1957, Printers' Ink sees $10.2 billion total—but it doesn't attempt to provide a breakdown by media. (For Printers' Ink table covering all media, see p. 4).

Annual Volume of Advertising in United States

By Media, 1947-1956

Prepared for Printers' Ink Magazine by McCann-Erickson Inc. and Used with Permission

(In Millions of Dollars)

MEDIUM		1947	1948	1949	1950	1951	1952	1953	1954	1955	1956
TELEVISION	Total	....	....	57.8	170.8	332.3	453.9	606.1	809.2	1,025.3	1,209.9
	Network	....	....	29.4	85.0	180.8	256.4	319.9	422.2	540.2	629.7
	Spot	....	....	9.2	30.8	69.9	93.8	145.5	206.8	260.4	325.0
	Local	....	....	19.2	55.0	81.6	103.7	140.7	180.2	224.7	255.2
RADIO	Total	506.4	561.6	571.4	605.4	606.3	624.1	611.2	558.7	544.9	570.7
	Network	201.2	210.6	203.0	196.3	179.3	161.5	141.2	114.4	84.4	71.0
	Spot	106.4	121.1	123.4	135.8	138.3	141.5	145.6	134.9	134.1	158.9
	Local	198.8	229.9	245.0	273.3	288.5	321.1	324.4	309.4	326.7	340.8
NEWSPAPERS	Total	1,475.0	1,749.6	1,915.7	2,075.6	2,257.7	2,472.8	2,644.8	2,695.3	3,087.8	3,235.6
	National	335.6	393.7	475.7	533.4	548.9	562.4	642.7	635.1	743.3	788.9
	Local	1,139.4	1,355.9	1,440.0	1,542.2	1,708.8	1,910.4	2,002.1	2,060.2	2,344.5	2,446.7
MAGAZINES	Total	492.9	512.7	492.5	514.9	573.7	615.8	667.4	667.9	729.4	794.7
	Weeklies	245.5	257.5	245.4	261.1	296.8	325.3	350.7	362.7	396.4	439.5
	Women's	132.9	133.4	128.6	129.4	143.6	148.8	158.2	151.9	161.1	165.6
	General	85.3	86.5	83.6	87.5	95.0	101.2	117.9	114.3	133.4	152.5
	Farm	29.2	35.3	34.9	36.9	38.3	40.5	40.6	39.0	38.5	37.1
FARM PUBLICATIONS (other than those under Magazines).	Total	19.5	20.4	20.5	21.2	25.7	29.4	30.8	31.8	33.8	36.0
DIRECT MAIL	Total	579.0	689.1	755.6	803.2	923.7	1,024.3	1,099.1	1,202.4	1,298.9	1,419.2
BUSINESS PAPERS	Total	232.5	250.9	248.1	251.1	292.1	365.2	395.0	407.5	446.2	495.5
OUTDOOR	Total	121.4	132.1	131.0	142.5	149.2	162.1	176.3	186.9	192.4	199.6
	National	78.9	89.2	88.4	96.2	100.7	109.4	119.0	126.2	129.9	134.7
	Local	42.5	42.9	42.6	46.3	48.5	52.7	57.3	60.7	62.5	64.9
MISCELLANEOUS	Total	833.2	947.2	1,009.6	1,125.3	1,256.4	1,408.6	1,524.6	1,604.4	1,835.7	1,943.5
	National	460.8	508.8	539.8	610.1	693.1	766.0	845.4	894.5	1,040.0	1,108.0
	Local	372.2	438.4	469.8	515.2	572.3	642.6	679.2	709.9	795.7	835.5
TOTAL	National	2,487.3	2,776.1	2,965.1	3,256.8	3,700.7	4,096.3	4,520.8	4,811.9	5,406.8	5,925.6
	Local	1,772.4	2,087.5	2,237.1	2,453.2	2,725.4	3,059.9	3,234.5	3,352.2	3,787.6	3,979.1
GRAND TOTAL		4,259.7	4,863.6	5,202.2	5,710.0	6,426.1	7,156.2	7,755.3	8,164.1	9,194.4	9,904.7

Personal Notes: Edward J. DeGray, ABN v.p. in charge of station relations, assumes new title of v.p. in charge of stations; **Betty Boucher** promoted to director of combined sales service & station clearance depts.; **John A. Stearns** named an exec. producer . . . **Fred Lyons** named eastern mgr. of NBC radio spot sales, **Richard Arbuckle** central div. sales mgr. . . . **Paul Roberts**, MBS pres., becomes NARTB director replacing ex-MBS pres. John B. Poor . . . **Harold M. Wagner** named MBS program director, Joseph F. Keating program operations mgr., **Henry R. Poster** research & sales promotion director . . . **Herbert J. Cutting**, chief accountant of MBS, also named administrative services director . . . **Glenn Fannin** named NTA south central div. sales mgr. . . . **Henry S. White** promoted to new Screen Gems post of program procurement director . . . Jules A. Renhard, ex-RCA, joins Page Communications Engineers in systems engineering & project planning capacity . . . **Neale V. Bakke** named sales mgr. of WTMJ-TV, Milwaukee; **Joseph W. Killeen** promoted to sales mgr. of radio WTMJ, in separation of TV & radio sales depts. . . . John J. Edwards promoted to mgr. of KMJ-TV, Fresno . . . **Joseph L. Scanlan**, ex-H-R Representatives Inc. & KCCC-TV, Sacramento, joins San Francisco staff of rep Peters, Griffin, Woodward; **Martin F. Connelly**, ex-radio KVSM, San Mateo, joins Hollywood staff . . . **Doug Thompson**, ex-KCTC, San Angelo, named program mgr. of upcoming KPAC-TV, Port Arthur-Beaumont (Ch. 4) due in fall; **John Stegall**, ex-KFJZ-TV, Ft. Worth, production mgr. . . . **John Utley**, ex-KABC-TV, Los Angeles, joins KLAS-TV, Las Vegas, as continuity & promotion director . . . **Victor Reed** resigns as news & public relations director of KGO-TV & KGO, San Francisco . . . **Don Peterson** promoted to national sales mgr. of WOI-TV, Ames-Des Moines, succeeded by Ron Scott as program-sales service mgr. . . . Ross Newby, ex-KDUB-TV, Lubbock, Tex., named national sales mgr. of KOSA-TV, Odessa.

Frederick W. Ford, sworn in as FCC commissioner Aug. 29, with oath administered by D. C. District Court Judge John J. Sirica, planned vacation until Sept. 12.

ADVERTISING AGENCIES: **Emerson Foote**, who resigned in Feb. as exec. v.p. of McCann-Erickson, planning return to agency business by Nov. 1, says he won't start own agency . . . **Robert C. Durham**, ex-Ruthrauff & Ryan, opens own office at 290 Park Ave., N. Y., as advertising management consultant . . . **Norman Traynor** promoted to TV-radio director of Brooke, Smith, French & Dorrance, Detroit . . . **Charles G. Mortimer Jr.**, ex-ABC-TV, joins TV dept. of Wm. Esty, N. Y.

Television Digest with Electronics Reports
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New and Upcoming Stations: Three new stations which began programming over Labor Day week end, Pittsburgh's lone uhf station going off the air, and belated on-air report from station in small western market bring this week's on-air box score to 507 (89 uhf). Week end starters: WIIC, Pittsburgh (Ch. 11), WAVY-TV, Portsmouth-Norfolk (Ch. 10) & KTCA-TV, St. Paul-Minneapolis (Ch. 2, educational). KSPR-TV, Casper, Wyo. (Ch. 7) reports it started operation Aug. 12. WENS, Pittsburgh (Ch. 16) went dark Aug. 31.

WIIC made debut Sept. 1 with NBC-TV programming, has 100-kw RCA transmitter at 341 Rising Main St., new GE helical antenna developed for hilly terrain and 840-ft. Truscon tower. Studios are at 700 Ivory Ave. Owner is *Pittsburgh Post-Gazette's* radio WWSW (Oscar M. Schloss, pres.). Same interests also publish *Toledo Blade*, Ch. 11 applicant. Option for 50% of WIIC is held by Kenneth Brennen and members of his family, who are selling radio WJAS & FM to NBC for $725,000 (Vol. 13:32). Brennen family also controls radio WHJB, Greensburg, Pa. Robert A. Mortensen, ex-N. W. Ayer & Son, Philadelphia, is gen. mgr.; Roger D. Rice, ex-KING-TV & KTVW, Seattle, sales mgr.; Shelton Weaver, ex-WSM-TV & WSIX-TV, Nashville, production mgr.; Warren Gerard, national sales service; Caley E. Augustine, promotion mgr.; Henry R. Kaiser, from WWSW, chief engineer. Base hour is $1800. Rep is Blair-TV.

WIIC is Pittsburgh's 2nd commercial vhf, other being Westinghouse's KDKA-TV (Ch. 2), pre-freeze outlet acquired in 1955 from DuMont (Vol. 11:2). Other area vhf outlet, which hasn't reported starting date, is Ch. 4, McKeesport, equally owned by Television City (Earl F. Reed & Irwin D. Wolf Jr.) and Hearst radio WCAE. Pittsburgh's only uhf outlet WENS (Ch. 16) left air Aug. 31, as planned (Vol. 13:22), after 3 years of operation. Previously, it dropped litigation opposing grant to WIIC after agreement was reached whereby it was reimbursed $500,000 for expenses and sale of real estate to WIIC.

WAVY-TV began commercial operation Sept. 1 with ABC-TV, 4th outlet in area already served by WVEC-TV (Ch. 15), WTAR-TV (Ch. 3) and WTOV-TV (Ch. 27). It has 50-kw RCA transmitter, 12-section superturnstile antenna on 1050-ft. Ideco tower at Drivers, Va. Ownership is in hands of 61 stockholders, none holding as much as 10%, with control held by 11 voting trustees, including pres. Hunter C. Phelan, exec. v.p.-gen. mgr. Carl J. Burkland, v.p. George T. McLean & secy.-treas. Henry C. Hofheimer II. Richard Fraser is program & production mgr.; Mike Schaffer, ex-WDBJ-TV, Roanoke, promotion director; Wm. M. Manrov, from radio WAVY, chief engineer. Base hour is $700. Rep is H-R Television.

KTCA-TV aired first telecast Sept. 2. Although it had test pattern on the air last March 8 (Vol. 13:13), programming was delayed until studio building was ready, land and buildings on St. Paul Agricultural Campus being donated by U of Minn. It has 25-kw DuMont transmitter and 450-ft. Stainless tower with 6-bay antenna at site 1 mi. N. of Agricultural Campus. Grantee is nonprofit Twin City Area Educational Television Corp. John C. Schwarzwalder, ex-director of educational KUHT, Houston, is station director; Harold O. Bergman, asst. to director; Paul Owen, ex-KUHT, program director; Berten A. Holmberg, from U of Minn. radio KUOM, chief engineer.

KSPR-TV began as CBS-TV affiliate Aug. 12, reports owner & gen. mgr. Donald Lewis Hathaway, also owner of radio KSPR. It's 2nd station in town where KTWO-TV (Ch. 2) started last March (Vol. 13:9). KSPR-TV has 5-kw DuMont transmitter and 3-bay GE antenna installed on 300-ft. tower of radio KSPR. Marcus R. Nichols, from KSPR, is national sales mgr., with Richard Frech local sales mgr. Base hour is $120. Rep is Walker.

* * * *

In our continuing survey of upcoming stations, these are latest reports from principals:

WHDH-TV, Boston (Ch. 5) expects to have construction completed by Sept. 3 and plans Oct. 22 start with test patterns, Nov. 2 programming with ABC-TV, reports v.p. & managing director Wm. B. McGrath for owner *Boston Herald-Traveler*. Its two 10-kw RCA transmitters (1 for standby) are to be ready by Sept. 9 at Chestnut St. site in Newton, Mass. Construction on 1082-ft. Ideco tower began Aug. 26 and 12-bay antenna is to be installed Oct. 3. Alexander Tanger, from WHDH, is v.p. in charge of sales; Les Arries Jr., TV director; Joe Levine, from WHDH, chief engineer. Base hour (network) will be $2500. Rep will be Blair-TV.

WKXP-TV, Lexington, Ky. (Ch. 27) has 1-kw RCA transmitter, plans Sept. 1 test patterns, Sept. 15 programming, although network affiliation hasn't been signed yet, reports commercial mgr. Miller Welch. It has begun work on 553-ft. Stainless tower, has transmitter house 80% completed, studios 60%. Fred Gregg, ex-Young & Rubicam account exec., is pres.-gen. mgr. and ⅓ owner. Other ⅓ owners are Charles Wright, General Dynamics accounting exec., and Harry Feingold, owner of Superior Distributing Co., Kansas City. They acquired radio WLAP and CP for Ch. 27 from Gilmore N. Nunn for $346,000 early this year (Vol. 13:3). Base hour will be $251.30. Rep willl be Pearson.

KVII-TV, Amarillo, Tex. (Ch. 7) has ordered RCA equipment, plans Dec. 1 start with ABC-TV, reports gen. mgr. Murry Woroner, ex-KFDA-TV, Amarillo, also commercial mgr. & 2.6% owner of Amarillo radio KAMQ. It will have 833-ft. Andrews tower, and work has begun on transmitter house on US Hwy. 287, N of city. KAMQ studio building at 1301 Polk St., being modified for TV, was scheduled to be ready for equipment about Sept. 1. Ownership interlocks with radio KAMQ. Jerry Gardner, from KAMQ and ex-KFDA-TV, will be production mgr.; (Vol. 13:3). Base hour will be $251.30. Rep will be Venard, Rintoul & McConnell.

WKST-TV, New Castle, Pa. (Ch. 45) plans return in Oct. with ABC-TV, transmitter now located in Youngstown, reports pres. Sam W. Townsend. New RCA equipment has been ordered and station will have studios in Youngstown & New Castle. Station began operation April 4, 1953, left air Jan. 14, 1955 while awaiting FCC approval of move (Vol. 11:2). Base hour will be $350. Rep will be Everett-McKinney.

WEEQ-TV, La Salle, Ill. (Ch. 35), status changed from satellite to affiliated station (Vol. 13:33) by owner WEEK-TV, Peoria (Ch. 43), has Sept. 15 programming target, writes v.p.-gen. mgr. Fred C. Mueller. It's installing 1-kw GE transmitter; 400-ft. Stainless tower and antenna are ready. WEEK-TV hour is $600. Rep is Headley-Reed.

———■———

RCA shipped 12-section superturnstile antenna Aug. 26 to upcoming KPAC-TV, Port Arthur-Beaumont (Ch. 4), due in mid-Sept.; 25-kw amplifier Aug. 27 to KROC-TV, Rochester, Minn. (Ch. 10), planning boost to 240-kw; 6-section superturnstile antenna Aug. 29 to WESH-TV, Daytona Beach (Ch. 2), planning boost to 100-kw.

RCA shipped live color camera Aug. 26 to WLWT, Cincinnati.

TAX DEPRECIATION for TV network affiliation & spot contracts acquired with station purchases—as claimed by Westinghouse Bcstg. Co. in 1953 Philadelphia deal—was disallowed this week by Internal Revenue Service.

Ruling (No. 57-377 published in Aug. 26 *Internal Revenue Bulletin)* applied immediately only to $5,000,000 which Westinghouse wanted to write off in 5 years on NBC affiliation and advertising contracts accompanying its $8,500,000 purchase of WPTZ (now NBC's WRCV-TV) from Philco.

IRS said it knew of no similar pending claims by station buyers for amortization of intangible assets, and possible extent of decision on station buying-&-selling market was uncertain. Westinghouse case will be appealed to Tax Court. Final determination of issue, never before raised on Washington level, may not come for several years.

TV station brokers with whom we talked this week were divided on implications of ruling. "Effects won't be widespread," one told us. "Very few sales are predicated on depreciation of intangibles." Another said: "It's going to depress prices, I think." Another figured that decision "might have a temporary effect of depressing prices—but it won't hold in the long run."

IRS held that "network affiliation contract is of distinct benefit to the station as well as to the network," that station "can reasonably expect a substantial amount of revenue" through network sponsors. Intangible assets are subject to tax depreciation if they have value "for only a limited period,'" IRS said, but: "The very existence & profitability of a network arrangement depend upon a fairly permanent relationship between the network & station."

Local & national spot advertisers "want their programs & spot announcements associated with and adjacent to the more popular network programs," IRS pointed out. "Viewed in this light, these contracts constitute goodwill of the broadcasting station; as such, it is not subject to depreciation."

IRS withheld any opinion on "(1) whether any portion of the excess of the purchase price of the broadcasting station over the value of the tangible assets is properly allocable to the network affiliation contract, or (2) whether a taxpayer sustains a deductible loss upon termination or cancellation of a network affiliation contract where it continues in the broadcasting business."

Sale price of **KOVR, Stockton, Cal.** (Ch. 13) is $3,487,500 plus $75,000 for land and building in Stockton and $100,000 for net assets of off-air KCCC-TV, Sacramento (Ch. 40). First to transfer holdings will be H. Leslie Hoffman with 555,830 shares (78.65%) and Terry Lee with 55,574 (7.86%), with minority owners to turn over holdings later. In addition, Lincoln Dellar also has opportunity to sell unissued stock on which he holds option (not exercised as yet), obtained as part of deal whereby he took KCCC-TV off air (Vol. 13:20). Buyer Hudson Valley Bcstg. Co. (Lowell Thomas-Frank Smith interests) operates WCDA, Albany, N. Y. (Ch. 41) with satellites WCDB & WCDC and this week filed application for merger with WTVD, Durham, N. C. (Ch. 11), in which it acquired controlling interest this spring (Vol. 13:21). KOVR June 30 balance sheet shows $835,206 operating loss to date. It lists $341,226 current assets, $1,184,464 fixed assets, $112,533 property investment; $2,186,335 current liabilities—largest being $731,374 in debentures, $637,171 note to Bank of America, $247,610 equipment contract, $237,792 film contracts. May 31 balance sheeet for Hudson Valley Bcstg. shows $60,694 net gain for 5 months, reducing deficit to $848,600.

Full control of **WCHS-TV, Charleston, W. Va.** (Ch. 8) is now held by the Tierney Co. (owner of radio WCHS), which has purchased 40% of stock held by Capital TV Inc. (Sam G. Rahall & family) for undisclosed price. In Jan. 1954, Capital withdrew application for Ch. 8 and grant was made in Feb. after merger gave it 40% interest in WCHS-TV Inc. Tierney officers are Hawthorne D. Battle, pres., and John T. Gelder Jr., v.p.-gen. mgr.

Canadian TV applications to be considered by CBC Board of Governors at Sept. 26 meeting in Ottawa: Yorkton TV Co. Ltd. for Ch. 3, Yorkton, Sask.; CJCB-TV, Sydney, N. S. for Ch. 2 satellite at Inverness, N. S.; CFCL-TV, Timmins, Ont. for Ch. 2 satellite at Elk Lake, Ont.—CFCL-TV also requesting that Ch. 3 grant for satellite at Kapuskasing be changed to Ch. 70 translator.

Canadian TV-radio market is covered by Aug. 24 *Sponsor* in 7th annual report including 7 pages of charts & statistics.

Radio station sales reported this week: KQV, Pittsburgh, by trustees Earl F. Reed & Irwin D. Wolf Jr. for $700,000 to AB-PT—sale of station by Reed & Wolf required under terms of merger whereby they hold 50% of Ch. 4 CP in McKeesport, Pa., Hearst's radio WCAE other 50%. Other AB-PT stations are WABC-TV, New York (WABC), KABC-TV, Los Angeles (KABC), KGO-TV, San Francisco (KGO), WXYZ-TV, Detroit (WXYZ), WBKB, Chicago, and 50% of radio WLS, Chicago . . . **KRMG, Tulsa,** by Western Bcstg. Co. (Harrington Wimberly, pres.) for approximately $500,000 to Meredith Publishing Co., owner of KPHO-TV, Phoenix (KPHO), KCMO-TV, Kansas City (KCMO), WOW-TV, Omaha (WOW) & WHEN-TV, Syracuse (WHEN) . . . **WSRC, Durham, N. C.** by John C. Greene Jr. for $95,000 to Robert A. Monroe (30%), Seymour Schneidman (27.5%), Philip Nadler (27.5%) and associates; Monroe is also 50% owner of WAAA, Winston-Salem . . . **KATI, Casper, Wyo.** by John L. Breece for $65,000 to banker John R. Burrus (51%) and commercial mgr. K. G. Prather (49% with wife).

Rate increases: WLAC-TV, Nashville, Sept. 1 raises base hour from $750 to $825, min. $150 to $175. WEEK-TV, Peoria, Aug. 1 raised hour $475 to $600, min. $95 to $120. WFBC-TV, Greeenville, S. C. Sept. 1, hour $450 to $525, min. $112.50 to $120. WLBT, Jackson, Miss. Sept. 1, hour $360 to $400, min. $80 to $90. WABI-TV, Bangor, Aug. 15, hour $300 to $350, min. $60 to $70. **Spot increase:** KRON-TV, San Francisco, raises 20 sec. from $425 to $500.

Translator activities: (1) Richard R. Hayes, running experimental Ch. 70 KK2XGG, San Antonio, has designed own transmitting equipment, may bring it to FCC for type approval preliminary to manufacture. (2) Blonder-Tongue is exploring possible equipment production. (3) TV Allocations Study Organization plans study of translator coverage.

Translator starts: K70AW, La Grande, Ore. began equipment tests Aug. 22, repeating KHQ-TV, Spokane; K77AE, Madras, Ore. July 15, repeating KPTV, Portland; K70AS, Salmon, Ida. Aug. 24, repeating KID-TV, Idaho Falls; K79AA, Blythe, Cal. July 20, repeating KVAR, Phoenix.

NBC COUNTER PUNCHES were thrown at Philco this week in latest round of fight in which Philco, plaintiff in $150,000,000 anti-trust damage suit against NBC's parent RCA, tried to jolt NBC with protest to FCC that network is unfit to continue operating its Philadelphia stations (Vol. 13:33).

Philco's blows aimed 2 weeks ago at WRCV-TV-AM-FM were just another "maneuver in its vendetta against RCA," NBC told FCC, asserting: "It is clear that Philco's management is seeking a scapegoat for its own business deficiencies & weaknesses."

In 1-2-3 jabs of its own, NBC said FCC should dismiss Philco's protest against renewal of affiliate licenses because (1) it's "an attempt to pervert the protest procedure" of Communications Act, (2) Philco's not "party in interest," (3) issues raised by Philco "are patently sham." In short, said NBC, it's case of "bad faith."

"Root of Philco's continuing & vindictive attack on RCA," NBC said, is RCA's refusal over years to give Philco "preferential treatment in royalty payments so that it could obtain an advantage over its competitors who were also licensed by RCA."

So now, according to NBC, Philco "seeks to abuse the processes of this Commission in an effort to divert attention from its admitted poor past performances"—pre-tax earnings of $33,703,616 in 1950, only $557,690 in 1956.

As for Philco's specific complaints to FCC that WRCV licenses shouldn't be renewed because Philco "is injured both as a manufacturer competing with RCA" and "as an advertiser affected by restrictive practices" of NBC and its stations, NBC didn't deny option & must-buy practices but answered Philco can't qualify as "party in interest":

"Philco is not a broadcaster, nor does it compete for advertising revenue within the area served by the NBC stations in Philadelphia. Indeed, it does not claim to compete with the licensee in any manner . . .

"Philco attempts to satisfy this requisite by asserting that it is an advertiser injured by certain network practices and a competitor of RCA injured by assistance to RCA from NBC. Extending the scope of 'party in interest' to either of these classes would . . . open the floodgates to protests from tens of thousands of persons who have heretofore not had standing . . .

"Any one of these advertisers who felt aggrieved by any practice of a broadcaster could require the Commission to hold a hearing upon a license renewal. In addition to these advertisers the Commission would be faced with the prospect of protests from tens of thousands of persons who compete with anyone having an interest in a broadcast license . . .

"Moreover, on the theory urged by Philco, it and any other set & appliance manufacturer would have standing to protest license renewals to such companies as Westinghouse, General Electric or Crosley, all of whom are engaged in manufacturing as well as broadcasting . . .

"Obviously, Congress never intended to impose such an intolerable burden upon the Commission . . . "

NBC also said "reckless nature" of Philco's licensing protest was indicated by allegations that it was "coerced" by RCA in 1953 into selling its WPTZ (now WRCV-TV) to Westinghouse, which in turn sold it to NBC. WPTZ & other assets were bought by Philco in 1946 for $38,959, sold for $8,500,000—"highest price paid up to that time" for TV station, NBC said, asking how "willing seller" in 1953 "can be converted by 1957 into a coerced vendor who sold at a distress price."

NBC concluded: "The protest is sham in its entirety and an imposition on the Commission. It has beeen filed as publicity weapon by one who has no interest in the license renewal and no standing to protest it."

NARTB convention committee for April 27-May 1 meeting in Los Angeles, starting work at Sept. 6 session in Chicago's Conrad Hilton Hotel: Co-chairmen, J. Frank Jarman, WDNC, Durham, N. C. and W. D. Rogers Jr., KDUB-TV, Lubbock, Tex.; Thomas C. Bostic, KIMA, Yakima, Wash.; Wm. C. Grove, KFBC, Cheyenne, Wyo.; Merrill Lindsay, WSOY-FM, Decatur, Ill.; Robert O. Reynolds, KMPC, Hollywood, Cal.; John E. Fetzer, WKZO-TV, Kalamazoo, Mich.; C. Howard Lane, KOIN-TV, Portland, Ore.; James D. Russell, KKTV, Colorado Springs, Colo.; Harold P. See, KRON-TV, San Francisco. Russell will be TV liaison with Broadcast Engineering Conference.

NARTB position in precedental "equal-time" libel suit appeal (Vol. 13:32) involving radio WDAY, Fargo, N. D. will be that broadcasters cannot be sued for libel growing out of political broadcasts because Communications Act proscribes censoring by stations. Station had been sued by Farmers Union which charged it had been libeled by 1956 broadcast over station by minor party Congressional candidate, under equal time section (315) of Communications Act. Court ruled in favor of station and Farmers Union appealed to State Supreme Court which is expected to hear case first week of Oct.

National TV Week (Sept. 8-14) statement issued by FCC Chairman Doerfer pays tribute to TV industry for "spectacular growth" to 44,500,000 sets, notes more than "80% of the public has available the offerings of 3 or more TV stations" while "in most other countries, the people have only one, or at best two program choices."

Facility changes: WWLP, Springfield, Mass. (Ch. 22) has moved to new tower and boosted power to 219-kw; WTTW, Chicago (Ch. 11, educational) got authorization to boost power Sept. 3 to 275-kw; WVUE, Wilmington (Ch. 12) was authorized to start over Labor Day week end using new 900-ft. tower at new site; WJTV, Jackson, Miss. (Ch. 12) on tests since Aug. 19, started programming Sept. 1 with 316-kw; KROC-TV, Rochester, Minn. (Ch. 10) plans Oct. 1 boost to 240-kw.

Recorded bird calls used with devastating effect by hunters to lure game in recent seasons (Vol. 13:33) will be banned effective Sept. 23, Fish & Wildlife Service reported this week. Regulation applied to "use or aid of recorded bird calls or sounds"—and to amplified imitations of them—carries penalties of $500 fine and/or 6 months in jail for violations. It covers all game birds, but is intended primarily for protection of geese & ducks which find electronic frauds irresistible.

TV will rescue stalled motorists in new $10,000,000 Ft. Pitt Tunnel under construction at Pittsburgh. Closed-circuit system in split-level tubes will train 8 cameras on traffic to spot disabled vehicles. Police will dispatch tow trucks to pick them up immediately.

New symbol for American Bcstg. Network, modern trylon-shaped "A," was designed by Hank Levinson of ABN sales development & research dept.

Blackburn & Co. opens new station-newspaper brokerage office at 333 N. Michigan Ave., Chicago (Financial 6-6460), Wm. B. Ryan in charge.

Telecasting Notes: "It's going to be a great 1957-1958 season on the TV networks"—particularly for "specials," Aug. 31 *Sponsor* says. Totting up 177 such shows already planned by CBS-TV & NBC-TV, magazine says record total of $38,000,000 has been committed by sponsors for that category alone . . . **Impertinent question** put to NBC pres. Robert Sarnoff by Marie Torre for Aug. 30 *N. Y. Herald Tribune* column: "Why doesn't NBC have as many shows in the top 10 as CBS?" Answer: "If you'll wait awhile maybe this question will become academic." . . . **It's "beastly time" for TV news**, according to NBC commentator Chet Huntley in *N. Y. Herald Tribune* guest column for vacationing John Crosby. Huntley says TV newsmen contend "with a period of political & social blandness, when it is next to impossible to generate excitement about anything." . . . **Looking ahead:** ABC-TV plans prestige entry in 1958 fall season with 60-min. filmed dramatic series produced by Writers Guild of America in deal involving reported $4,000,000 . . . "Data-dulled dictums" imposed on TV writers by "chart-minded agencies & agency-minded producers" are "dooming the industry to patterns of hopeless mediocrity," TV-radio branch board of Writers Guild of America, West, protests in Hollywood manifesto. It calls for emancipation of writers from "sanctity of statistically-inspired & research-blessed scripts." . . . **Top secret areas** will be invaded in "The Challenge of Space" by NBC-TV's *Wide Wide World* Sept. 15, Sun. 4-5:30 p.m. Show will take in Army rocket centers, missile sites, Washington computing base . . . **Peripatetic CBS-TV crews** will follow Marian Anderson through Korea, Philippines, Indonesia, Burma, Thailand, Vietnam, India, Pakistan to film contralto's Sept.-Dec. tours under auspices of State Dept. and American National Theatre & Academy. Film is planned for 60-min. or 90-min. *See It Now* show in Dec. or Jan. . . . **John Foster Dulles** opens Martin Agronsky's new NBC-TV *Look Here!* interview show Sept. 15, Sun. 3:30-4 p.m. . . . **Big open space** in ABC-TV fall schedule is filled with *West Point Story* starting Oct. 8, Tue. 10-10:30 p.m. Recently threatened with abandonment (Vol. 13:30), show shifts from CBS-TV, Van Heusen Shirts having come to rescue as sponsor . . . **Kinsey Report** will figure in "The Changing Ways of Love," first show in CBS-TV's new *The Seven Lively Arts* series Nov. 3, Sun. 5-6 p.m., which network describes as "witty & penetrating" review by S. J. Perelman. Show is intended to reflect boy-&-girl behavior patterns since 1920's, sampling movies, stage, novels, popular songs, advertising, in addition to Kinsey . . . **U. S. networks plan to line up with CBC** for TV coverage of Queen Elizabeth's Oct. 12-22 tour starting in Ottawa (Vol. 13:33) and ending in N. Y. Ottawa events alone will be picked up by 23 cameras at 19 locations already marked out by CBC, which will have 30 English & French commentators on assignment . . . **Pessimistic thought comes from England**, where Sir Kenneth Clark, retiring ITA chairman, told *Kent Messenger* that TV commercials already are "wearing thin" on British public which saw them as novelty when ITA set up shop 2 years ago. TV advertising boom won't last, he thinks . . . **Warner Bros. has sold** "large group" of movies, including several Academy Award winners, in British deal with Associated TV Ltd. for reported $250,000 . . . "**Bandwagon is rolling**" for year-old Australian TV, according to mgr. James H. Oswin of ATN, Sydney. It's been slow, but "it's clear now we're involving every business & show business interest in Australia in TV's growth." . . . **Final split:** Dean Martin signed corporate papers Aug. 24 divorcing himself from Jerry Lewis and their joint York Productions, formed in 1948.

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Promotion of awards in TV, radio & other fields to give them "maximum amount of prestige" is unique business of Sylvia Spence Assoc., new consulting firm organized at 527 Lexington Ave., N. Y. (Plaza 5-2584) by Mrs. Sylvia Spence. She managed Fund for Republic TV script competition, for 2 years has been director of Fund's Robert E. Sherwood TV Awards.

Mike Wallace column for daily newspaper syndication may be new side job for conductor of ABC-TV's *Mike Wallace Interviews* Sun. 10-10:30 p.m. Hall Syndicate, N. Y., is negotiating with Wallace to write Q. & A. feature for which he'd interview persons other than those on his TV program.

Live vs. taped TV was demonstrated by KRON-TV, San Francisco, in special "Sight & Sound" show in which parts of program in progress were recorded on Ampex videotape and played back almost immediately. Delivery of station's first Ampex equipment is expected by midwinter.

Equal time in Thailand for opposition politicians has been offered by Bangkok Govt. on its TV station. Previously, TV appearances were restricted to govt. party members.

ELECTRONICS PERSONALS: **Col. J. R. Martin**, ex-Baldwin, Lima Hamilton Corp., named operations v.p. of Hycon Eastern . . . **H. Ronald Eldridge** elected controller of IT&T industrial products div. . . . **Richard G. Freeman**, ex-Empire Coil, appointed v.p., Todd Products Co., Mt. Vernon, N. Y. (transformers) . . . **Clifford A. Busse**, ex-Farnsworth div. of IT&T, joins electronics div. of Rheem Mfg. Co., Rivera, Cal., as engineering mgr. . . . **Laurence A. King**, ex-Rola div. of Muter Co., appointed management consultant of International Resistance Asheville and Boone, N. C. plants . . . **Maj. Gen. C. Rodney Smith** (ret.) named v.p. of IT&T subsidiary International Standard Electric Corp. in charge of communications network installation for SHAPE . . . **Bernard R. McCarthy** promoted to sales engineer, Sylvania semiconductor div., covering Pa., Del., Md., D. C., Va., N. C., S. C., Ga., Fla. . . . **Donald R. Burrus** named marketing research mgr. of Texas Instruments, Dallas.

New **Bizmac office** to serve govt. agencies has been set up by RCA at 1625 K St., Washington, with Robert Bruce, ex-Underwood & IBM, as mgr.

Reduced demand for engineers, as evidenced at San Francisco's Western Electronic Show, is reported in Aug. 30 *Wall St. Journal* which points out, however, that "top engineers" are still hard to find. Story quotes Litton v.p. Norman Moore: "We are using a rifle now instead of the old shotgun." In contrast to last year's show that saw recruiters snapping up almost every job-seeking engineer no matter what his qualifications, this year's recruiting effort was "over half off," estimated convention secy. H. Myrl Stearns, pres. of Varian Assoc. One reason given by aircraft spokesman was recent lay-offs in southern Cal. plants connected with defense work.

Revised Air Force "*Handbook of Piezoelectric Crystals for Radio Equipment Designers*" by J. P. Buchanan, Philco Corp., for Wright Air Development Center (PB 111586R, 702 pp., $7) is available from U. S. Dept. of Commerce Office of Technical Services.

Directories of military electronics procurement personnel and firms engaged in guided missile projects are compiled in Sept. *Electronic Industries & Tele-Tech.*

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
August 31, 1957

SETMAKERS' OPTIMISM CONTINUES STEADFAST: With two-thirds of year gone, biggest selling season yet to come, our sounding of setmakers' sentiments reveals nary a crack in industry-wide feeling that Sept.-Dec. will see strong market.

"Really excellent" is the description of business given by Admiral pres. Ross D. Siragusa, just returned from 12,000-mi. trip around U.S.

Reaction he got in talking to dealers and distributors was "quite good, quite encouraging," he said, adding that they "showed more interest in higher priced merchandise than in 7-8 years." And besides, he went on, "they're soft-pedaling lower-end merchandise and cheaper portables." Another good sign, he declared, is the "old merchandise is pretty well washed away."

Similar sentiments were voiced by Robert A. Seidel, RCA exec. v.p., consumer products, who told us "business is generally good, all of our people are quite optimistic toward fall." He placed heavy emphasis on big color push in fall, saying "rest of RCA's business is booming, including radios, records and black-&-white TV."

Seidel detailed "big RCA stepup in sales in July" and described Aug. sales as "running about neck and neck with last Aug. which was a very good month." It will be close, he feels, but he thinks Aug. will top last Aug. And he parlayed this into sure increase in Sept., describing last Sept. as no standout month.

"A good year for RCA and for the industry" is the way Seidel sized it up, saying predictions of 7,000,000 sales this year probably would come true. He put it this way: "There's more money out there than ever before and I haven't heard a single bad reaction to the new sets. There's no reason TV shouldn't get its share of the money unless we don't sell our product as well as others sell theirs." Only possible sour note he could think of was tightening of credit -- and he didn't think that would have any marked effect on this year's sales.

Color TV is going well, he reported, listing ratio as 3-1 over last year -- and he added he had checked this figure out with RCA Service Co., both on installations and consumer purchases.

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Motorola also came in with testimony to support summer sales surge and fall follow-up. Edward R. Taylor, exec. v.p., consumer products, told us some May specials they produced "went in and out of the pipeline so fast you couldn't even see them." He still thinks this year's retail sales will hit about 7,000,000 with "last 4 months of year considerably higher than in 1956."

Taylor gave these reasons for greater TV sales in fall: Increased political activity increasing viewer interest; networks producing better shows to counter threat of pay TV; national economy moving upward again. He stated that people can only save money so long, "then it burns a hole in their pockets."

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"Best TV summer we've ever had" is way John M. Otter, Philco exec. v.p. for marketing, put it, saying June was record sales month and same is probably true for July. He declared Philco had not experienced typical summer slowdown -- and said general pace of business had been "phenomenal."

"We're looking forward to excellent third and fourth quarters," he told us and illustrated his point by saying "we won't be able to make all of the Slender Seventeeners we have orders for by the end of the year."

Robert L. Shaw, Sylvania gen. sales mgr., TV-radio div., said "this is the earliest start of the sales season that I've ever seen." Sylvania sales are about double what they were last year at this time, he declared, and the "surprising thing is the number of dealer re-orders that are coming in already."

Consumer Income: Improvement in John Q. Public's income position was reported this week by U.S. Dept. of Commerce and Federal Reserve Board -- in cooperation with U of Mich. Survey Research Center. Personal income in July was at annual rate of $345.5 billion, almost $1 billion higher than previous month and $20 billion more than July 1956, Dept. of Commerce reports in Survey of Current Business. Business activity showed little change since midyear, Commerce says, with pattern of year's first half extending through July, showing "sustained high levels of employment and volume of total output," with "continuing gradual rises in prices and incomes."

"Consumer incomes have risen to new highs in recent years both in dollar amounts and in purchasing power," says Federal Reserve-U of Mich. survey. It reports "holdings of liquid assets and marketable securities have also risen" as have debts of consumers which "reached new highs, largely in connection with purchases of houses, automobiles, and household durable goods." Survey, based on 3041 interivews, discloses mean reported income -- that is total consumer income divided by number of spending units -- rose from $4650 in 1955 to $5140 in 1956.

Production: Reflecting setmakers' optimism, order volume, stepped-up business (see p. 9), TV output climbed to new high for year for third straight week with total of 205,881 for week ended Aug. 23 -- highest total since week ended last Oct. 5 when 215,480 were turned out. New 1957 high compared with 179,615 preceding week and 169,462 in corresponding week one year ago. It was year's 34th week and brought TV production for year to date to about 3,755,000, compared with 4,365,060 in same period of 1956. Radio production totaled 292,626 (79,962 auto) for week ended Aug. 23, vs. 294,091 (96,206) preceding week and 278,871 (71,716) in corresponding week year ago. Radio output for 34 weeks totaled about 8,760,000 (3,390,000) vs. 8,216,-707 (2,710,303) in 1956 period.

Topics & Trends of TV Trade: Booming business of trade shows is pinpointed by EIA survey, based on returns from 132 member companies, which shows average electronic firm received 20 invitations to exhibit products in 1956, compared with 14 such offers in 1955. Report says average company took part in only 5 trade shows in 1956, same number as in previous year.

Survey was authorized by previous board action (Vol. 13:14) of EIA. Next step will be for EIA Trade Show Committee to discuss report, already sent to members, during Sept. 10-12 quarterly meeting in Los Angeles and decide what action should be taken, if any.

Cost of each exhibit for average company was $1916 in 1956, report shows, while in 1955 average company expense for each trade show was $1712. Other findings: 70% rated trade shows of limited value; 27% of very great value; 3% of no value. Number of shows recommended: two, 29%; one, 25%; three, 24%.

Following is grouping of comments (some supplying several comments): National shows becoming too large, 44%; increasingly difficult to demonstrate products effectively, 28%; cost of shows exceeding benefit received, 24%; attempt to attend all shows where there is an opportunity to explain products to reasonable number of customers, 18%; strong supporter of trade shows, would like to see at least 50 per year, 1%.

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High regard for GE is evinced in *Scholastic Magazine* survey of 5855 teen agers who were asked: "If you were asked to select the nationally known company whose name and products or services you most respect, which one would you select?" Results: GE by 26.4% boys, 25.5% girls; General Motors 17.2% & 8.6%; Du Pont and U. S. Steel about 7% each. Also named: Westinghouse, Standard Oil, Ford, Bell System.

Rocky road for discounters is outlined in Sept. 2 *Time*, which reports dozens of small operators have fallen by the wayside, with part of blame placed on general slump in appliance market with overall sales down about 10%. Other discounter problems cited: Price cutting by conventional retailers; warehouse sales; change in customer attitude with demands for liberal credit, free delivery, repairs, returns, etc. Story says big discounters have cash reserves needed for growth, smaller ones do not. Whirlpool pres. Elisha Gray analyzes appliance situation thus in recent report to stockholders: "Many manufacturers have been extremely sensitive to competitive price reductions, with price cutting and lower profit margins. Consumer response to 'bargains,' in most markets, has been sluggish. The public reaction to price appeal alone as the major sales feature of a major appliance appears to be negative. There seems to be a trend in the industry, presently, to acknowledge increased costs realistically. This is a healthy sign. This is indicated in the introduction of new appliances with announced price increases ranging up to 5%. While admittedly price levels are always tentative, and dependent finally upon consumer acceptance, we are hopeful that we have passed the trough of what has been termed a creeping demoralization of the major appliance market."

RCA and Four Roses Distillers Co. are joining forces for Sept.-Oct. color TV promotion showing Four Roses flowered emblem on screen of RCA Victor color receiver on lithographs to be displayed in 5000 liquor stores. Promotion kits, featuring reprints of full-page color ads in Sept. 16 *Life* and Oct. 1 *Look*, will go to 10,000 taverns. Window displays will include cards urging public to see color TV at RCA dealers.

Recurring rumor that GM Delco div. is planning to enter TV manufacturing field categorically denied this week by Delco spokesman.

Trade Personals: Eric M. Farr promoted to manufacturing services mgr., Westinghouse TV-radio div. . . . Neal T. Johnson promoted to adv. supervisor, Sylvania TV-radio div. . . . H. N. Muller, Canadian Westinghouse chief engineer, elected v.p. . . . W. R. McAllister promoted to Capehart national sales mgr.; Leon Knize appointed special products mgr. . . . C. Charles Hathorn promoted to public relations mgr. of Avco's Crosley div., replacing Robert Bartow, resigned . . . Charles W. Breunig promoted to administrator, labor relations, RCA electron tube div.; H. F. Randolph continues as mgr., receiving tube operations, entertainment tube products; H. R. Seelen named mgr., kinescope operations; M. J. Carroll, mgr., marketing.

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Regional chairmen, acting as liaison with NARDA headquarters, have been chosen for 12 Federal Reserve districts: (1) Frank Murphy, Murphy Electric Co., Bristol, Conn.; (2) Morris Levy, Levy Bros. Furniture Co., Niagara Falls; (3) Robert L. Painter, Chester, Pa.; (4) Wm. P. Hoermle, Columbus, O.; (5) A. H. Warne, Bohman-Warne Inc., Hagerstown, Md.; (6) Richard A. Palmer, Palmer Tire Co., Macon, Ga.; (7) Earl T. Holst, Des Moines, Ia.; (8) Ed Kuehn, Kuehns Inc., Belleville, Ill.; (9) Hardy Rickbeil, Worthington, Minn.; (10) A. Murillo, Hill Electric Co., Wichita, Kans.; (11) V. Bourland, Ft. Worth; (12) Carl Hagstrom, General Appliance Co., San Francisco.

Mutual agreement has ended $900,000 treble damage anti-trust suit by Central TV Inc., Chicago, against Admiral Corp., Appliance Distributors Inc. and The Reuben Donnelly Corp. Federal Judge Walter La Buy dismissed 1953 suit without prejudice or costs. Suit had charged Admiral and Appliance Distributors with attempting to monopolize installation, service, repair, etc. of parts for Admiral TV sets. They also were charged with having conspired with Donnelly to keep independent contractors from being listed in Chicago classified directories as servicing Admiral sets.

First quarterly meeting of EIA under its new name will be held Sept. 10-12 at Los Angeles' Ambassador Hotel. Speaker at Sept. 11 luncheon will be Gen. Edwin W. Rawlings, commander of Air Materiel Command, Wright-Patterson AFB. Closed committee sessions are to take up FCC allocation hearings, Walsh-Healey Act effect on part of industry, growth of electronics in national defense, Hagerstown educational TV program.

Analyzing trend in boards of directors toward selection of more members outside firm, Sept. 2 *Time* includes this comment from Philco pres. James M. Skinner Jr.: "Any further changes in board membership will be toward outsiders. We don't want the kind of board where the officers are auditing their own work, sitting around admiring what they've done as officers."

Fair Trade knell sounded this week in South Carolina as State Supreme Court ruled S. C. Fair Trade Act unconstitutional in appeal by GE from lower court finding. High court opinion singled out Act's application to nonsigners, saying this "constitutes a deprivation of property without due process of law" in violation of S. C. constitution.

"Television Comeback" is a major article in Aug. 26 *Barron's* which says "the battered setmakers profess to see signs of hope." While still "keeping their fingers crossed," story says, they "are becoming more and more confident that the recent upsurge in buying is more than a seasonal flurry."

Printer's error resulted in mixup in figures for 3 months in EIA Monthly Reports of TV-Radio set sales and inventories on pp. 434-435 of *TV Factbook No. 25.* Correct figures are: July 1955 Factory Sales, 449,782; Factory Inventories End of Month, 813,804; Distributor Purchases, 443,840; Distributor Inventories End of Month, 724,047; Shipments to Dealers, 465,160; Retail Sales, 381,567. For Sept. 1956: Factory Sales, 1,020,930; Factory Inventories at End of Month, 438,221; Distributor Purchases, 1,001,591; Distributor Inventories End of Month, 1,311,495; Shipments to Dealers, 829,126; Retail Sales, 763,908. For Nov. 1956: Factory Sales, 630,682; Factory Inventories at End of Month, 446,859; Distributor Purchases, 618,856; Distributor Inventories at End of Month, 1,314,894; Shipments to Dealers, 617,516; Retail Sales, 560,391. Also, for Factory Sales in Dec. 1955, 584,964; Retail Sales for Oct. 1955, 746,274 & Dec. 1955, 933,467; July 1956, 405,310.

Switch to color TV to avert layoffs in Canadian TV manufacturing industry is asked by United Electrical Radio & Machine Workers of America Union in telegram to George Nowlan, Canada's Minister of Revenue. Urging start of CBC color programming, group told Nowland TV set production is scheduled to halt in Oct. at Toronto plants of Canadian GE which told union it "anticipates 11 of 22 set manufacturers will close down."

Westinghouse new major appliance models, featuring "fit in to look built in" appearance, were introduced this week, to be backed up with 30-day "blitz" advertising campaign through Oct. 22. Plans call for TV network *(Studio One),* newspapers, *This Week, Parade, Family Weekly, Saturday Evening Post, Life,* 2800 billboards. Westinghouse will not set national list prices, leaving job to distributors.

Anti-trust suit against GE Supply Co. has been filed by ex-Hotpoint dealer N. L. Stuver, Johnstown, Pa. charging GE discriminated against him in favor of his competitors, forcing him out of business with damages estimated at more than $100,000. Suit alleges GE aided his competitors in demonstrating appliances to employe groups and allowing 25% discounts.

Olympic fall advertising plans, up about 20% over last year, call for full-page ads in *Home Furnishings Daily, Mart, Electrical Merchandising, Radio & TV Weekly,* 4-color page in Sept. 22 *N. Y. Times Magazine,* ½-page black-&-whites in *Life, Saturday Evening Post, Look, House Beautiful, Ebony.*

Sale of "Color V" screens has been discontinued, reports Harry G. Kriegel, in answering FTC complaint that plastic adapters had been misrepresented by Superior Products, N. Y. (Vol. 13:16) as capable of producing color TV or eliminating glare. Kriegel denied he owned company, said it had gone out of business "on or about June 1, 1956."

NARDA regional meetings open Sept. 13 at Wichita, followed by Sept. 18, Rockford, Ill.; Sept. 25, Salt Lake City; Sept. 27, Seattle; Sept. 29, Bakersfield, Cal.; Oct. 6, Macon—last including semi-annual executive committee session.

Philco is adding cherry finish cabinets to two 21-in. consoles in new line at $270 & $290. Other additions: walnut 24-in. "Miss America" console, $475; blonde 21-in. console on casters, $350; 21-in. console, $258; 21-in. table model, $200.

Extra copy price of NARDA's "Costs-of-Doing Business Survey" (Vol. 13:34) has been reduced to 35¢ each for those ordering 50-99 reprints. Other prices remain: $1 for 1-49; 25¢ for 100 or more.

Network Television Billings

July 1957 and January-July 1957

(For June report see *Television Digest*, Vol. 13:31)

STEADY ADVANCE in TV network billings was recorded in first 7 months this year, rate of gain over 1956 running at 6.3%—$289,478,303 vs. $272,257,826—according to Publishers Information Bureau. CBS paced increase in period with 8.3% jump from $124,981,144 to $135,299,556. In July, ABC led in percentage gain, lifting its billings 14.8% to $6,348,496 from $5,532,030 in July 1956. NBC was up 1.5% for month ($13,935,529 vs. $13,733,765), CBS .3% ($18,537,069 vs. $18,481,719). The complete PIB report for July:

NETWORK TELEVISION

	July 1957	July 1956	% Change	Jan.-July 1957	Jan.-July 1956	% Change
CBS	$18,537,069	$18,481,719	+ 0.3	$135,299,556	$124,981,144	+8.3
NBC	13,935,529	13,733,765	+ 1.5	107,735,033	103,263,497	+4.3
ABC	6,348,496	5,532,030	+14.8	46,443,714	44,013,185	+5.5
Total	$38,821,094	$37,747,514	+ 2.8	$289,478,303	$272,257,826	+6.3

1957 NETWORK TELEVISION BY MONTHS

	ABC	CBS	NBC	Total
Jan.	$ 6,715,581	$ 20,231,474	$ 16,554,941	$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033	43,377,602
June	6,413,708	18,356,892	14,746,537	39,517,137
July	6,348,496	18,537,069	13,935,529	38,821,094
Total	$46,443,714	$135,299,556	$107,735,033	$289,478,303

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

■

TV commercials for Enden Shampoo should be "interpreted as a whole," Helene Curtis Industries Inc. told FTC Aug. 29, denying charges instituted by agency's TV-radio monitoring unit (Vol. 13:31) that claims for dandruff treatment were false. Helene Curtis said that typical commercial cited in complaint doesn't "fairly represent the effect of the sequence upon the viewer"; that advertising "is reasonably understood to mean" that use of Enden "will inhibit the growth of bacteria commonly found where dandruff problems exist"—not that it is dandruff cure. FTC had objected to such claims as that Enden is "new proven way to end your dandruff problems once & for all." Curtis asked dismissal of complaint.

Celebrating 84th birthday Aug. 26, inventor Lee DeForest told reporters: "Now I'm shooting for 94." The alert and forward-looking inventor of the 3-element vacuum—and holder of some 300 patents—is still inventing, his main current project aimed at producing electricity from gas flame. He's taking things only slightly easier, because of mild heart trouble brought on, he believes, by heat and too much playing of shuffleboard during recent cruise to Panama.

TV is no place for liquor ads, adv. & sales promotion v.p. Alynn Shilling of National Distillers Products Co. told sales conference last week. "It is horrifying," he said, "to picture what commercials might be like if liquor advertising appeared on TV or radio." He deplored "flamboyant claims made by non-liquor advertisers," urged more "good sense, good taste, honesty & believability in ad copy."

Campaigning for lifting of excise tax on combination vhf-uhf sets, Committee for Competitive TV met at studios of WSEE, Erie, planned additional regional meetings, authorized "missionary" tour by exec. director Wm. M. Bradley.

Preliminary TV bout for closed-circuit rights in Sept. 23 middleweight fight at Yankee Stadium (Vol. 13:34) was won this week—at least on points—by champion Sugar Ray Robinson & Teleprompter Corp. Robinson, who had threatened to call off fight unless Teleprompter was substituted by International Boxing Club for TNT in TV contract, took $255,000 guarantee from TNT, whose exclusive agreement had called only for percentage payment. Teleprompter, which had offered champion cash guarantee, won concession to book theatres in Amarillo, Orlando, Duluth, Medford, Ore. Carmen Basilio, Robinson's opponent who took no part in TV hassle, also won. He will get $110,000 from theatre showings. TNT will handle production at Stadium, carry fight to 165 theatres in 122 cities. IBC agreed to all terms after week which saw "more caucuses than at a political convention," according to AP. *N. Y. Times* observed that "huge collection of lawyers" representing principals would themselves make up sizable gate for fight.

Quoteworthy quote: "Can you get selectivity into a mass medium? Certain people have been admired by the masses and have been on a very high level, such as Shakespeare, for instance. It speaks well for the masses of his day. But is it possible to produce enough to keep the level up on TV? I think that's an insoluble problem. I don't anticipate that it will get better or worse. You can't change the factors. The minute you have to fill 16 hours a day the demand on writers is such that it puts them on the verge of an asylum. This is very serious. TV is a kind of Moloch with human sacrifices being poured into the belly of this brazen god."—Aldous Huxley, interviewed by Richard F. Shepard in Aug. 25 *N. Y. Times*.

Advertising agency men who see themselves engaged in "glamorous game" are likely to "find themselves gradually changing from the romantic fellows of the Madison Ave. legend into sober-minded businessmen of a more conventional mold," ex-McCann-Erickson v.p. John McCarthy warns in Sept. *Harper's*. "Is the Bloom Off Madison Avenue?" he asks in article. He thinks it is, pointing to such "far-reaching changes" as (1) comparison shopping by big advertisers, (2) "increasing influence of outside consultants," (3) "increasing pressure against the long-established 15% commission system."

Bamboo curtain on Red China coverage by U. S. newsmen, lifted last week by State Dept. in policy switch (Vol. 13:34), was lowered again this week by Communists themselves. Radio Peking said U. S. plan to permit 24 reporters (including network representatives) to go there "is completely unacceptable," that they'd act as "spies," that in any event equal number of Chinese correspondents should be accepted here. State Dept. rejected reciprocal demand, leaving American newsmen all packed up and still no place to go in China.

Three applications for TV stations were filed with FCC this week, bringing total to 122 (35 uhf). Week's applications were: (1) For Miami, Fla., Ch. 6 by Publix Television Corp.; (2) for St. Petersburg, Fla., Ch. 10 by Suncoast Cities Bcstg. Corp.; (3) for Terre Haute, Ind., Ch. 2 by group including Truth Publishing Co. (10.71%), licensee of WSJV, Elkhart, Ind. Ch. 52 and 60% owner of WKJG-TV, Ft. Wayne Ch. 33. No translator applications were filed this week. [For details, see *TV Addenda 25-E* herewith.]

Payment of license fees to Govt. by stations, repeatedly suggested by various congressmen but rejected by Congress, came up again this week in form of bill introduced by Rep. Vanik (D-O.).

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THE AUTHORITATIVE NEWS SERVICE FOR MANAGEMENT OF THE VISUAL BROADCASTING AND ALLIED ELECTRONICS ARTS AND INDUSTRIES

Television Digest with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — September 7, 1957

BARTLESVILLE TELEMOVIE test-tube wired pay-TV system begins, under scrutiny of telecasters, theatremen, Govt. & press for portents of future (p. 1).

RCA-NBC COLOR CAMPAIGN built around strengthened receiver line, increased network programming, hiked national promotion (p. 3).

NEW ORLEANS finally gets second commercial vhf, WWL-TV beginning programming; uhf WJMR-TV begins equipment tests for Ch. 12 experiment (p. 5).

2 VHF CHANNELS added to Albany area, one proposed for Providence, heat generated by Erie deintermixture proposal, as FCC reconvenes (p. 6).

MOON CAN BE USED AS RELAY station for microwave signals, Naval Research Lab scientists report after 6-year radar experiments. Voice signal used (p. 8).

HIGH COST OF FOREIGN TV SETS, in terms of buyers' income, big factor in slow TV growth. Set prices & income compared for major TV countries (p. 9).

METAL-CABINET PORTABLES discontinued by Magnavox as result of electrocution scare. Other set makers satisfied with metal, plan no change (p. 9).

NATIONAL TV WEEK off to flying start; sponsoring spokesmen predict more successful campaign than last year, see better planning & organization (p. 10).

ELECTRON TUBE spokesmen object to proposed definition of industry in Walsh-Healey hearing, suggest exclusion of tube parts, semiconductors (p. 11).

TELEVISION-ELECTRONICS FUND net assets increase to $156,743,659, with 12,557,000 shares outstanding. Changes in investment portfolio are listed (p. 13).

SUBSCRIPTION TV—AFTER BARTLESVILLE, WHAT? The watchword in movie and TV industries this week was "Watch Bartlesville"—as world's first pay-TV home-movies system began operation in that oil-rich Oklahoma city of 25,000.

From standpoint of movie producers and exhibitors, riding on Bartlesville trial is hope of a new day for the depression-ridden industry—fighting broadcast TV for the first time on TV's home grounds.

Conversely, telecasters are watching experiment nervously, as foreshadowing first serious threat to on-air home entertainment—by a closed-circuit system, free from FCC regulation.

FCC, ready to grapple again with issue of broadcast pay-TV tests at Sept. 17 meeting, thus far has taken no official notice of Bartlesville or any other wired fee-TV plans. Nevertheless, there's possibility that Commission will send observers to Bartlesville after the 17th.

Congress may have onlookers at the scene, too—probably including Senate Commerce Committee's communications counsel Nick Zapple. Among Senators and Congressmen who have spoken on issue recently, sentiment has been unanimously against toll TV in any form.

Latest to blast fee TV was Sen. Curtis (R-Neb.), who endorsed recent anti-subscription speech by Sen. Potter (Vol. 13:34-35)—and went further, to urge hearings to determine whether wired systems should be regulated and whether broadcasters should be permitted to enter field.

■ ■ ■

Bartlesville itself had a county-fair atmosphere this week—with so many newspaper and magazine reporters present that it was hard for them to keep from interviewing each other. Among those represented: wire services, Time and Look magazines, New York Times, Wall St. Journal, Movietone News. Representatives of large theatre circuits were there or planning to have a look-see—as were at least a few telecasters.

Press coverage was heavy—and gist of news accounts was that most residents liked idea of movies-in-the-home, though service in Sept. is being given free and they won't feel the $9.50-a-month bite until end of Oct. Fee gives them privilege of seeing 13 first-run and 17 second-run films on 2 channels, continuous performances, 1 p.m. to midnight (first-run premiere, "Pajama Game").

Technically, picture quality was excellent, everyone agreed—largely due to fact that new 35mm prints were fed into new GPL film cameras. Project's operators assured public that even Cinemascope prints pose no problem, thanks to GPL electronic cropper-compressor which fits wide-screen pictures into home-screen dimensions with little loss of subject matter and no noticeable distortion.

Behind Bartlesville's Telemovie project is Video Independent Theatres chain, owner of some 150 southwest theatres, including the 2 conventional & 2 drive-in houses in Bartlesville. Live-wire VIT also operates 6 community antenna systems, is constructing more, and is 12½% owner of Oklahoma City's KWTV and grantee of upcoming KVIT, Santa Fe, N. M.

VIT declined to announce initial number of homes receiving premiere program—but it was believed to be somewhat over 200, with 6 crews working to hook up more homes at reported rate of 50 a day. VIT pres. Henry J. Griffing estimates break-even point should come with about 2000 subscribers, hopes to have project on paying basis in year.

■ ■ ■

Bartlesville experiment highlights split among wired-TV proponents over method of payment for home entertainment—per-program or flat fee. System was designed and engineered by community antenna builder Jerrold Electronics, principal flat-fee exponent.

Almost the sole complaint registered by Bartlesville residents as Telemovies made debut concerned the $9.50-a-month bill (no installation fee), which some thought too stiff. That VIT and Jerrold could meet these objections by retreating from fixed-fee position is indicated by Griffing's statement this week that if public prefers it, he will install "metering system" that registers which programs are being viewed in each home so subscribers may be billed only for movies they watch.

Jerrold pres. Milton J. Shapp confirmed that his company is working on device which would register viewer connections in much the same way as telephone company keeps track of long-distance calls.

Griffing continues to oppose coin-box approach, however, pointing out that pay telephones disappeared from homes 20 years ago, that public forced hotels and hospitals to abandon coin-box TV sets. He's convinced subscribers want to be billed monthly for their entertainment, as they are for telephone and other utility services.

■ ■ ■

Bartlesville receives good signal from Tulsa's 3 TV stations—with programs of all networks—and Telemovie subscribers will still be able to get broadcast programs in competition with 2 movie channels (and one proposed sound channel).

The telecasters closest to first commercial toll-TV project—those in Tulsa & Oklahoma City—generally viewed experiment with alarm. Sample quotes:

James C. Richdale Jr., v.p.-gen. mgr., KOTV, Tulsa: "This is a serious matter not to be taken lightly by broadcasters." He added that a fee-TV system might run as many as 5 channels with entertainment, information and even advertising—but he expressed doubt that Bartlesville could be considered "typical" community, since its per capita income is among highest in U. S.

Kieth Mathers, operations mgr., WKY-TV, Oklahoma City, called wired TV "serious threat to the TV industry as a whole." He said: "We're quite concerned and intend to follow it very closely. There's no indication yet whether people will pay to see programs. In the end it boils down to who presents the best programs. We intend to fight with the best."

In contrast, exec. v.p.-gen. mgr. C. B. Akers of Tulsa's KVOO-TV—who also is an official of VIT—told us "only time will tell" whether project will succeed and what effect it will have on telecasting. But he ventured that its principal effect may be to "make more 2-set homes." He said this already was

happening in Bartlesville. Also, "there's a tremendous rural audience which can never be reached by cables," he added. "And even in the city—is it any worse than a fourth station?"

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Movie exhibitor chains have eyes glued on tests. AB-PT's Interstate Circuit, with headquarters in Dallas, exemplifies their watchfulness. It has applications for cable theatre franchises pending in most of the 21 southwest cities where it has theatres.

"You can describe us as poised," Interstate's John Adams told us. "We already have made a careful study and collected information. But we'll watch Bartlesville for a while, then decide whether to go into it and where."

At least one TV set manufacturer is watching tests closely—Motorola, which recently did some decoder development work for Skiatron, now has group of observers in Bartlesville. It also supplied receivers to VIT for monitoring purposes, and is providing TV set to be awarded as prize in "First TV Family" promotion there.

■ ■ ■

Though Bartlesville stole the spotlight, there was renewed excitement on big-city wired-TV front this week as New York Giants announced they had signed pay-TV contract with Skiatron for 1958 when team moves to San Francisco. Deal provides for $2,000,000 in payments to team, giving Skiatron exclusive TV rights.

Its curiosity aroused by fantastic franchise-jockeying by pay-TV advocates, Calif. state legislature has decided to have look-see at whole situation, scheduling Sept. 10 hearing on "the business franchise racket"—announcing it will give particular scrutiny to closed-circuit TV. Pay-TV people have been invited to testify at hearing to be conducted by state assembly public utilities & corporations committee's subcommittee on corporation law.

RCA-NBC COLOR DRIVE STRONGER THAN EVER: Much improved color sets, heavy network color schedule, powerful promotional drive—these are the characteristics of RCA-NBC's 1957-58 color campaign. Re-emphasizing company's conviction that color can and will be put across, RCA-NBC this week demonstrated in detail its plans to add heavily to the estimated $100,000,000 it has spent on color.

Plans were unfolded via 2-hour Sept. 4 closed-circuit colorcast, largest ever—first hour reaching some 15,000 dealers in 91 cities, second hour fed to 150 cities for affiliates and newsmen.

Show was very carefully prepared, elaborate, costly. In dealer portion, stress was laid on profits to be made in color sets and unlikelihood of any price break via technological developments. As RCA pres. John L. Burns put it:

"Color is ready, color is right, color is here. While we have all read of alleged startling developments in the color field by others, none of these dreams have been forthcoming or offered commercially."

Five new color models were introduced, priced $550-$795—$50-$100 more than current models—and it was emphasized that these are additions to line, not replacements (for details of sets, see p. 11).

Among facts & figures brought out during program: 200,000 color sets have been installed; 65% of sets have been sold by 25% of dealers; 70% of TV set shoppers ask to see color; 75% of public hasn't seen color yet. A second-year warranty was announced—$35 for tube without labor, $40 for tube installed, $60 for all tubes & parts, without labor.

RCA officials participating in presentation, in addition to Burns: Robert A. Seidel, consumer products exec. v.p.; Martin Bennett, merchandising v.p.; Allan B. Mills, RCA Victor merchandising mgr.; Joseph P. Bannon, RCA Victor gen. sales mgr.; D. H. Kunsman, RCA Service Co. v.p. & operations mgr.; Jack Williams, RCA Victor adv. & sales promotion mgr.

■ ■ ■

NBC-TV portion of show was lively, peppered with hilarious intra-industry jokes, emphasized program schedule generally in addition to heavy color schedule. Color will run more than 2 hours daily, up to 3-4 frequently. In addition to big, blockbuster "specials," regular programs in color

include shows of: Steve Allen, Eddie Fisher, George Gobel, Dinah Shore, Rosemary Clooney, Perry Como, Hit Parade. Daily daytime color shows are Matinee Theatre and Club 60. There will also be World Series—at least games played in American League park, plus 4 football games—including Army-Navy.

NBC pres. Robert W. Sarnoff and exec. v.p. Robert E. Kintner emphasized the new programs in schedule, Sarnoff stating: "We've never gone into a season with such a restyled program wardrobe," stressing broad range of program appeal.

Personal Notes: Simon B. Siegel, AB-PT treas. since 1953, elected financial v.p. . . . **Louis A. Novins**, v.p. & secy. of Paramount Pictures, elected pres. of subsidiary International Telemeter . . . **John Pearson**, ex-Katz Agency, joins ABN in new post of station program executive to help affiliates with local programming . . . **Frank Atlass** promoted to program director of WBBM-TV, Chicago, succeeding Bill Ryan, **Scott Young** to asst. program director . . . **Theodore Berrier**, asst. v.p. of AT&T in Washington office (Govt. liaison), retires after 43 years with Bell System . . . **Lawrence Eisenberg**, ex-WABD, N. Y., named public relations director of WABC-TV & WABC . . . **Marvin Schlaffer** named asst. gen. mgr. of NTA's Famous Films—Programs for TV . . . **Bill Fox** promoted to station mgr. of KFMB-TV, San Diego . . . **Roy W. Pratt** promoted to chief engineer of WHO-TV, Des Moines, succeeding late **Reed E. Snyder** . . . **Roger Van Duzer**, gen. mgr. of KTVK, Phoenix, joins KNTV, San Jose, Cal. Sept. 15 as station mgr., reporting to gen. mgr. Fran Conrad . . . **H. W. (Dutch) Cassill**, ex-KTRI, Sioux City, and KQUE, Albuquerque, joins Blackburn & Co., Chicago . . . **George W. Steffy** promoted to exec. v.p. of Yankee Network . . . **Donald Beggs**, ex-radio WFLN, Philadelphia, and Brooklyn Academy of Music, joins Westinghouse as program coordinator of its FM stations.

Obituary

Herbert Pulitzer, 61, third & last surviving son of late publisher Joseph Pulitzer, died of uremic poisoning Sept. 4 in Paris, where he had been on vacation. He was pres. of *N. Y. World* and *Evening World* when they were sold in 1931 to Scripps-Howard, but since then had not been active in management of Pulitzer properties, which include *St. Louis Post-Dispatch* and KSD-TV & KSD. His death will result in dissolution of family Newspaper Trust, set up in father's will to control stock of Pulitzer Publishing Co., which owns newspaper & stations. Control will go to Voting Trust headed by nephew Joseph Pulitzer, *Post-Dispatch* editor. Surviving are son, daughter, stepdaughter, sister.

Robert W. Orr, 60, founder & pres. of Robert W. Orr Assoc. Inc., which became separate div. of Fuller & Smith & Ross Inc. last year, died Sept. 4 at home in Southampton, N. Y. Surviving are his widow, 2 daughters.

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FCC engineering changes: Otis T. Hanson, ex-rules & standards div., named asst. supervisor of Conelrad; McIvor L. Parker, ex-technical & allocations branch, joins rules & standards div.

ADVERTISING AGENCIES: **Lawrence R. McIntosh**, exec. v.p. of Grant Adv., Detroit, appointed supervisor of all domestic operations in staff realignment; **John E. Gaunt** named v.p. in charge of all TV, headquartering in Hollywood; **Frederick E. Spence** promoted to exec. v.p. in charge of international div.; **Paul L. Bradley**, west coast v.p., transferred to N. Y. as office mgr.; **Christopher Cross** given added v.p. responsibilities as asst. to pres. **Will C. Grant** . . . **Ken Jones**, ex-Leo Burnett, appointed TV-radio creative director of Campbell-Ewald . . . **Hal H. Thurber**, ex-Ewell & Thurber, elected exec. v.p. and a director of Wade Adv., Chicago . . . **Laurence J. Jaffe**, ex-Erwin, Wasey, joins Kastor, Farrell, Chesley & Clifford as senior v.p. and marketing & research director . . . **Robert R. Burton**, ex-Needham, Louis & Brorby, named Chicago mgr. of Kenyon & Eckhardt . . . **Edward Ratner** promoted to v.p. of Friend-Reiss Adv. in charge of TV-radio, **Bud Muhleman** to v.p. for account servicing.

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Formal merger of Ruthrauff & Ryan and Erwin, Wasey & Co. (Vol. 13:33) into Erwin Wasey, Ruthrauff & Ryan Inc. with combined billings of $80,000,000 was announced this week. David B. Williams, who was pres. of Erwin, Wasey, is pres. of new firm.

———■———

Deal for sale of KWK-TV, St. Louis (Ch. 4) to CBS, latter turning its Ch. 11 CP over to 3 applicants it had defeated in hearing (Vol. 13:34), appears to have good chance of completion. CBS would pay about $2,500,000 for station, plus $1,500,000 for building owned by *Globe-Democrat*, which is 23% owner of KWK-TV. Ch. 11 applicants would dismiss court appeal contesting award to CBS; Ch. 11 grant would be turned over to 220 Television Inc. which would give debentures of $200,000 each to St. Louis Telecast and Broadcast House. Latter 2 would be in positions of lenders, wouldn't hold interest in station.

Reports that Cox & Knight factions, owning 42½% each in WCKT, Miami (Ch. 7), aren't "hitting it off" and that Cox is therefore interested in buying out Knight, are denied by the principals. Cox spokesman says: "We're always interested in bettering our position and that could include an interest in expanding our holdings in Miami—but there have been no discussions between James Cox and John Knight." Ex-NBC pres. Niles Trammell holds remaining 15%, is pres. & gen. mgr.

CP for KTRB-TV Modesto (Ch. 14) passes to J. E. O'Neill's KJEO, Fresno (Ch. 47), FCC having approved sale by radio KTRB (Wm. H. Bates Jr.) for $5000 out-of-pocket expenses (Vol. 13:23). Modesto outlet will be satellite.

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New and Upcoming Stations: One of last big cities to get its second commercial vhf station, New Orleans now has WWL-TV (Ch. 4) in addition to pre-freeze WDSU-TV (Ch. 6) and uhf WJMR-TV (Ch. 20). In addition, city has educational WYES (Ch. 8)—and WJMR-TV is now on equipment tests with experimental Ch. 12, plans to duplicate uhf schedule.

WWL-TV has 25-kw RCA transmitter, 6-kw standby unit and 6-section superturnstile antenna on 750-ft. Ideco tower near Gretna, La. across Mississippi River from New Orleans. Studios are at 1023 N. Rampart St. Owner is Loyola U (Rev. Patrick Donnelly, S.J., pres.), also operator of radio WWL. Coming from WWL are gen. mgr. W. H. (Slim) Summerville, program mgr. Ed Hoerner, chief engineer J. D. Bloom. Base hour is $900. Rep is Katz.

Note: KTCA-TV, St. Paul-Minneapolis (Ch. 2, educational) reports it went on air with single special program Sept. 3, day later than we reported (Vol. 13:35). Regular Mon.-Fri. schedule begins Sept. 16. It will operate about 40 hours weekly at start—with 1:30-3:30 p.m. used by Minneapolis-St. Paul public school systems, 3:30-8 p.m. by local civic and cultural groups, 8-9 p.m. by state's 14 private colleges, 9-10 p.m. by U of Minn.

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In our continuing survey of upcoming stations, these are latest reports from principals:

WLWI, Indianapolis (Ch. 13) has all construction finished and is conducting performance tests with 50-kw RCA transmitter, plans Sept. 15 programming with ABC-TV, writes John T. Murphy, TV v.p. of grantee Crosley Bcstg. Corp. RCA 12-bay superturnstile antenna was installed Aug. 31 on 1016-ft. Ideco tower. John Babcock, from WLWT, Cincinnati, will be asst. gen. mgr. Base hour will be $1100. Rep will be Crosley.

WPTA, Roanoke, Ind. (Ch. 21, allocated to Ft. Wayne) expects to sign with ABC-TV and plans Sept. 21 programming, reports gen. mgr. Ronald R. Ross for owner Sarkes Tarzian, also owner of WTTV, Bloomington-Indianapolis (Ch. 4). It's installing 12-kw RCA transmitter in virtually completed studio-transmitter building, with transmitter tests scheduled for Sept. 6. Stainless 724-ft. tower and antenna are ready. Richard D. Morgan, ex-Louis E. Wade Agency, Ft. Wayne, is sales director; Art Hook, ex-WSEE, Erie, program director. Base hour will be $360. Rep will be Meeker.

WMBD-TV, Peoria, Ill. (Ch. 31) has begun construction of studio building and transmitter house, both scheduled for completion Nov. 1, plans Dec. 15 test patterns, Jan. 12 programming with CBS-TV, reports v.p. Robert O. Runnerstrom. Owners of TV and radio WMBD are Charles C. Caley (66.67%), who also owns 38% of radio WDZ, Decatur, Ill. and John E. Fetzer (33.33%), who also owns WKZO-TV, Kalamazoo (WKZO), KOLN-TV, Lincoln, Neb. and radio WJEF, Grand Rapids, Mich. Microwave equipment for studio-transmitter link is due Sept. 15; Ideco 500-ft. tower and stand-by antenna Oct. 15; 25-kw RCA transmitter and studio equipment Nov. 1; Supergain RCA antenna Dec. 15. Rep not chosen as yet.

KMOT, Minot, N. D. (Ch. 10), planned as affiliated station by parent KFYR-TV, Bismarck (Ch. 5), expects to begin with test patterns Oct. 25, programming Nov. 1, reports pres.-gen. mgr. Wm. Ekberg. DuMont transmitter is on hand and studio-transmitter building shell has been completed at site SW of city. Ideco 400-ft. tower will have RCA antenna. KFYR-TV, also operator of satellite KUMV-TV, Williston (Ch. 8), has $275 base hour. Rep is Blair Television Assoc. Inc.

KDUH-TV, Hay Springs, Neb. (Ch. 4), to be satellite of parent KOTA-TV, Rapid City, S. D. (Ch. 3), plans Nov. 1 start, reports KOTA-TV business mgr. Wm. F. Turner. It will use 6-kw RCA transmitter with 25-kw Standard Electronics amplifier, 500-ft. Ideco tower. KOTA-TV base hour is $150. Rep is Headley-Reed.

KRSD-TV, Rapid City, S. D. (Ch. 7) has 5-kw DuMont transmitter on hand and 370-ft. self-supporting Ideco tower ready, but hasn't target, reports partner Eli Daniels, who with John & Harry Daniels also holds CP for KDSJ-TV, Deadwood, S. D. (Ch. 5). Studio-transmitter building on Skyline Dr. is 50% completed. Network affiliation hasn't been signed; base hour hasn't been set; rep not chosen.

WJCT, Jacksonville, Fla. (Ch. 7, educational) has changed target to "before Jan. 1" from previous Sept.-Oct. date, writes Heywood A. Dowling, pres. of grantee Educational Television Inc. GE 5-kw transmitter donated by WMBR-TV has been installed in WFGA-TV transmitter house and Alford antenna is on WFGA-TV tower at 843-ft. level. It will use WMBR-TV studios, but film equipment will be with transmitter. Dr. Wm. K. Cumming, ex-Stephens College, Columbia, Mo., will be station mgr. & program director. Ernest Vodermark, of WMBR-TV, will act as studio engineer and Harry Wingfield, WFGA-TV, will serve as transmitter engineer—in addition to their commercial jobs.

CHBC-TV, Kelowna, B. C. (Ch. 2) is wiring 2-kw RCA transmitter and plans to meet Sept. 21 programming target, reports gen. mgr. Roy G. Chapman. It's assembling batwing antenna for installation on 100-ft. Stainless tower. Construction has started on transmitter houses for satellites CHBC-TV-1, Penticton (Ch. 13) and CHBC-TV-2, Vernon (Ch. 7), which are due on air shortly after parent outlet gets going. Two 75-watt RCA transmitters are on hand for use by satellites. CHBC-TV base hour will be $170. Reps will be Weed and All-Canada.

CKBL-TV, Matane, Que. (Ch. 9) has ordered RCA equipment for delivery in April 1958, plans July test patterns, commercial operation in Aug., reports Rene Lapointe, managing director of radio CKBL. Construction has begun; 250-ft. wavestack antenna will be used. Rep will be Jos. A. Hardy & Co. Ltd.

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RCA shipped antenna Sept. 6 to upcoming WKXP-TV, Lexington, Ky. (Ch. 27), due in mid-Sept.; 6-kw driver Sept. 5 to WRCV-TV, Philadelphia (Ch. 3) to replace 5-kw unit—6-bay superturnstile antenna having been shipped Aug. 30 to station planning move to new site; 6-bay custom-built antenna Aug. 30 to WFIL-TV, Philadelphia (Ch. 6), planning change to 1111-ft. tower.

NBC-TV aims to be first with live network program over AT&T's new Cuba-U. S. "scatter" link (Vol. 13:33). It's hoping to carry interview with Cuban dictator Juan Batista in Havana on Martin Agronsky's new *Look Here* show Sept. 29, Sun. 3:30-4 p.m. Uncertainties include (1) whether 185-mi. "over-horizon" relay will be ready and (2) whether Batista will agree to the show.

Wind Turbine Co. of Canada reports order for 300-ft. Trylon tower from upcoming CHCA-TV, Red Deer, Alta. (Ch. 6), due on air in Nov.; 485-ft. Trylon from CKBI-TV, Prince Albert, Sask. (Ch. 5), target not reported; 670-ft. Trylon tower for early Oct. delivery to CKRN-TV, Rouyn, Que. (Ch. 4), with fall target.

Translator starts: K72AJ, Susanville, Cal. began Aug. 16 repeating KCRA-TV, Sacramento; K74AG, Newport, Ore. Aug. 18, repeating KOIN-TV, Portland.

AMONG FCC's first actions, in initial meeting following month's vacation, was further consideration of some substantial channel shifts. It came up with final action adding 2 vhf channels to Albany-Schenectady-Troy area and a new proposal for adding one vhf to Providence.

In first case, Ch. 10 is assigned to Vail Mills, N. Y., Ch. 13 is shifted from Utica to Albany area, Ch. 2 is added to Utica. WKTV, Utica, is required to be shifted to Ch. 2. WCDA goes to Ch. 10, from Ch. 41, WTRI to Ch. 13 from Ch. 35—but both latter shifts are temporary, FCC stating authorizations "will expire automatically upon commencement of regular operations by a permittee so authorized by final action of the Commission on any application or applications for such regular operation." Both uhfs are hopeful that their record of operation in area will give them leg up if competing applications for the new vhfs appear.

Shifts proposed for the Providence drop-in are extensive: Ch. 8 & 13 would be added to Providence, Ch. 12 shifted from Providence to New Haven, replacing Ch. 8; Ch. 12 replacing Ch. 13 in Portland, Ch. 11 replacing Ch. 12 in Orono, Me. This requires WPRO-TV, Providence to shift from Ch. 12 to Ch. 8 or Ch. 13; WNHC-TV, New Haven, from Ch. 8 to Ch. 12; WGAN-TV, Portland, from Ch. 13 to Ch. 12.

Proposal to shift Ch. 12 from Erie, Pa. to Cleveland-Akron area and give Erie's WICU a uhf channel has precipitated a fight as bitter as those attending earlier deintermixture proceedings. Arguments are similar, too. For example, WICU argues that FCC has no legal power to attempt to equalize competition through deintermixture; that removal of vhf would deprive areas of service; that public would suffer costs of conversion, etc. WAKR-TV, Akron (Ch. 49) argues need for local vhf service; WSEE, Erie (Ch. 35) asserts removal of Ch. 12 would leave no white areas.

Albany channel changes produced dismissal of Ch. 64 application in Pittsfield, Mass. by WWLP, Springfield, applicant informing Commission it couldn't operate with vhf competition from Albany.

Different reason for dismissal was given by KWJB, Globe, Ariz. It had sought Ch. 34 but said it saw no chance of going forward now that Commission has declined to guarantee translators will be kept out of town.

Crescent City Telecasters, owned by principals of KTBS-TV, Shreveport, has dropped application for Ch. 12, New Orleans, while CP for WQIK-TV, Jacksonville (Ch. 30) has been given up by Carmen Macri.

Affirmation of March 11, 1953 grants to WHEC-TV & WVET-TV, Rochester, N. Y. (share-time Ch. 10) and denial of protest by radio WSAY, Rochester are in the works—Commission announcing instructions to staff to draft decision with those conclusions.

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Fiery rebuttal was fired by Philco at NBC Sept. 4 in 33-page brief replying to NBC's answer to Philco protest against renewal of licenses of network's WRCV-TV & WRCV, Philadelphia (Vol. 13:33, 35). Philco reiterated charges that NBC is unfit "in the public interest" to operate stations, repeated demand for FCC hearing on "predatory practices of NBC itself, those of its parent, RCA, and those of the 2 in combination." Denying allegations by NBC that Philco's $150,000,000 anti-trust damage suit against RCA motivated FCC protest, Philco said they were "unverified, intemperate & highly questionable assertions of irrelevant fact." Moreover, Philco said, NBC engaged in "vilification" and "grossly inaccurate" recital of Philco's financial history to support assertion that Philco also was motivated in renewal protest by own "poor past performance" in industry.

Radio station sales reported this week: WCSI, Columbus, Ind. by Syndicate Theatres Inc. (Joseph P. Finneran & Trueman Rembusch) for $150,000 to *Findlay* (O.) *Republican-Courier* (WFIN & WFIN-FM), owned by Heminger family . . . WWIL, Ft. Lauderdale, by Missouri Bcstg. Corp. (Lester A. Benson, pres.), also owner of WIL, St. Louis, for $130,000 to Carmen (Jim) Macri, also owner of WZOK, Jacksonville, WWOK, Charlotte . . . WMOO, Milford, Mass. by Milford Bcstg. Corp. (James W. Miller, pres.) for $96,000 to Joseph L. Rosenmiller Jr. (60%) and Peter A. Bordes (40%)—Rosenmiller also owning control of WESO, Southbridge, Mass. and WCTC, New Brunswick, N. J., Bordes also having interest in both. Milford Bcstg. has applied for new 250-watt on 1490 kc in Milford and Miller also controls WCAT, Orange, Mass. and WSBS, Great Barrington, Mass. . . . WERI, Westerly, R. I. by Ted Estabrook for $85,000 to Wm. Sweeney, v.p. of Telebroadcasters Inc. . . . WSYL, Sylvania, Ga. by Robert H. Thompson Sr., owner of WWNS, Statesboro, Ga. for $45,000 to chief engineer & mgr. Edwin H. Bass. Brokers: WCSI, Allen Kander; WERI, Blackburn & Co.

Burl C. Hagadone, once operator of KNEW, Spokane, has purchased *Flagstaff* (Ariz.) *Sun* in partnership with Scripps League, western newspaper publisher, for approximately $300,000 in sale negotiated by Hamilton, Stubblefield, Twining & Assoc. Inc.

Wm. H. Bauer, ex-FCC patent adviser, establishes TV-radio & patent practice with offices at 422 Washington Bldg., Washington (Sterling 3-3480).

Time slide-chart for 1957-58 season, showing when contracts expire, is offered by NBC Spot Sales.

Radio station sales & transfers approved this week: WXRA, Buffalo, by Thaddeus Podbielniak for $150,000 to John W. Kluge, owner of 6 other AMs (Vol. 13:29) . . . WABR, Winter Park, Fla. & CP for WEAL-TV, Orlando (Ch. 18), 60% by Ray H. Gunkel Jr. for $126,500 to James H. Sawyer, now 100% owner (Vol. 13:32) . . . WWRI, West Warwick, R. I. by Paul Oury for $108,750 to Grelin Bcstg. Co., principals being Melvin C. Green & Lester W. Lindow (Vol. 13:32) . . . KANV, Shreveport, by Travis T. Hailey for $100,000 to John M. McLendon, owner of 3 other AMs (Vol. 13:33) . . . KRIG, Odessa, Tex. by Oil Center Bcstg. Co. (R. O. Canon, pres.) for $100,000 to Carl Goodwin and associates (Vol. 13:30) . . . WNBS, Murray, Ky. 77.5% by H. T. Waldrop & Edd Griffin for $61,275 to Charles R. Shuffett & C. H. Hulse Jr. (Vol. 13:30) . . . KSEO, Durant, Okla. by B. F. & Bennett Story for $60,000 to U of Okla. journalism professor Robert V. Peterson & family, who also bought *Durant Daily Democrat* from Storys (Vol. 13:29) . . . WCOW, Sparta, Wis. 74% by Nicholas & Victor J. Tedesco for $56,400 to Zel Rice, whose son John will be resident mgr. & 24% owner (Vol. 13:31).

Session on bilingual films & international TV will highlight 82nd semi-annual SMPTE convention Oct. 3-9 at Philadelphia's Sheraton Hotel. Among papers scheduled for session are BBC presentation on international TV compatibility, USIA on its international TV network, with other papers on techniques of phonetic language translation and simultaneous bilingual telecasting. Other TV sessions will be devoted to closed-circuit TV & video tape recording, military uses of TV, large-screen and color TV.

Telecasting Notes: Another package of post-1948 features from a major studio has been cleared for sale to TV by the 3 major Hollywood talent guilds—but again the negotiations were conducted on basis of individual pictures and carefully avoided establishing a basic formula for mass release of late movies. Pact involved 10 Warner Bros. features to be sold to TV by AAP, with total of $354,000 in the deal . . . **How the unions came out:** Screen Directors Guild receives total of $87,500 on basis of percentage of directors' original compensation for the 10 films. Screen Writers Guild sold rights for "flat sum of $6000 against the first $100,000 TV gross of each picture, plus 8% of all subsequent earnings," including those from fee TV. Screen Actors Guild gets total of $207,000 for the same 10 pictures plus 2 others not cleared by the other guilds . . . **Only previous major-studio films** cleared for TV by the unions have been the 82 recent RKO features owned by Matty Fox's C&C TV Corp. (Vol. 12:51) . . . **Foreign language programming** by WATV, Newark-N. Y., is turning it gradually into country's first multi-lingual TV station, and it's "currently trying to shake off whatever major English language programming it has," says Sept. 4 *Variety*. Faced with stiff 6-station competition in metropolitan area, WATV already plans 50 hours per week in Italian, Spanish, Yiddish, Polish, Greek, Russian "to make itself as specialized as possible in order to survive." Schedule aimed at nationality groups in market area includes foreign-produced as well as dubbed U. S. filmed shows . . . **"Today's track odds"** for pilot TV film sales to agencies by producers are listed this way in Sept. 2 *Billboard:* Crime & mystery shows—"almost even." Action-adventure—"1 in 8." Westerns, musicals and anthologies—"about 1 out of 3." Comedies—"1 out of 4" . . . **Silent treatment** will be given Pablo Picasso when he & art are shown on NBC-TV's *Wisdom* Sept. 15, Sun. 2:30-3 p.m., "first of 26 filmed visits with outstanding figures of our time." Longtime member of French Communist Party, Picasso will be shown in color—but mute—at work in Vallauris studio. "We have no sympathy with his politics but we cannot dismiss his art," says film commentary by director Daniel Catton Rick of Chicago Art Institute . . . **Double exposure:** CBS-TV's *Phil Silvers Show* will be on network in upcoming season simultaneously with repeats of earlier series syndicated by CBS TV Film Sales . . . **Add casualties:** After 4 years NBC-TV discontinues *Zoo Parade* Sun. 3:30-4 p.m., although 2 or 3 Amazon expedition color "specials" are planned for 1957-58 season. Exit of Marlin Perkins show follows end of *Kukla, Fran & Ollie* on ABC-TV (Vol. 13:34) after 10 network years . . . **Clare Booth Luce** may be hostess in new CBS-TV 30-min. film series on Foreign Service adventures, tentatively titled *The Diplomat*. State Dept. is cooperating in series, proposed as network feature for fall of 1958 . . . "Salute to the Queen" is 60-min. special planned by NBC-TV 5:30-6:30 p.m. Oct. 20 attuned to Queen Elizabeth's visit to U. S. and featuring top British stars . . . "Men of Achievement" TV project peddled by promoters to Hollywood businessmen "appears to be little more than a clever scheme to sell film clips for $1600 to $4000 to manufacturers, food processors and other business firms," according to Los Angeles Better Business Bureau. Prospective participants in purported TV series were told they must supply 4-min. films "acceptable in program content," then were persuaded to pay for clips provided by promoters.

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Products development board has been formed by NBC's Cal. National Productions to work with manufacturers in promotion & marketing. Headed by CNP merchandising div. mgr. Robert R. Max, board includes Serge Valle, NBC-TV Films research & sales development mgr.; Mario Trombetta, CNP art dept. mgr.; Selwyn Rausch, ex-Terrytoons; Gladys Murray, ex-Eagle Lion Films.

Network TV audience increased by 21% for Jan.-July nighttime programs compared with corresponding period last year, averaging 1,308,000 more homes (8,262,000 vs. 6,954,000) than in 1956, according to Nielsen survey released this week by TvB. Average daytime audience was up 11%, with 294,000 more homes (3,037,000 vs. 2,743,000) than year earlier.

Pilot TV project in teacher education supervised by Texas Education Agency has resulted in "recruitment of high-quality teachers, 56 of whom are now in classrooms," according to *New Directions in Teacher Education*, published by Ford Foundation's Fund for the Advancement of Education, which granted $95,700 for program in April 1956. All teachers' colleges and universities in state cooperate in continuing project, to which TV stations donate time for series of graduate courses leading to permanent certification of teachers.

New programming pattern for ABC radio is live music "with a romantic slant," according to ABN pres. Robert E. Eastman, who this week announced group of 60-min. variety shows, devoted mainly to instrumental and vocal music. First of 5 full-hour shows began this week, daily 10-11 a.m.; others will be 1-2 p.m., 2-3 p.m., 8-9 p.m. and 7-8 or 9-10 p.m. weekdays; 9-12 a.m. planned Sat.

Good TV primer for advertising newcomers, 49-page *An Introduction to Commercial TV Advertising*, touching on most aspects of the business, has been prepared by H. B. Humphrey, Alley & Richards agency, N. Y., offered primarily to existing and prospective clients.

NBC TV & radio affiliates meet Sept. 11-13 in New York's Waldorf-Astoria, with TV station workshop scheduled Sept. 11, TV affiliates exec. committee election of officers Sept. 12, luncheon with network officials Sept. 13.

TASO board met in Washington Sept. 3, heard exec. director Dr. George R. Town report that 162 engineers from 85 organizations are participating in work of its 6 panels. New Panel 6, "Levels of Picture Quality," has been organized—with Charles E. Dean, Hazeltine, chairman, and Henry E. Rhea, WFIL-TV, Philadelphia, vice chairman.

Winner of SMPTE medal for sound motion picture engineering is pres. Col. Richard H. Ranger of Rangertone Inc., Newark. Samuel L. Warner Memorial Award for "invention, development & application of a method of electronically synchronizing sound recorded on magnetic tape" will be presented to him at Society's 82nd convention Oct. 4 at Sheraton Hotel, Philadelphia.

Product protection policies for network commercials are being revised by CBS-TV to provide at least 15-min. separation of commercials for competing products and to prevent competitive conflict within programs having multiple sponsors. Rules will not necessarily apply to "exchange" commercials by sponsors which trade placements on programs with co-sponsors.

Rep. Celler (D-N. Y.), chairman of House Judiciary Committee and lively critic of TV network business practices, BMI and fee TV, will be speaker at Sept. 24 luncheon of Academy of TV Arts & Sciences at New York's Harvard Club.

Electronics Reports: Moon can be used as radio relay station, Naval Research Lab scientists reported this week in detailing 6 years of experimentation culminating in "the most significant discovery made by radar." Announcement was made in reports by James H. Trexler & Benjamin S. Yaplee to meeting of International Scientific Radio Unions (URSI) in Boulder, Colo. Both voice and radar messages have made the 500,000-mi. round-trip (which takes 2½ seconds), the scientists reported.

First communications "bounce" was made Feb. 24 this year with radar signal in 3000-mc band, using NRL's 600-in. radio telescope in place of conventional receiver. In addition to indicating that many types of communication can be conducted via the moon, the research—started in 1951—also showed distance from earth to moon as calculated by radar is different from that estimated from optical observances. Investigation is continuing, with aim of obtaining accurate moon-earth distance measurement, information on absolute sizes of earth and moon in addition to communications possibilities inherent in moon-bounce phenomena.

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Industro Transistor Corp., organized in 1953 as Industro Inc., has filed SEC registration for public offering of 150,000 shares of 10¢ par value common stock for $2 per share through officers, directors & employes. Company has offices at 649 Broadway, N. Y., plant at 87-31 Britton Ave., Elmhurst, L. I. Most of $300,000 proceeds from stock sale would go to working capital and additional machinery & equipment. Industro principals include pres. Mark Schindler, secy.-treas. Ira R. Becker, v.p. Charles A. Tepper (all also officers & directors of State Labs Inc.) and v.p. Charles A. Prawdzik, ex-General Transistor, which seeks injunction to prevent him & Industro from using manufacturing processes allegedly acquired while he was General Transistor employe.

World's first over-horizon microwave link in regular commercial service was inaugurated Sept. 4 when IT&T and its associated Spanish and Italian companies began operation of first direct telephone service between Italy & Spain, with tropospheric scatter spanning 230-mi. gap between Mediterranean islands of Sardinia & Minorca.

Electronic Specialty reports earnings of $93,000 (26¢ per share) in 3 months ended June 30 compared with $21,000 (6¢) year earlier.

ELECTRONICS PERSONALS: Walter W. Bachman promoted to mgr., Motorola contract relations; A. Ross Simpson appointed engineering mgr.; **Marlin G. Korger**, chief engineer, research and development; **Ralph F. Waldon**, chief engineer, production design and development; **Robert D. Andreasen**, mgr. of engineering services; **Edmund Ross**, mgr., field engineering; **Russell A. Kasmar**, mgr., technical publications . . . **Col. Robert P. Haffa** assigned to Evans Signal Lab at Ft. Monmouth Labs as director . . . C. Graydon Lloyd promoted to gen. mgr., GE specialty electronic components dept., Auburn, N. Y., succeeding Edward L. Hulse, transferred to missile & ordnance systems dept., Philadelphia . . . **O. H. Mackley** appointed v.p. & gen. mgr. of Hycon Electronics Inc. . . . **Ralph L. Clark**, ex-staff director of President's Advisory Committee on Telecommunications, named mgr. of Stanford Research Institute's Washington office, succeeding **George T. Hayes**, now asst. director of Stanford physical sciences research div., Menlo Park, Cal. . . . **Robert E. Thomas** promoted to regional merchandising mgr., Westinghouse electronic tube div., San Francisco . . . Cecil J. Harrison, ex-DuMont Labs, appointed sales v.p. of Rixon Electronics Inc., Silver Spring, Md. . . . Roy E. Wendahl named v.p.-sales of Hughes Aircraft Co., headquartering in Culver City, Cal. . . . Rein Narma named mgr. of production and engineering divs., Fairchild Recording Equipment Co., continues as chief engineer . . . Robert F. Bender, ex-Minute Maid, elected IT&T exec. v.p. for finance.

CBS will break ground next month for $1,000,000 CBS Labs building at Stamford, Conn. to house research & development div. which has been headquartered in N. Y. since 1936. Construction scheduled for completion next summer is part of expanded CBS electronic research operations described by pres. Frank Stanton as "intensified search for new & improved audio & video techniques, broader development of electronics projects under govt. contract for military & other purposes, and more comprehensive applied research for industry."

Sylvania has broken ground for 34,000-sq. ft. wing to Bayside, N. Y. Physics Lab, to be completed in summer of 1958. Two-story building will be used for advanced electronics and lighting studies, employing more than 250.

Electronics Corp. of America reports net profit of $128,145 (16¢ per share) in 6 months ended June 30 compared with loss of $151,578 in similar 1956 period.

TV is "most used" medium for obtaining political campaign information, special analysis by U of Mich. Survey Research Center and Dept. of Journalism reports, being favored by 54% of respondents with high school education, 46% grade school, 41% college. Next choice was newspaper: 26% high school, 16% grade school, 32% college. Radio was third: 7% high school, 18% grade school, 7% college. Report also showed ¼ of nation's newspaper readers feel press does not give equal play to both political parties, ⅔ feel treatment is equal.

Rate increases: WNHC-TV, New Haven-Hartford, Sept. 1 raised base hour from $1000 to $1200, min. $225 to $270. KTRK-TV, Houston, has raised hour from $900 to $1000, min. $180 to $220. KBTV, Denver, Aug. 1, hour $650 to $750, min. $175 to $200. KARK-TV, Little Rock, Sept. 1, hour $450 to $500, min. $100 to $110. WILK-TV, Wilkes-Barre, Sept. 1, hour $375 to $425, min. $75 to $85. WCTV, Thomasville, Ga.-Tallahassee, Fla., Aug. 1, hour $300 to $350, min. $80 to $100. Spot increase: WABC-TV, N. Y., Sept. 1 raised base 20 sec. from $750 to $825.

Educational TV network of at least 23 stations will carry 5 new series of live shows starting Oct. 29 in second phase of joint programming initiated in spring by NBC and Educational TV & Radio Center, Ann Arbor (Vol. 13:10). International Geophysical Year, American resources, current affairs and creative arts will be among themes of programs whose production & costs (about $700,000 for both spring & upcoming series) are shared by NBC-TV & ETRC. Each of new series will include 10 programs over 10-week period, presented 6-6:30 p.m. each weekday by 23 affiliates of Center, which expects to add 4 more on air in time for live pickups from NBC-TV lines.

College TV course in American literature will be taught in fall over WMTW, Poland Spring, Me., and WABI-TV, Bangor, by Dean Robert E. L. Strider of Colby College, Waterville. His 15-week course for academic credit is fourth in which stations & Colby have cooperated.

Flamingo Telefilm Sales Inc. is formed by Herman Rush & Ira Gottlieb to act as exclusive sales agent for Flamingo Films Inc.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
September 7, 1957

FOREIGN TV SETS—MAN-IN-THE-STREET ECONOMICS: It's not too difficult to see reasons for slow growth of TV in foreign countries if you add to dull & meager programming the fact that receivers are still priced out of Mr. Average Man's range. Really, though, situation isn't drastically different from what it was in early days of TV here. We've attempted to pin down, as well as we can, some rough figures showing just what TV sets cost in major foreign TV countries -- in terms of workers' income. Figures are hard to come by here, but our findings represent a consensus.

To provide comparison, here are U.S. figures: Average set costs about $200; average production worker earns $82.99. Thus, it takes typical American consumer about 2½ weeks' work to pay for his set.

We've consulted U.S. exporters, Dept. of Commerce, Bureau of Labor Statistics and embassies, came up with these figures for representative TV countries -- as expressed in terms of U.S. dollars:

United Kingdom: Typical set -- $205-$210. Average worker's income -- $24 weekly. Set cost -- about 9 weeks' work.

Australia: Price, $500; income, $30; about 17 weeks' work.

France: Price, $300; income, $33; about 9 weeks.

Italy: Price, $320; income, $16; about 20 weeks.

Japan: Price, $220; income $11; about 20 weeks.

West Germany: Price, $200-$250; income, $28-$37; 5-9 weeks.

Mexico: Price, $300; income, $12; about 25 weeks.

Figures from behind Iron Curtain are even more difficult to find. There are news reports that 14-in. set runs about $110 in Russia. Average salary is said to be about $20, meaning 5½ weeks' work.

Most figures represent purchases of sets made in the respective countries. Just how many include imports from other foreign countries is unknown. U.S. exports few; EIA reports we shipped 174,000 in 1956, 51,000 through June this year. No figures are available on U.S. TV imports.

MAGNAVOX DROPS METAL CASE, CITES SHOCK SCARE: As aftermath of Skokie, Ill. electrocution (Vol. 13:29, 31-32), Magnavox has announced discontinuance of metal-cabinet portable production -- and irked its manufacturing colleagues who quickly asserted they see no reason for such action.

In letter to dealers, Magnavox pres. Frank Freimann stated that "we plan to discontinue the manufacture of metal case TV sets in the light of the accidental electrocution in the Chicago area and the sales resistance we believe will develop as the result of this and other factors." Another Magnavox spokesman said company will bring out portable with heavy wallboard cabinet, which may permit price cut. Following are typical reactions of other set makers:

Herbert Riegelman, gen. mgr., GE TV receiver dept.: "We have no quarrel with any TV manufacturer who wishes to alter his product line. However, we would like to point out that millions of metal TV sets, table and consoles as well as portables, have been sold since the inception of the industry. The performance record of these sets over the years is evidence of the safety of the product."

RCA spokesman: "Ever since the Chicago incident we have said all along that we do not have the same problem. We have met no consumer resistance to our metal cabinets for portable TV sets."

Robert L. Shaw, Sylvania TV-radio div. gen. sales mgr.: "It is unfortunate that any manufacturer would make an unwarranted and baseless attack against a prod-

uct which has given millions of hours of safe, dependable entertainment to the public. If properly manufactured a portable TV set is not an electric shock hazard any more than electric mixers or any other normal household appliance."

Coincidental to debate, we note advance pages of fall Sears, Roebuck catalog lists 17-in. portable with fiber glass cabinet at $142.95.

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National TV Week: There certainly seems to be lots more steam behind National TV Week, which runs Sept. 8-14, than there was last year. We've skimmed the cream of comment from spokesmen of the 4 sponsoring groups -- NARDA, EIA, NARTB, TvB -- plus plans of major set manufacturers. Here's what they say:

James D. Secrest, EIA exec. v.p., sees better preparation for this year's TV Week, better organization among sponsoring groups, more interest by manufacturers. He says this year's drive should be more successful than last year's, but probably not as good as the year before that when TV and Radio Week were combined.

NARDA exec. v.p. A.W. Bernsohn came out flatly: "We know more TV sets will be sold this year than last year." He added that you can't expect uniform activity in all parts of the country -- but that 50 major cities and many smaller communities have joined in campaign which he said "will surpass last year and equal the year before." A lot depends, he said, on local interest and the support of electrical dealers, distributors and electric leagues.

NARTB pres. Harold E. Fellows put it this way: "Broadcasters' plans for TV Week indicate they will support this industry observance in a manner far exceeding anything done in the past. Networks and individual national shows will tell the story of TV's role as a member of the family. We have had responses from dozens of stations across the country telling how they plan to present the 'Report to the People' program suggested by NARTB."

TvB pres. Norman E. Cash told us TV Week is "too short a period of time to inform the public of the services that the industry really renders." He said that TvB is starting a "year-round campaign telling the public of free TV contributions to the public interest" and to tell businessmen "how TV helps move products."

Most major TV manufacturers are quite active. GE has been urging dealers and distributors to be as diligent as possible on local TV Week committees and is using TV Week theme in local ads. RCA has sent streamers, posters, counter cards and co-op ads to its dealers and distributors; TV Week logotype will be included in some national advertising, including TV. Philco is mailing 9,000,000 copies of 8-page TV color tabloid with TV Week symbol featured. It also sent 6000 TV Week banners and 10,000 buttons. Motorola tied in with EIA & NARDA programs, supplied window display materials and buttons. Sylvania's promotion of the month is tied to National TV Week and it is sending dealers promotional material, plans to incorporate observance in ads. Westinghouse is providing dealer displays, while Hoffman plans special mailings and gifts.

Retail Sales: TV retail sales figures of 426,294 for July confirm earlier estimate (Vol. 13:33) of 425,000 and bring total TV retail sales to 3,236,697 for year -- some 37,000 less than the 3,273,560 sold in first 7 months last year. Radio sales at retail, excluding auto sets, totaled 4,236,453, compared with 3,967,555 sold in similar period of 1956. Sales in July were 597,484 vs. 576,453 in July 1956.

Production: TV output was 199,954 week ended Aug. 30, compared with 205,881 preceding week and 174,093 in corresponding week one year ago. It was year's 35th week and brought TV production for year to date to about 3,955,000, compared with 4,543,902 in same period of 1956. Also this week, EIA officially estimated first 7 months production at 3,082,799 compared with 3,752,133 in similar 1956 period. July production was 360,660 (55,401 uhf), compared with 543,778 (72,766) in June, 336,931 (41,803) in July 1956.

Radio production was 287,190 (83,448 auto) week ended Aug. 30, vs. 292,626 (79,962) preceding week and 257,815 (62,340) in corresponding week year ago. Radio

output for 35 weeks totaled about 9,047,000 (3,473,000) vs. 8,480,545 (2,780,261) in 1956 period. First 7 months production was placed at 7,799,882 (3,090,955) compared with 7,225,862 (2,512,216) in similar period last year. July production totaled 612,588 (256,279), compared with 1,088,343 (416,058) in June and 566,697 (198,565) in July 1956.

Topics & Trends of TV Trade: Labor Dept., EIA and IUE reached no agreement Sept. 5 on definition of electron tube industry for possible minimum wage determination under Walsh-Healey Act (Vol. 13:31) which deals with Federal contracts of $10,000 or more. Issue was referred to technical subcommittee of 3 groups, which probably will meet next week.

Hearing before Wage and Hour and Public Contracts div. was preliminary one to which union and management representatives were invited by Labor Dept. to discuss definition proposals. EIA ad hoc Walsh-Healey committee of 35 members, led by chairman Edward J. Danneberg (Tung-Sol) and gen. counsel Wm. Reynolds, proposed narrowing definition by excluding: (1) Electron tube parts, (2) All semiconductor devices, (3) X-ray tubes, (4) Electron beam (beta ray) generator tubes, (5) Rectifier and associated tubes designed specifically for use in equipment which operates at or above X-ray spectrum.

IUE objected to EIA's proposed exclusion of semiconductors and parts, called for additional information. Final determination of issue probably will take 6-12 months.

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RCA adds 5 color TV models (see p. 3) with prices ranging $550-$795—$50-$100 higher than current line. Sets feature improved chassis and 21-in. tri-color glass picture tube with new mask structure called "graded aperture mask" which provide increased brilliance, allowing use of dark safety glass for better contrast. Unusual new feature is use of color gradations around color-intensity and "tint" (formerly "hue") dials; with pointers, they give easy method of setting dials to positions known to be satisfactory. The new models: Abington (21CD872) table model, mahogany or lime oak grain metal cabinet, $550; Sanford (21CD877) consolette with front speaker sound, in mahogany, walnut, limed oak grains, $650; Anderson (21CD886) console in mahogany, walnut, limed oak grains, $725; Wentworth (21CD888) console in mahogany, walnut or birch wood, $795; Townsend (21CD890) lowboy console in walnut or oak woods, $795.

Color set sales are "beginning to make the difference in the dealer's profit margin," RCA color TV market development mgr. Roger L. Drew said in speech prepared for regional meeting of National Appliance & Radio-TV Dealers Assn. Sept. 8 in St. Louis. He said high sales records were reported from cities where RCA is conducting special promotion campaigns, that even before campaigns Cincinnati RCA dealers attributed 22% of total dollar volume to color; Detroit, 31%; Philadelphia, 28%.

Consent order approved by FTC prohibits Alrich Mfg. Co., Great Neck, N. Y. (Vol. 13:16) from claiming its plastic sheet gives effect of color TV. Company also agreed to order which rules it must not say it manufactures device, or that it eliminates glare or eyestrain and will not burn.

EIA technical symposium Sept. 17-18 in Ambassador Hotel, Los Angeles (Vol. 13:34), will be keynoted by Lt. Gen. C. S. Irvine, deputy Air Force chief of staff for materiel. He will discuss $60,000,000 Air Force purchase of numerically-controlled machine tools.

July picture tube sales by manufacturers were lowest of any 1957 month, totaling 491,935 worth $9,835,586 vs. 589,070 at $12,043,831 in July 1956. Cumulative sales for 7 months were 5,306,594, worth $96,822,617, reports EIA, compared with 5,738,123 at $105,657,579 for similar 1956 period. Totals for receiving tubes for 7 months this year were 254,252,000 valued at $217,503,000 vs. 259,056,000 at $209,637,000 for similar period last year. July receiving tube sales were 33,077,000 worth $27,042,000 compared with 31,400,000 at $24,781,000 sold in July 1956. EIA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
January	760,860	$13,594,525	37,571,000	$ 31,170,000
February	728,363	13,134,778	44,460,000	36,631,000
March	833,257	14,850,847	43,010,000	37,007,000
April	629,838	11,394,043	27,970,000	25,384,000
May	758,328	14,031,519	32,836,000	28,955,000
June	1,104,013	19,981,319	35,328,000	31,314,000
July	491,935	9,835,586	33,077,000	27,042,000
TOTAL	5,306,594	$96,822,617	254,252,000	$217,503,000

Transistor sales continued record pace in July, EIA reporting month's total of 1,703,000 which nearly doubled 885,000 sold in July 1956. Total for first 7 months of year is 12,902,300 valued at $35,465,000, compared with 5,643,000 at $16,057,000 in similar 1956 period. EIA's monthly breakdown:

	1957 Sales (units)	1957 Sales (dollars)	1956 Sales (units)
January	1,436,000	$ 4,119,000	572,000
February	1,785,300	5,172,000	618,000
March	1,904,000	5,321,000	708,000
April	1,774,000	4,880,000	832,000
May	2,055,000	5,636,000	898,000
June	2,245,000	6,121,000	1,130,000
July	1,703,000	4,216,000	885,000
TOTAL	12,902,300	$35,465,000	5,643,000

Canadian TV distributor sales to dealers totaled 194,155 for first 7 months of 1957 compared with 252,227 in similar 1956 period, reports RETMA of Canada. July sales were 23,483 vs. 36,031 in July 1956. Portable TV sales amounted to 11,069 in May-June-July period, first 3 months such records were compiled. Here's breakdown of total sales by provinces: Ontario, 9500 in July, 74,256 for 7 months; Quebec, 5958 & 53,814; British Columbia, 2601 & 16,641; Alberta, 1647 & 13,655; Manitoba, 1629 & 11,964; Nova Scotia, 836 & 9126; Saskatchewan, 661 & 6849; New Brunswick & Prince Edward Island, 565 & 5986; Newfoundland, 86 & 1864.

British TV trends, as evidenced by exhibits at National Radio Show, marking 21st anniversary of TV servince in England: Sets are cheaper—17-in., still the most popular size, averaging slightly over $210 (including tax), down about $36 from last year; 21-in. dropped $140 to an average $280. British sets now boast "wide-angle" 90-degree picture tube, cutting 3-4 inches from depth of 21-in. set. In spotlight at show were portables, averaging 27 lbs., with lightest a 9-in. model weighing 17 lb. With BBC rapidly opening new FM stations, many TV manufacturers are offering combination TV-FM sets at about $15 above cost of TV alone.

FM band converter for TV sets will be marketed by Regency div., IDEA Inc., at $19.95. Transistorized gadget, powered by 3 penlight batteries, contains tuner to "make any TV set an FM receiver."

Trade Personals: George D. Macbeth elected honorary v.p. of Corning Glass on retirement as v.p. and controller, continuing to serve as director and member of exec. committee; Charles D. LaFollette elected financial v.p.; Thomas Waaland, treas.; John L. Ward, controller; Robert W. Foster, asst. controller; Norman J. Vang, v.p. & director of industrial relations; Richard M. Clifford, mfg. mgr., electrical products div. . . . John G. Copelin, v.p., International Standard Electric, IT&T subsidiary for foreign operations, given area responsibility for ISE activities in West Indies, Central & South America, Australia, Canada, Far East; Arthur J. Schmitt succeeds him as comptroller . . . Robert W. Sarnoff, NBC pres., elected an RCA director; Andre Meyer, Lazard Freres, and Paul M. Mazur, Lehman Bros., both N. Y. investment bankers, also elected directors . . . John R. Halligan promoted to Hallicrafters treas., succeeding Joseph J. Frendreis, resigned; Edward Bishop Jr. named senior financial officer, continuing as controller; Edward J. Corcoran promoted to secy. . . . Henry B. Graham, ex-DuMont govt. sales mgr., named National Union electronics div. sales mgr. . . . Maury Freeman, ex-Arrow Electronics, named sales mgr. of Gray Mfg. audio & hi-fi div., replacing Harry McKenzie, resigned.

Obituary

Raymond S. Pruitt, 70, Avco director who retired in 1955 as v.p., secy. & gen. counsel, died Sept. 1 at summer home, St. Joseph, Mich. Native of Gettysburg, S. D., he was a founder of Cord Corp. in 1929, became gen. counsel of The Aviation Corp. (now Avco) when Cord gained control of it in 1932-33.

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Dismissal of FTC complaint against National Home Study School Inc., 52 E. 19th St., N. Y., for alleged misrepresentation of TV-radio technological course was recommended Sept. 4 by examiner J. Earl Cox. He found no reliable evidence that correspondence school and its officers sold course by exaggerating quality of instruction and job & salary possibilities for students, as alleged by FTC in 1956. Still pending is similar complaint against affiliate Radio TV Training Association Inc. and same officers at same address.

Automatic tuning will be featured in Westinghouse's record fall advertising running Sept. 16 to Dec. 9 on network TV, *Life*, *Saturday Evening Post*, *This Week*, *Parade*, *Family Week*, and in local media. Copy will use theme: "Now! No More Tuning. New Westinghouse TV Does It For You," illustrated by blindfolded girl getting "perfect picture and sound automatically."

Portable TV promotion, in conjunction with United Air Lines' radar-equipped "Mainliners," starts this month, features display material and counter cards for RCA Victor dealers and UAL ticket offices. Theme: "In air travel fly United, the radar flight line . . . in TV enjoy RCA Victor 'Flight-Line' portable TV." UAL uses RCA radar.

Further diversification is planned by P. R. Mallory, manufacturer of electronic, electrical & metallurgical products, which is forming jointly-owned firm with Sharon Steel Corp. and National Distillers & Chemical Corp. New firm will be Mallory-Sharon Metals Corp. and spokesman says it will be largest fully integrated producer of titanium and zirconium.

TV Blue Book for 1958 will be distributed by National Appliance Trade-in Guide Co., Madison, Wis. in about a week.

DISTRIBUTOR NOTES: Philco Distributors appoints John Ryan gen. mgr. of its N. Y. div., succeeding J. J. Harris, resigned; no successor yet named to Ryan's previous post of regional mgr., Philco Distributors Atlantic div. . . . RCA Victor Distributing Corp. dedicates 46,000 sq.-ft. distribution center in Davenport, Ia. for eastern Ia. and western Ill. . . . Westinghouse Appliance Sales names Walter Mulcahey asst. to N. Y. major appliance sales mgr.; Sidney Schwartz succeeds him as adv. & sales promotion mgr. . . . Graybar appoints following operating mgrs.: K. H. Coyner, Norfolk, Va.; E. H. Helms, Asheville, N. C.; F. D. Masten, Durham, N. C. . . . DuMont appoints General Distributing Corp., 150 Front St., Bangor, Me. for Vermont with exception of Windham, Bennington and Franklin counties; Sydlee Electronic Supply Co., Springfield, Mass. for Windham and Bennington, Vt. counties . . . Capehart appoints Charles P. Culbert Organization of Los Angeles for Cal., Nev., Ariz. . . . Stuart A. Falk resigns from Philco Distributors; his last post was mgr. of now discontinued Detroit branch . . . Andrea Radio appoints Dimond-Gross Assoc. (Lee A. Dimond & Alfred M. Gross Jr.) for TV-radio-hi-fi in New England.

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Service management school, under sponsorship of NARDA, is being planned for dealers and their service mgrs. NARDA director Frank Pieratt says aim is to have school on week end (Fri.-Sat.-Sun.) in some midwestern state, tuition about $75. NARDA members are being asked to suggest school site.

Electronic Industry Show Corp. elects Charles Golenpaul, Aerovox v.p., pres., succeeding Wilfred L. Larson, Switchcraft pres. Others elected at Honolulu meeting: Mauro E. Schifino, Rochester Radio Supply Co., v.p.; Lew W. Howard, Triad Transformer, secy.; Roy S. Laird, Ohmite Mfg. Co., treas.

RCA Whirlpool appliance sales in Latin American and Caribbean areas will be handled starting Oct. 1 by expanded Whirlpool international operation. European, Asian, African sales will continue under RCA International.

Record Aug. factory TV sales, 115% higher than last Aug., are reported by Robert L. Shaw, gen. sales mgr., Sylvania TV-radio div. He termed dealer reaction "exceptional," adding "this is the first year in which we have experienced new line reorders so early and in such volume."

Acquisitions reported in the works: Litton Industries Inc. negotiating for purchase of Aircraft Radio Corp.; Gonset div. of L. A. Young Spring & Wire Co. said to be discussing acquisition of Link Radio Corp., currently operating under Chapter XI of bankruptcy act.

Fifth annual "profit clinic" of Northwest Appliance & TV Assn. will be held Sept. 27 at Seattle's Benjamin Franklin Hotel. Speakers include Ken Stucky and Mort Farr, NARDA pres. and chairman, respectively.

Emerson ad account goes to new agency, Gore, Smith & Greenland, as Martin L. Smith who had account with Bobley-Smith Inc., becomes exec. v.p. of firm (formerly Gore-Serwer).

Capehart introduces British-made hi-fi, priced at $599 in African mahogany, $619 in walnut or blonde. Deliveries will start this month.

New transistor books: Second edition of GE's *Transistor Manual* (112 pp., 50¢); *Transistor Circuits*, by Rufus P. Turner (160 pp., $2.75), Gernsback.

Minneapolis-Honeywell now sampling $25 power tetrode transistor for hi-fi.

Financial & Trade Notes: Television-Electronics Fund reports net assets of $156,743,659 and 12,556,998 shares outstanding in third quarter ended July 31, compared with assets of $148,650,002 and 12,218,644 shares as of April 30. During quarter these were changes in its portfolio:

New stocks added: 5000 shares Aerojet General, market value $1,650,000; 16,800 Allegheny Ludlum, $877,800; 20,000 Carrier, $1,050,000; 22,500 GM, $1,012,500. Also added were $296,000 worth of Tung-Sol 5% cumulative convertible pfd.; $550,0000 Ampex 5% debentures, due July 1, 1972; $164,050 Collins Radio 5% convertible debentures, due June 1, 1977; $104,000 Emerson Electric 5½% convertible debentures, due July 15, 1977; $97,563 General Telephone 4½% convertible debentures, due June 1, 1977; $221,000 NTA 6% notes, due June 15, 1962; $127,000 Topp Industries 6% convertible debentures, due May 1, 1977; $2,484,287 CIT notes, due Oct. 1, 1957; $1,485,146 General Finance Corp. commercial paper, due Oct. 31, 1957; $1,496,738 GMAC commercial paper, due Aug. 23, 1957; 2 groups of $2,500,000 govt. bonds each, due Sept. 19 & Oct. 17, 1957.

Stocks eliminated: 10,400 Bell & Howell, market value $395,200; 13,800 George W. Borg, $362,250; 4000 Electronics Corp., $49,500; 10,000 Photon, $347,500; 12,600 Raytheon, $239,400; 5000 Smith-Corona, $188,750; 5000 Union Carbide, $578,750.

Holdings were increased in American Bosch Arma, American Machine & Foundry, AT&T, Barry Controls, Beckman Instruments, Bendix Aviation, Columbia Pictures, Consolidated Electrodynamics, Eitel-McCullough, Electronics Assoc., Emerson Electric, Fansteel Metallurgical, General Bronze, Harris-Intertype, Hazeltine, Hoffman Electronics, IBM, IT&T, Leeds & Northrup, Magnavox, P. R. Mallory, Marchant Calculators, Mergenthaler Linotype, Minnesota Mining & Mfg., Philco, Robertshaw-Fulton, Royal McBee, Servomechanisms, Storer Bcstg., Sylvania, Texas Instruments, Thompson Products, Varian Assoc., Walt Disney Productions, Westinghouse Air Brake, Westinghouse Electric.

Part of holdings were sold in Aircraft Radio, Allis-Chalmers, AB-PT, American Chain & Cable, Amphenol, Babcock & Wilcox, Bell & Gossett, Boeing Airplane, Borg-Warner, Bullard, Bulova, Burroughs, Carborundum, Chance Vought Aircraft, Cincinnati Milling Machine, Clark Controller, Clevite, CBS 'A', Corning Glass, Curtiss-Wright, Cutler-Hammer, Douglas Aircraft, Dresser Industries, Eastern Industries, Eastman Kodak, Emerson Radio, Ex-Cell-O, Friden Calculating, Garrett, General Dynamics, GE, General Railway Signal, General Telephone, Globe-Union, Goodyear, Hammond Organ, International Nickel, Lockheed Aircraft, Martin Co., W. L. Maxson, Minneapolis-Honeywell, Motorola, National Acme, National Cash Register, Neptune Meter, North American Aviation, Northrop Aircraft, Oak, Otis Elevator, Penn Controls, Reliance Electric, Ryan Aeronautical, Sangamo, Sperry-Rand, Square D, Taylor Instrument, Tung-Sol, 20th Century-Fox, United Aircraft, United-Carr Fastener, Vitro, Walt Disney Productions warrants, Western Union, Zenith.

Unchanged during quarter were holdings in ACF Industries, Addressograph-Multigraph, Admiral, Ampex, Conrac, Consolidated Electronics, Cornell-Dubilier, DuMont Labs, duPont, Eaton, Elgin National Watch, Elox Corp., Food Machinery, General Mills, General Precision Equipment, General Tire, G. M. Giannini, Indiana Steel Products, Industrial Electronics, Johnson Service, Liquidometer, Litton Industries, Machlett Labs, Paramount Pictures, Pullman, RCA, Sprague Electric, Stewart-Warner, Technicolor, TelAutograph, Telecomputing, TV Assoc., United Utilities.

[For status preceding quarter, see Vol. 13:21.]

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Walt Disney Productions stock, 400,000 shares held by Atlas Corp., has been offered for public sale at $21.75 per share for Atlas account through syndicate headed by Goldman, Sachs & Co., Lehman Bros., Kidder, Peabody & Co. (Vol. 13:32). Offering, which does not represent Disney company financing, is intended to widen public ownership prior to applications for N. Y. and west coast stock exchange listings. Atlas would remain biggest Disney stockholder next to Disney family.

Walt Disney Productions reports consolidated net income of $2,347,745 ($1.57 per share on 1,492,725 shares outstanding) on total revenues of $23,449,821 in 39 weeks ended June 30 vs. $2,091,975 ($3.20 on 652,840) on $20,371,831 in corresponding 1956 period. For all 1956, earnings equaled $1.60 per share after adjustment for stock split last Aug.

Hal Roach Productions, organized in May, has filed registration with SEC (File 2-13525) for public offering of 375,000 shares of $1 par common stock at $3 per share through underwriting group headed by S. D. Fuller & Co., N. Y. Part of proceeds may be used to lease N. Y. studio to expand production of TV film commercials.

Cornell-Dubilier earned $525,068 (95¢ per share) on sales of $24,958,419 in 9 months ended June 30, compared with $718,093 ($1.32) on $25,484,898 in similar period year ago.

Additional officers-&-directors stock transactions reported to SEC for July (Vol. 13:34): AB-PT—Leonard H. Goldenson exercised option to buy 3000, sold 1700, holds 54,000. American Electronics—Warren H. Crowell bought 2448 through Crowell, Weedon & Co., sold 2350 through firm, holds 98 in firm, 4995 personally. Beckman Instruments—Frederick L. Ehrman donated 500, sold 2500, holds 3365. Electronic Communications—C. Kenneth Baxter bought 1500, holds 9500. General Dynamics—Frederick de Hoffmann exercised option to buy 7500, holds 7530; Earl D. Johnson sold 8700, holds 21,300; Robert B. Watts sold 3500, holds 3640. General Precision Equipment—H. G. Place sold 5000, holds 20,000. General Transistor—Max Fialkov sold 2500, holds 18,868. International Resistance—Edward A. Stevens exercised option to buy 600, holds 5700. Loew's—Charles C. Moskowitz sold 17,500, holds 3000. Minnesota Mining & Manufacturing—Wm. L. McKnight sold 10,000, holds 955,510. National Theatres—B. Gerald Cantor bought 10,000, holds 45,000. Skiatron Electronics & TV—Kurt Widder sold 1000, holds 7900. Unitronics—David Bogen bought 3000, holds 3000; Lester H. Bogen bought 2000, holds 2000; John G. Brooks sold 4210, holds 3000; Abraham Cooper sold 500, holds 235.

Dividends: Hoffman Electronics, 25¢ payable Sept. 30 to stockholders of record Sept. 13; Arvin Industries, 50¢ Sept. 30 to holders Sept. 9; Bendix Aviation, 60¢ Sept. 30 to holders Sept. 10; Loew's Theatres Ltd., $1 Sept. 30 to holders Sept. 9; Zenith, 75¢ Sept. 27 to holders Sept. 10; Columbia Pictures, 30¢ Oct. 30 to holders Sept. 30; Universal Pictures, 25¢ Sept. 27 to holders Sept. 14; Decca Records, 25¢ Sept. 30 to holders Sept. 16; Corning Glass, 25¢ Sept. 30 to holders Sept. 16; Wells-Gardner, no action.

Erie Resistor earned $443,753 (64¢ per share) on sales of $12,180,707 in first 24 weeks of year compared with $394,758 (57¢) on sales of $10,548,000 in similar 1956 period. Pres. G. Richard Fryling said electronic component, electro-mechanical and foreign operations continue satisfactory, while expansion in pre-assembled components and plastics have "adversely affected" profits. However, he added that Erie's business outlook "continues to be favorable."

Midwestern Instruments reports first half earnings of $474,377 (50¢ per share) on sales of $3,474,000 compared with $154,659 (16¢) on sales of $1,691,000 in similar 1956 period. Current sales figure includes $788,000 from Magnecord div., merger also resulting in $2,500,000 loss carryover available for federal income tax purposes.

Audio Devices Inc. has placed 100,000 shares of common stock and 3-year warrants for purchase of additional 20,000 with Carl M. Loeb, Rhoades & Co. for private sale. Proceeds will be used for plant facilities and working capital for new div. for electronic components manufacture.

Aircraft Radio Corp. is selling $1,600,000 long-term notes to Prudential Insurance Co. of America to refund short-term obligations. Notes carry 10,000 warrants for purchase of Aircraft Radio common stock at $3 above Sept. 3 market price.

Hycon Mfg. Co. & subsidiaries report earnings of $514,000 on sales of $7,134,000 in 6 months ended July 31 compared with deficit of $1,507,161 on $5,021,000 in corresponding 1956 period.

Lear Inc. reports earnings of $326,051 (14¢ per share) in 6 months ended June 30, compared with $1,017,044 (44¢) in similar 1956 period.

Standard Coil reports net income of $770 on 6-month sales of $27,194,279 compared with net loss of $1,206,184 on $28,724,243 in similar 1956 period.

Color TV will come to Cuba—first country outside U. S.—Oct. 24, when new all-color all-film station will be opened in Havana on Ch. 12 by TV-radio pioneer Gaspar Pumarejo, according to RCA, which announced that shipment of equipment has already begun. New station, Canal 12 S. A., has ordered 10-kw transmitter and 60-ft. antenna to be mounted atop 400-ft. Hilton Hotel in Havana. Pumarejo, who founded CMUR-TV (now CMBF-TV) in 1951 as Cuba's first TV station, has been operating Escuela de Television which produces 8 hours of daily programming over Telemundo Network. For his new station, he plans continuous-performance 24-hour showing of 2-hour color film program. He predicts that 1000 color sets will be installed by Oct. 24 opening, with 10,000 to be sold during first year of telecasting. When 20,000 are in use, he plans to start live programming. His reasoning in starting color station: Color sets now can be sold for about $700 in Cuba, about same price as black-&-white when first station was inaugurated there.

Nielsen Radio Index is being cancelled by ABN because survey "is unable to place full value" on out-of-home radio set circulation which represents "roughly 40% of our medium," ABN pres. Robert E. Eastman announced Sept. 4. He said ABN has "thorough respect" for A. C. Nielsen Co., that dropping of subscription "is in no way a reflection of any lack of appreciation of values inherent" in Nielsen research, but that "our product is too valuable to have it appraised by a method which is far more limiting than those applied to other major media." Eastman added that it's "fabulous task" to try to measure radio audience in "mobile population in a wide variety of places."

"Taking a crack at TV," Aug. 30 *Advertising Agency Magazine* tartly observes, "is in danger of becoming the newspaper man's favorite pastime." Citing TV critics on newspapers who "set themselves up as crusaders out to clean up TV," contributing editor Bill Tyler says: "This is, to our mind, about as disingenuous a bit of do-goodism as we have yet to encounter. Obviously, the crusader's zeal stems from the fact that it gives him an opportunity to blast a competing medium." Tyler wonders: "What would happen if telecasters started a little retaliatory crusade of their own on the sensationalism of the press and its effect on young minds?"

Cable theatre experiment at Bartlesville, Okla. (see p. 1) and other pay-TV developments will be reviewed at NCTA western regional conference in Ambassador Hotel, Los Angeles, Sept. 24-26, speakers including: Matthew Fox, pres. of Skiatron TV Inc.; Milton J. Shapp, pres. of Jerrold Electronics Corp.; Jack D. Wrather, pres. of Wrather TV Productions Inc.; Lloyd G. Hallamore, v.p. of Hallamore Electronics Co. Technical requirements of Bartlesville installation will be discussed by Jerrold supervising engineer Caywood C. Cooley.

TV relay which can handle "several hundred" programs simultaneously will be ready for testing "within a few years," AT&T exec. v.p. Clifton W. Phalen told Chicago marketing symposium this week. Based on information theory advances, system will be advanced form of computer with transistorized electronic switching system.

Equal broadcast time for all West German political parties, however small, must be provided by radio stations before Sept. 15 elections, Administrative Court in Munich ruled Sept. 3.

Maximum Service Telecasters board meets at Westchester Country Club, Rye, N. Y. Sept. 9-10 primarily to discuss technical program of propagation measurements, antenna performance evaluation, etc.

Four TV programmers were ordered by Federal judge this week to supply FCC network study committee with subpoenaed confidential financial data. N. Y. Federal Judge Bryan, in upholding FCC's right to subpoena such information, said it seemed "to me to come within the framework of powers of inquiry granted by Congress to the FCC upon subject matter which vitally affects the public interest." At same time he warned Commission to treat the information confidentially. The 4 program companies which had held out against FCC subpoenas for more than 4 months (Vol. 13:17-18, 20-24, 26) are MCA-TV and its affiliated Revue Productions, Screen Gems, Ziv TV.

First program venture by Metropolitan Educational TV Assn., N. Y., will be *Problems of Everyday Living* series of mental health discussions on WPIX starting Sept. 25, Mon., Wed. & Fri. 11:30 a.m.-noon. Teachers, psychiatrists, social workers, marriage counselors will be presented in programs for adults, station donating time & facilities. META also will produce *The Living Blackboard* in cooperation with N. Y. Board of Education on WPIX starting Sept. 30, Mon.-thru-Fri. 11-11:30 a.m.

One of biggest sunspot explosions on record virtually blacked out aircraft radio communications in many parts of world this week—and surprised southern British televiewers with French TV programs on their home screens. Unable to pick up pictures from London, they received images from across the channel—possible because French 819-line system has a measure of compatibility with British 405 lines since it has very close to twice the number lines, same field frequency and same positive picture modulation.

TV tampers with juries. At least, that's what was averred by panelists at 12th annual convention of National Assn. of County & Prosecuting Attorneys in San Francisco. They complained jurors get wrong ideas of justice by watching TV courtroom dramas in which prosecutors are trick artists. "We lost 50% of our cases last year," said St. Louis circuit attorney Thomas Eagleton. "Why? Some of the jurors thought we didn't present the evidence the way they'd seen it done on TV."

Full-scale TV teaching started this week at Port Chester, N. Y. high school after year of closed-circuit experimentation in which 60% of 1200 students participated. Lectures & demonstrations carried over system installed by General Precision Lab cover science, industrial arts, history, music, other courses in program supervised by TV director Clement Rathgeb, instructor in industrial arts. Equipment is manned by members of school's TV Technicians Club.

Closed-circuit colorcasts planned by Closedcircuit Telecasting System: Oct. 15, hour-long presentation of Pepsi-Cola Co., originating from New York's Ziegfield Theatre, to be seen by Pepsi-Cola bottlers from coast to coast on 6x8-ft. screens in hotel ballrooms; Dec. 12, for N. Y. Dental Society; Jan. 29, for Northwestern U.

Dispute with judge over attempted courtroom use of tape recorder to cover hearing brought contempt citation and $10 fine for news director Arthur Selikoff of radio KVOX, Moorhead, Minn. "You are not fair to anybody," Selikoff had remarked to police magistrate Roscoe S. Brown when he banned recorder.

Sole TV application filed with FCC this week was for Ch. 73 translator in McGill, Nev., by non-profit group—bringing total of translator applications to 43, station applications to 119 (33 uhf). [For details see *TV Addenda 25-F* herewith.]

Licensed TV sets-in-use in Britain totaled 7,169,509 at end of June, increase of 50,811 during month.

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THE AUTHORITATIVE NEWS SERVICE FOR MANAGEMENT OF THE VISUAL BROADCASTING AND ALLIED ELECTRONICS ARTS AND INDUSTRIES

Television Digest with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — September 14, 1957

RCA-ZENITH SETTLEMENT, ending 11-year legal "grudge" battle between industry titans, seen as prelude to settlement of govt. anti-trust suit (p. 1).

CRAVEN PLAN DROPPED, probably indefinitely, as FCC decides to wait for data from TASO. EIA and AMST urge study of spectrum uses (p. 3).

NO FINAL FEE-TV ACTION expected at Sept. 17 FCC meeting. Doerfer pledges quick decision, says Commission won't wait for Congress to act (p. 4).

ANTENNA FARMS NOW THE RULE in tall-tower approvals by airspace panel, which designates farm sites for towers. FCC rule due soon (p. 4).

EDUCATIONAL TV SPONSORS sought by new Chicago group to finance programs; ex-chairman Edward L. Ryerson of Inland Steel leads drive (p. 5).

FCC REJECTS PHILCO protest against renewal of NBC Philadelphia station license; examiner again recommends Flint grant to WJRT (p. 7).

PHILCO EXPECTS bigger share of 1957 TV market, sees factory sales running about 6,500,000. Aug. retail sales estimate declines to 550,000 (p. 10).

PRIVATE LABEL TV production reported contributing to Aug. upsurge in set output; producers neither confirm nor deny (p. 10).

EIA ENDORSES proposal for long-range spectrum study, votes to compile tape recorder statistics, names group to study set sales promotion (p. 11).

GIVE-A-SET TV drive proposed by ABC's Oliver Treyz is plan to collect outmoded receivers, send them abroad for goodwill—and business (p. 12).

PHILADELPHIA'S EDUCATIONAL WHYY-TV begins programming after year's delay due to money troubles; uhf outlet is 27th non-commercial station (p. 8).

BARTLESVILLE CLOSED-CIRCUIT project to begin installing third channel. Franchise application filed in Washington; other closed-circuit news (p. 9).

BEHIND THE RCA-ZENITH SETTLEMENT: A "gentlemen's agreement" this week ended the bitter 11-year legal battle between 2 titans of the TV-radio industry.

Though terms of the settlement of Zenith's challenge to RCA's industry-wide TV-radio-electronics patent licensing practices weren't announced—haven't, in fact, been put on paper yet—this week's action was understood in Washington to be prelude to a possible consent decree settlement of the Govt.'s 1954 civil anti-trust suit aimed at RCA package licensing practices (Vol. 10:47-48). Discussions between RCA and Justice Dept. are currently in progress.

■ ■ ■

All parties to agreement are being extremely close-mouthed, since documents won't be submitted to court until Sept. 30 or later. However, terms of complicated agreement—as we understand it—involve no changes in RCA's patent structure, set no precedent for other manufacturers to seek changes in their licensing agreements with RCA.

The agreement, in fact, was not nearly so one-sided as it would appear from newspaper accounts quoting Zenith counsel. Settlement will follow complex formula, under which Zenith is paid approximately $11,000,000 in cash—with RCA contributing major amount, co-defendants token sums. But dependable sources indicate there is a second part to the agreement:

Zenith will take out an RCA patent license—the very concept it has fought in the 11-year suit—and will make its own patents available to RCA. Monies the 2 companies owe each other (royalties, back license fees, etc.) will be determined by arbitration.

Presumably this will include a reckoning of back fees Zenith owes RCA for the nearly 11 years it has been operating without RCA license—so RCA stands to be heavy gainer in this part of settlement.

Best guess by savvy observers is that—in entire transaction—Zenith will come out considerably ahead cash-wise. But Zenith, in the future, will be making substantial annual payments to RCA, based on value of Zenith production—same as rest of set manufacturing industry.

Most significant previous patent litigation involving RCA—also settled out of court—involved DuMont's 1948-50 challenge of RCA patent authority. In this settlement, DuMont was forgiven license fees for period of the legal action, took out RCA license and threw its substantial TV patents into RCA pool.

■ ■ ■

Long series of suits and countersuits involving Zenith and RCA began in Dec. 1946—Zenith's last month as an RCA licensee (Vol. 2:52)—and was in every sense a grudge fight between 2 strong-minded men who bitterly dislike each other personally and whose approaches to TV-radio have been diametrically opposed:

RCA's Brig. Gen. David Sarnoff—pioneer in broadcasting itself, in radio, in TV, in color, in other electronic fields—a man with strong ideas, who has surrounded himself with many of the industry's best organizational and engineering brains.

Cmdr. Eugene F. McDonald—one of the industry's great merchandising driving forces—who built up a sales organization second to none, based on a good product, and who persistently bucked almost every industry trend.

The 2 men have continually clashed personality-wise and over basic industry principles. McDonald differed with Sarnoff over the potential of TV, over color, over FM, over subscription TV—to name a few historic battles.

Despite his merchandising skill, McDonald never had a great following in the trade itself. He rarely uses TV-radio as an advertising medium, leaving that to his distributors. He promoted Phonevision first on basis that advertising couldn't support TV, then with the implication that advertising is degrading; broadcasters, almost to a man, have always bitterly resented him.

■ ■ ■

The major legal battles between the two started with a Delaware suit by Zenith challenging certain patents owned or administered by RCA, with GE & Western Electric named as co-defendants. RCA filed counterclaim charging patent infringements by Zenith and its tube-making subsidiary Rauland. Zenith-Rauland followed with anti-trust suit in Chicago Federal Court, charging among other things that illegal patent practices had barred Zenith from foreign markets, and adding to the list of defendants Westinghouse and 14 foreign electronics firms.

Hard-fought preliminary skirmishes went as high as U. S. Supreme Court—in 1954, when Adlai Stevenson was of counsel for RCA (Vol. 10:49).

Trial of anti-trust suit was to begin in Chicago court this week—when both sides asked for postponement to Sept. 30 so that terms of settlement could be drawn up.

RCA is said to have spent $6,000,000 preparing for trial, to have taken 83 depositions; Zenith said it spent $2,000,000, had taken 110 depositions throughout world. Litigants had retained about 100 patent experts to testify at trial, as well as dozens of lawyers.

Treble-damage claims by Zenith totaled $61,750,000. In its patent infringement suit, RCA was seeking undisclosed amount in back license fees.

Announcement of agreement was made by Zenith counsel Thomas McConnell—known as one of nation's most astute anti-trust attorneys. He said settlement would include issuance of patent licenses to Zenith, thereby removing "blockades" against company in foreign markets. He added that moves toward settlement had been under way 6 months, with agreement finally reached Sept. 9, day of scheduled opening of trial.

"The parties are in complete agreement and there are no loose ends," he said. Boards of the companies will have to approve final settlement.

RCA and others involved refused comment on settlement, Gen. Sarnoff telling us: "It still hasn't been formalized. It would not be proper to discuss it while it is before the court."

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Thus RCA has disposed of the first—and perhaps most vexing—of a number of important suits besetting it. Other anti-trust suits pending:

(1) Govt.'s civil anti-trust patent suit, now being negotiated (see above).

(2) Philco's $150,000,000 treble-damage suit against RCA, GE & AT&T, aimed principally at RCA patent practices (Vol. 13:3 et seq.). When Zenith takes out RCA license, Philco will be only major TV-radio manufacturer which isn't a licensee, having failed to renew license when it expired at end of 1954.

(3) Govt.'s civil suit against RCA & NBC, charging violation of Sherman Act in swap of Philadelphia & Cleveland TV-AM stations between NBC & Westinghouse (Vol. 12:49 et seq.).

At least one more govt. anti-trust suit in TV-radio-electronics may be imminent. Federal Grand Jury currently is winding up New York hearings which have been looking into allegations of division of world markets among radio manufacturers via patent licensing. Some Washington sources predict indictments will be forthcoming.

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Note: RCA further solidified its position in burgeoning computer field this week by signing non-exclusive agreement with IBM exchanging patent licenses for data-processing machines.

ALLOCATION PLAN STAYS, RULE-MAKING DROPPED: Craven Plan is out of the picture until next summer at least, probably indefinitely. FCC this week announced intention of dismissing rule-making which had looked toward elimination of TV allocations table.

Comr. T. A. M. Craven himself suggested dropping the proposal, and his colleagues agreed with him unanimously. Here are his reasons:

"I've read all the comments. The original proposal was sound, but the time isn't ripe. First, the matter is being contested in the courts. Second, a large segment of the industry, which supports the work of TASO (TV Allocations Study Organization), is afraid of it. Third, if any fundamental change in policy is made, it should be done in one big package, with all the facts—and we should wait for TASO to produce the data on uhf & vhf propagation, etc.

"We need ground rules for service, and TASO has a June 1958 target to complete its work. I agree we should have the information. Another thing: Congress is considering easing the excise tax on combination uhf-vhf sets. We should see what it's going to do—whether uhf is going to be helped.

"I thought more of the industry would support the plan. But they were afraid of the lack of engineering service standards, afraid the plan would lead to a breakdown of station separations—even though we said the engineering standards would remain as they are. I suppose it's natural for them to worry about an eventual breakdown."

■ ■ ■

Another commissioner now sees almost inevitable change in engineering standards, to permit vhf drop-ins, unless uhf is made to work somehow. "Eventually," he said, "the pressure for more competition, from the public and from Congress, could prove irresistible. People just won't be satisfied with the limited competition permitted by the present setup."

Two of TASO's major components, meanwhile, have gone on record endorsing establishment of an agency to study govt. & industry use of spectrum—along lines of bills introduced by Sen. Potter (R-Mich.) and Rep. Bray (R-Ind.), who fear encroachment of military on TV channels (Vol. 13:16, 25, 33). EIA, in Los Angeles meeting this week, proposed joint govt.-industry committee (see p. 11); AMST board, at session in Rye, N. Y., recommended study by "an appropriate governmental body."

FCC CAUTIOUS IN RESUMING PAY-TV DISCUSSION: FCC meets on pay-TV again Sept. 17 — but don't expect anything final; look for "another step." As previously, it may take form of instructing staff to draft something acceptable to majority. Least Commission might do is continue discussions, while most would be to get some agreement on conditions under which it would accept applications from stations to test toll, looking toward authorization of tests on case-to-case basis.

That Commission will continue to work on subject was made clear by Chairman Doerfer in speech at Sept. 12 luncheon of Radio & TV Executives Society in N. Y., attended by most commissioners. If Congressional action ("as distinguished from a Congressman's action") were imminent, he said, FCC would hold up. However, he noted, pay TV has been pending before Congress for 4 years without action and "there comes a time for decision" and "we cannot have progress without definiteness."

Doerfer reiterated Commission's eagerness to preserve free TV, and other commissioners' attitudes indicate any test would be very carefully circumscribed.

Drawing on his long experience with utility regulation, Doerfer also warned wired pay-TV entrepreneurs that there's probability of govt. regulation—even though they may now be exempt.

"Historically," he stated, "few business enterprises which use public highways for a substantial portion of their plant investment and charge the public for a service have escaped regulation. Witness the experience of the telephone companies, the power companies, the gas & pipeline companies and the motor carriers . . . Anyone who envisions huge profits in wired TV had better look over his shoulder. That warm feeling of a golden glow may merely be the hot breath of regulation." (For Bartlesville, Okla. cable-TV progress and other closed-circuit developments, see p. 9.)

ANTENNA FARMS BECOMING A PATTERN: Recent broadcasting-aviation-govt. agreement to limit most future tall TV towers to specially designated antenna farm areas (Vol. 13:22-23) is quietly being implemented by Washington airspace panel, the intragovernmental agency which screens proposed tower locations for possible aviation hazards.

Guided by criteria established by Joint Industry-Govt. Tall Structures Committee (JIGTSC), the panel in recent actions has been designating farm areas—common antenna sites—for communities on a case-to-case basis as tower applications come up.

Disposing of year-old requests for different antenna farm locations by KRON-TV and KGO-TV, (Vol. 12:32-33), the panel this week selected site for San Francisco's antenna farm—choosing KRON-TV's San Bruno Mt. site over KGO-TV's proposal for Mt. Sutro. Both stations had made unusual proposals for single structures which could support antennas of all stations in city.

Willingness of both aviation and telecasting interests to compromise made possible the solution of San Francisco problem. Aviation people weren't keen on either proposed site—but no others were available, and they chose San Bruno as lesser of 2 evils. In turn, KRON-TV was willing to move tower slightly from originally proposed location and trim its height somewhat.

Last week the panel designated an antenna farm site for Columbia, S. C., approving 1522-ft. tower for WIS-TV approximately 18 mi. northeast of city. Panel spokesmen say that first approved tall tower in any location will set precedent, and subsequent antennas to serve same communities generally will have to be constructed in same area.

FCC is expected soon to approve its proposed rule—pending for 1½ years—requiring future tall antennas to be located in farms wherever possible (Vol. 12:13, 27). Commission had withheld

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action pending JIGTSC agreement on tall-tower criteria. But FCC rule or no, airspace panel is already enforcing the criteria and designating farm areas.

KRON-TV's tower on San Bruno Mt. will be history-making structure. Measuring 734-ft. from tip of antenna to ground and rising 2049-ft. above sea level, it will have platform at 564-ft. level capable of supporting 12 TV transmitting antennas.

KRON-TV will invite all other San Francisco stations to locate on new tower. To be built by Ideco, tower together with new antenna will cost about $1,400,000, take 6-12 months to build.

COMMERCIAL SPONSORSHIP of educational TV programs to improve their "quality & status" is objective of new Organization for National Support of Educational TV (ONSET), headed by pres. Edward L. Ryerson of Chicago Educational TV Assn.

Former chairman of Inland Steel Co., Ryerson said in announcing ONSET's establishment Sept. 10 in Chicago that "appropriate patrons" from business world are needed if educational TV is to realize its potential. Sherman H. Dryer of Sherman H. Dryer Productions, an ONSET director, added that such sponsors would exercise no control over program content.

Ryerson said his group will offer help to existing educational TV agencies in strengthening programming and broadening financial resources.

Other ONSET directors are CETA exec. director John W. Taylor, Robert L. Foote of law firm of Sidley Austin Burgess & Smith, chairman Irving B. Harris of Science Research Assoc.

"During the early stages of educational TV," Ryerson said, "viewers are attracted through sympathy with its potential for the public good. As the movement progresses, however, this potential must be realized in programs of increasing significance and production quality.

"ONSET is the outgrowth of experience in production of educational programs financed through industrial grants and was formed in recognition of the fact that there should be an organization established devoted to developing educational programs and to matching such programs with appropriate patrons." Dryer said:

"By financing on a national basis with patrons from the business world, through the facilities of educational TV, ONSET hopes to advance significantly the quality & status of educational TV programming, both on educational stations and as a public service of commercial stations."

Such patrons, Dryer explained, would be accepted only on ONSET's invitation to participate.

Educational TV's future is in closed-circuit classroom instruction rather than in broadcasting studios, asst. v.p. & treas. John K. Weiss of Ford Foundation's Fund for Advancement of Education says in Sept. 14 *Saturday Review*. It's a "natural development," Weiss writes, because "broadcast time is so expensive, and the mass transmission of educational material so hard to administer." But he thinks commercial broadcasters, cooperating with educators, will continue to help answer "chronic problem of American education: growth [of numbers of students] by geometric progression."

Record closed-circuit network of 170 theatres in 127 cities is already scheduled for Sept. 23 theatre-telecast of Robinson-Basilio bout, and requests from more theatres are still being received, Theatre Network TV reports.

NTA is paying $650,000 for 75% of KMGM-TV, Minneapolis (Ch. 9), according to application for transfer filed with FCC this week (Vol. 13:34). Seller is United Television Inc. (Sy Weintraub, pres.), which in 1956 sold 25% of station to Loew's Inc. for about $750,000 (Vol. 12:44). In acquiring 75%, NTA also takes over these assets: $662,500 due from Loew's Inc.; $318,750 debentures of United Television; $152,500 in demand notes. As of June 30, station had deficit of $634,536, total assets of $1,195,142. For 4 months ended June 30, station's net loss was $163,610 on gross income of $288,884; loss for May totaled $35,730; loss for June $42,306. NTA, meanwhile, is negotiating for other TV station properties, including Newark-New York's WATV, and agreement on $3,500,000-$4,500,000 sale is expected to be reached soon. Also said to be subject of NTA negotiations are Denver's KTVR (on which Loew's has option to buy 25%) and Milwaukee's WITI-TV.

TV is heavy favorite as advertising medium for automobiles, according to survey of dealers, shoppers & buyers for NBC by Advertest Research. Results of 4500 interviews in 39 states & D. C. showed 56%-60% preference for TV commercials over newspaper & magazine ads for cars, although automotive industry spends little more than third of advertising budget on TV. Asked what kind of national advertising does "best job," 69.6% of dealers picked TV over newspapers and magazines. Asked what kind did most to "get you interested in looking," 45.3% of shoppers listed TV, 16.4% magazines, 10.8% newspapers. Asked what kind "made you most interested in buying," 39.7% of purchasers chose TV, 17% magazines, 11.4% newspapers. Increase in TV advertising was recommended by 55.6% of dealers, while only 2.7% suggested cutback.

"Dangerous lives" are led by networks, NBC pres. Robert W. Sarnoff told NBC-TV affiliates meeting Sept. 13 in N. Y., citing such hazards as Congressional investigations, ASCAP-BMI litigation, pay TV. "Some attacks on networks are founded on business rivalry," he said. "Others reflect the attitude that anything big is bad, and if it's big and also popular, it's even worse. Still others arise from a lack of knowledge of how a network functions." But Sarnoff concluded "we need not fear dismemberment" so long as public has understanding of "how & why we operate."

Enthusiastic tribute to National TV Week is theme of "Topics of The Times" column in Sept. 11 *N. Y. Times*. It states: "Watching TV hour after hour is by now a well established habit, not infrequently accompanied by a guilty feeling . . . Why should there be such a feeling? Is it not that TV introduces us to many interesting people, interesting because of their actions or utterances? Would anyone on either side of the Atlantic dispute the fact that TV could and should be, and often is, an opportunity to extend our knowledge and experience . . . ? None, the way we see it."

Personal Notes: Robert W. Sarnoff, NBC pres., will receive American Legion's Americanism Award at Atlantic City convention Sept. 17 for "vision & leadership in launching the NBC educational TV project" . . . **Robert H. Hinckley**, ABC v.p., elected to AB-PT exec. committee . . . **Arthur W. Carlson**, ex-radio WDGY, Minneapolis, appointed ABN station research specialist . . . **Wm. Wood**, ex-educational WTVS, Detroit, now teaching TV news & public affairs at Columbia U's graduate school of journalism, named TV-radio director of Crusade for Freedom public information dept. . . . **Knox Manning**, 1950-51 pres. of AFTRA and news broadcaster & commentator in Hollywood since 1937, appointed special asst. to Henry Kearns, Asst. Secy. of Commerce for International Affairs . . . **J. S. (Dody) Sinclair** promoted to station mgr. of WJAR-TV, Providence . . . **George Stantis** promoted to program supervisor of KFMB-TV, San Diego, **Mrs. Shirley Dixon** to traffic supervisor . . . **Baylen H. Smith** promoted to program director of WISN-TV, Milwaukee; **James Van de Velde** to production director, **Mel Quinn** to public service director, **Patt Barnes** to farm director . . . **Gene Lewis**, ex-KCEN-TV, Temple, Tex., named sales mgr. of KFDA-TV, Amarillo; **George Davis**, ex-Da-Cal Sales, Aurora, Ill., local sales mgr. . . . **Walter (Spanky) Reese**, ex-WDMJ-TV, Marquette, Mich., and WTVN-TV, Columbus, named production mgr. of WEHT, Evansville . . . **Floyd E. Weidman**, ex-WEWS, Cleveland, named v.p. & account exec. of Hubbell Adv., same city . . . **Wm. H. Fineshriber Jr.**, ex-TPA & NBC, joins Screen Gems as international operations director, headquartering in N. Y. . . . **Phil Cowan** resigns as Screen Gems publicity director to form own Phil Cowan Assoc. . . . **Michael M. Sillerman**, exec. v.p.; **Leon Fromkess**, production v.p., and **Bruce Eells**, western div. v.p., elected directors of TPA; **Walt Plant** named central div. v.p., **Kurt Blumberg** sales coordination v.p. . . . **Myron Elges**, ex-ABC, joins TPA sales dept., assigned to northern Cal. & northwest; **John Morgan** transfers from midwest to southern Cal. . . . **Louis J. Aurelio**, ex-Paramount Pictures, named NTA div. mgr. for Chicago, Milwaukee, Minneapolis, Detroit . . . **Wm. Gargan Jr.**, west coast sales mgr. of Van Praag Productions, moves Oct. 1 to N. Y. to head up national sales . . . **Alfred J. Stalker** appointed west coast operations director of station broker Kidder, Peabody & Co., headquartering in Los Angeles; he'll become gen. partner Jan. 1 . . . **Frank Tuoti** promoted to research, sales promotion & adv. director of WPIX, N. Y. . . . **Wm. E. Coyle**, public relations, promotion & adv. director of WRC-TV & WRC, Washington, also named WRC-TV sales director, succeeding **Joseph W. Goodfellow**, promoted to station mgr. of WRC . . . **Ben B. Baylor Jr.**, ex-WANE-TV, Ft. Wayne, joins Triangle Publications as station mgr. of WNHC-TV & WNHC, New Haven-Hartford; **Frank Palmer** appointed gen. mgr. of WFBG-TV & WFBG, Altoona; **Joe Zimmerman** promoted to gen. mgr. of WLRB-TV, Lebanon, Pa.; **Edward Scala** named sales development director of WFIL-TV & WFIL, Philadelphia . . . **Theodore H. Cook Jr.**, ex-sales mgr. of Westbury Electronics and Tarc Electronics, named asst. mgr., broadcast TV equipment sales, Foto-Video Labs, Little Falls, N. J.; **C. E. Underwood** promoted to production mgr., Foto Products div.

Obituary

Howard W. Rapport, 49, TV-radio supervisor of Tatham-Laird Inc., Chicago, died following heart attack Aug. 31 at home there. He joined Tatham-Laird 7 years ago after work with Dorland Inc., N. Y.; Graceman Adv., Hartford; Celotex Corp., Chicago.

ADVERTISING AGENCIES: New agency—Keyes, Madden & Jones Inc.—will be formed Oct. 1 as successor to Russel M. Seeds Co., Chicago, Freeman Keyes continuing as chairman. Others in new partnership are pres. **Edward D. Madden**, ex-International Latex & McCann-Erickson, and exec. v.p. **Howard A. Jones**, ex-Grant Adv., Lord & Thomas and Blackett, Sample & Hummert. **David Hale Halpern**, ex-Joseph Katz & Biow, will be senior v.p. & mgr. of N. Y. office at 4 W. 58th St. New office also will be opened in Hollywood . . . **Hendrik Booraem Jr.**, ex-C. J. LaRoche, joins Ogilvy, Benson & Mather as a v.p. & TV director . . . **Gene Fox** resigns as v.p. & western broadcast director of Foote, Cone & Belding, Los Angeles . . . **Kenneth L. Walter**, ex-General Foods & Fleishmann Distilling, named Brand Names Foundation business mgr.; **Fred B. Newell Jr.**, ex-Orr's dept. stores, Easton & Bethlehem, Pa., and John Wanamaker, N. Y., appointed retail relations director.

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AP Radio & TV Assn. elects 8 radio station representatives to fill vacancies on 16-member board: Tom Eaton, WTIC, Hartford; Jack Shelley, WHO, Des Moines; James M. Gaines, WOAI, San Antonio; John R. O'Meallie, WSMB, New Orleans; Nathan Lord, WAVE, Louisville; Richard O. Lewis, KTAR, Phoenix; Wm. W. Grant, KOA, Denver; Ken Nybo, KBMY, Billings.

NBC Radio affiliates executive committee elects 5 new members: Ray Welpott, WKY, Oklahoma City; Douglas Manship, WJBO, Baton Rouge; Wm. Grant, KOA, Denver; Kenneth Hackathorn, WHK, Cleveland; Willard Schroeder, WOOD, Grand Rapids.

Advertising Federation of America opens new Washington office at 734 15th St. NW, headed by Wm. P. Tidwell.

Top IRE honors for 1958, announced Sept. 11, will go to GE v.p. Dr. W. R. G. Baker, who receives special Founders Award, and consultant Dr. Albert W. Hull of GE Research Lab, who receives Medal of Honor. Dr. Baker will be cited at IRE convention next March in N. Y. for "wise & courageous leadership in the planning & administration of technical developments" in electronics, Dr. Hull for "outstanding scientific achievement and pioneering inventions & developments" in electron tube field. Other IRE honors: Stanford U professor Edward L. Ginzton, Morris Liebmann Memorial Prize for "creative contribution" to microwave applications; FCC chief engineer Edward W. Allen Jr., Harry Diamond Memorial Award for "technical & administrative contributions" to radio spectrum utilization; Ampex engineer Charles P. Ginsburg, Vladimir K. Zworykin TV Prize for "pioneering contributions to the development of video magnetic recording." New IRE prize—Scott Helt Memorial Award, named in memory of late patent administrator of DuMont Labs—will be given for best paper published in *Transactions*.

Robert F. Lewine promoted to NBC v.p. for TV network programs, reporting to Manie Sacks, who takes title of v.p. for TV network talent & programs, in executive realignment which also brings these changes: Alan D. Courtney named nighttime program director; Julian Bercovici & Joseph P. Cunneff, nighttime program operations mgrs.; Ernest V. Theiss, nighttime program administration mgr.; David Sontag, nighttime program services supervisor; Carl Lindemann Jr., daytime program director; Robert F. Aaron, daytime program administration mgr.; Frederick L. Wilson, daytime program operations mgr.; John C. Greene, daytime program services supervisor; Thomas O. Loeb, special program director.

PHILCO'S bitter attack on RCA-NBC in protest against renewal of license of NBC's WRCV-TV, Philadelphia, and scathing response it evoked (Vol. 13:33, 35), were weighed in RCA-NBC's favor this week when FCC denied protest, renewed license.

Commission said Philco "fails to make any showing as to the probability of substantial immediate injury to Philco if the protested grant is made final. The NBC Philadelphia station, to the extent profitable, will aid NBC financially, and thus indirectly increase the profits of NBC's parent RCA, with which Philco is in competition in another line of commerce. But certainly this is not enough to give Philco standing, any more than it would give standing to a manufacturer of washing machines—a product of another subsidiary of RCA."

Regarding Philco's complaints about NBC's "must buy" practices, etc., Commission said: "It is clear that Philco would be in exactly the same position if NBC owned no station in Philadelphia and its programs were carried over an independently owned affiliate"—even assuming practices did injure Philco.

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Commission made progress with several complicated contested cases. In 100-page supplementary initial decision, examiner Herbert Sharfman reaffirmed recommendation of grant of WJRT, Flint (Ch. 12), rejecting objections to WJRT's selection of site near Saginaw.

Grant of WPST-TV, Miami (Ch. 10) was again affirmed, Commission turning down opponents' claims of grantee's financial disability, etc.

KVI's plea that grant of KIRO-TV, Seattle (Ch. 7) be held up because of procedural errors was turned down; KXA's is still pending.

CPs granted: KOPR, Butte, Mont., Ch. 6; Ch. 83 translator in Globe, Ariz., Ch. 71 in Cedarville, Cal. Three CPs were turned in: KOLF-TV, Flagstaff, Ariz. (Ch. 9); KSEI-TV, Pocatello, Ida. (Ch. 6); KAMT-TV, Alpine, Tex. (Ch. 12).

KTVX (Ch. 8) was authorized change from Muskogee to Tulsa, increase to full 316-kw, while WNDU-TV, South Bend, Ind. was granted shift from Ch. 46 to Ch. 16.

Plans to deny requests to commercialize Ch. 2, Longview, Tex., were announced—in "instructions to staff."

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Another magazine attack on FCC came this week, Sept. 19 *Reporter* supporting salvo fired by Sept. *Harper's* (Vol. 13:35) with barrage aimed at alleged lack of public interest displayed by commissioners. "The FCC—Who Will Regulate the Regulators?" is title of *Reporter* article by Robert Bendiner, who says "FCC appears to have only a reluctant & apologetic interest in the particular law it administers." Bendiner thinks that recent FCC vacancies "have successively been filled by men to whom the whole idea of regulation is clearly as distasteful as integrated swimming pools to a Daughter of the Confederacy."

NAFBRAT complaint to FCC charges KCOP, Los Angeles (Ch. 13), "has consistently and repeatedly violated minimum program standards," citing children's programming, advertising and alleged bias in news broadcasts. Jack Heintz, KCOP v.p. and gen. mgr., termed charges "complete surprise" and added "we are carefully studying the complaint." He said many of the programs listed in complaint, aimed at revocation of station's license, are movies carried on some 200 other TV stations. KCOP is being sold to Kenyon Brown, Bing Crosby, George L. Coleman & Joseph A. Thomas for $4,000,000 (Vol. 13:34).

Radio station sales and transfers approved by FCC: KTBS, Shreveport & KTBS-FM by owners of KTBS-TV (E. Newton Wray, pres.) for $200,000 to B. R. McLendon and associates (Vol. 13:34) . . . WTMV, E. St. Louis, Ill. by On The Air Inc. (WGBF, Evansville) for $212,500 to Robert W. Day (90%) & Donald H. Richardson (13:33) . . . KMLB, Monroe, La. by Melba Liner Gaston & J. C. Liner III for $105,000 to WSTV-TV, Steubenville (Ch. 9), part of Friendly Group (Vol. 13:31) . . . KSON, San Diego, by C. Fredric & Dorothy Rabell (keeping KSON-FM) to Jack O. Gross in deal involving swap of KSON for Gross' KXOC, Chico, with Rabells also getting $60,000 (Vol. 13:32) . . . KHAM, Albuquerque, by Rex A. Tynes for $50,800 to ⅓ owners KHAM mgr. J. L. Anderson and Carl Hedges and son Carl (Vol. 13:34).

Radio station sales & transfers reported this week: WNGO, Mayfield, Ky. by R. B. Ligon (92%) and gen. mgr. T. E. Brewer (8%) for $120,000 to Charles W. Stratton and H. D. & Mose Bohn, who will drop WKTM there . . . WRAD, Radford, Va. by educator Perry E. Gresham & Alice Gresham for $95,000 to Dix family's *Wooster* (O.) *Record;* Raymond E. Dix and 3 other members of family also hold 7.5% of WTRF-TV, Wheeling, 8.8% of radio WWST, Wooster . . . WFMF (FM), Chicago, with functional music service by Field Enterprises for about $100,000 to Chicago attorney Maurice Rosenfield.

FCC is assailed by Senate Small Business Committee in Sept. 11 report accusing it of failing for 12 years to act on requests by daytime radio broadcasters to operate beyond present sunrise-to-sunset limits. Based on hearings by subcommittee headed by Sen. Wayne Morse (D-Ore.), report says that instead of resolving issue FCC has been "ignoring it and hoping it will go away." Committee calls FCC's explanations of delays in acting "halfhearted" and "unsatisfactory," threatens to recommend legislation by Congress itself unless Commission moves promptly, adds that it "has absolutely no quarrel with clear-channel stations" which oppose daytimers' demands.

Check for $3500 for new tower & antenna equipment to help start WGTE-TV, Toledo (Ch. 30, educational) has been given to Greater Toledo Educational Foundation Inc. by Edward Lamb, whose Unity Corp. Inc. lost initial FCC decision in contest for Ch. 11 there (Vol. 13:12). In letter to Foundation secy. Dr. E. L. Bowsher, Lamb said he's "great advocate of educational TV," wants WGTE-TV to have "great success." Lamb won renewal of license for his WICU, Erie, in June after long FCC fight (Vol. 13:24), holds CP for WMAC-TV, Massillon, O. (Ch. 23), operates radio WHOO, Orlando.

Strike by IBEW against *St. Louis Post-Dispatch* and *Globe-Democrat* shut newspapers last week end and forced *Post-Dispatch's* KSD-TV off air when TV & radio engineers refused to cross picket lines. Radio KSD continued broadcasting from auxiliary facilities in E. St. Louis, Ill. Walkout by maintenance electricians at newspaper plants was settled Sept. 9 by acceptance by union of 2-year contract with wage increases of 18¢ per hour first year and 12¢ second year. IBEW had demanded 35¢ package.

Closed-circuit TV boom—"writing a new & spectacular chapter in the history of electronic communication"—is described by FCC in general information bulletin (Mimeo No. 49583) issued Sept. 10. Survey cites closed-circuit uses in medicine, education, industry, entertainment, politics, includes explanation of "What CC-TV Is and How It Works."

Color TV seminar on equipment & techniques will be conducted Sept. 19-20 by RCA for west coast telecasters at Clift Hotel, San Francisco.

New and Upcoming Stations: Philadelphia educational station WHYY-TV (Ch. 35), on equipment tests since Labor Day, begins programming Sept. 16 on Mon.-Fri. 9 a.m.-3:15 p.m. schedule. Delayed for a year by financial troubles since first test pattern went on air last Oct., it becomes 27th non-commercial educational outlet. It's owned by corporation comprising educational and cultural institutions in area, with Wm. Goldman as pres. Richard S. Burdick, ex-WUNC-TV, Chapel Hill, N. C., is managing director.

The new starter brings on-air box score to 509 (90 uhf). It has 12½-kw RCA transmitter and 500-ft. Blaw-Knox tower at 17th & Sansom Sts., site of WHYY-FM. Offices and studios are in former WCAU-TV & WCAU studios at 1622 Chestnut St.

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In our continuing survey of upcoming stations, these are latest reports from principals:

WINR-TV, Binghamton, N. Y. (Ch. 40) has space nearly ready for 25-kw RCA transmitter, begins wiring up shortly, has Oct. 15 target for test patterns and starts programming with NBC-TV shortly thereafter, reports gen. mgr. Dale Taylor. Owner is *Binghamton Press* (Gannett), which bought CP with radio WINR from Mayor Donald W. Kramer and associates (Vol. 13:2). Sept. 20 is target for installing 52-gain pylon antenna on 398-ft. tower. Base hourly rate is $300. Rep is Hollingbery.

WBOY-TV, Clarksburg, W. Va. (Ch. 12) has set Oct. 27 target for start with NBC-TV and ABC-TV. It has requested change to 25-kw RCA transmitter and 860-ft. tower & antenna at site on Pinnickinnick Mt. It's part of Friendly Group (Jack N. Berkman, pres.), operator of WSTV-TV, Steubenville, O. (Ch. 9) and KODE-TV, Joplin, Mo. (Ch. 12). Base hour will be $250. Rep will be Avery-Knodel.

KXLJ-TV, Helena, Mont. (Ch. 12), to be low-power satellite of parent KXLF-TV, Butte (Ch. 4), hasn't changed fall target, reports pres.-gen. mgr. Ed Craney. Fisher 80-ft. tower is ready for RCA 2-bay antenna. Construction of studio-transmitter building is well under way, and 250-watt Sarkes Tarzian transmitter is due Sept. 20, to be installed Oct. 1. Barclay Craighead, from radio KXLJ, will be resident mgr. It will be sold as bonus with KXLF-TV, which has $200 base hour. Rep is Walker.

WSUR-TV, Ponce, P. R. (Ch. 9) now has Oct. 15 target, reports gen. mgr. Mariano Angelet Escudero for owner Perez Perry, operator of radio WKVM, San Juan, also holding CP for WKBM-TV, Caguas (Ch. 11). It has Adler transmitter and 200-ft. Lehigh tower with RCA antenna on Mt. Maravilla. Base hour will be $150. Rep will be Pan American Bcstg.

KUED, Salt Lake City (Ch. 7, educational) has had to postpone Oct. 1 target, pending completion of 140-ft. Ideco tower, reports mgr. C. Richard Evans. RCA 5-kw transmitter is wired and ready, studio is 50% completed. RCA 6-section antenna is to be shipped Sept. 6.

WMVS-TV, Milwaukee (Ch. 10, educational), is wiring 10-kw RCA transmitter and expects to start in Oct. with programming, reports operations mgr. Paul K. Taff for owner Board of Vocational & Adult Education. Alford 4-bay antenna has been installed at 700-ft. level of WITI-TV tower.

WIPR-TV, San Juan (Ch. 6, educational) started equipment tests of 25-kw RCA transmitter Aug. 30, plans Nov. 3 programming, reports gen. mgr. R. Delgado Marquez for Puerto Rico Dept. of Education. It has 6-bay RCA antenna on 200-ft. Blaw-Knox tower at site of elaborate TV-radio plant 15-mi. from San Juan.

CKRN-TV, Rouyn, Que. (Ch. 4) now plans to start Nov. 15, reports pres. David A. Gourd. Work has begun on first floor of studio-transmitter building, 35-kw GE transmitter and 670-ft. Trylon tower (from Wind Turbine) are scheduled to arrive first week in Oct. GE 4-bay antenna is scheduled for installation third week in Oct. Base hour will be $160. Reps will be Weed and Joseph Hardy & Co.

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Facility changes: KSIX-TV, Corpus Christi, Tex. (Ch. 10) to 316-kw Sept. 12; KGBT-TV, Harlingen, Tex. (Ch. 4) started operating from new site near LaFeria, Tex., Sept. 10, using 5-kw transmitter.

WMBD-TV, Peoria, Ill. (Ch. 31), due in Jan., names Peters, Griffin, Woodward Inc.

RCA shipped pylon antenna Sept. 11 to upcoming WINR-TV, Binghamton (Ch. 40).

Three new Cuban TV stations—owned and operated by newly reorganized CMBF Cadena Nacional network—are now under construction and are scheduled to be on air in next 90 days. New stations, in Santiago (Ch. 5), Holguin (Ch. 8) & Ciego de Avila (Ch. 2) will bring number of outlets in CMBF network to 7. New network took over facilities of defunct Television Nacional network, combining them with Goar Mestre's all-film CMBF-TV, Havana (Ch. 7). Latter station switched to Ch. 4. CMBF Cadena Nacional stock is owned 50% by Cuban RCA distributors Julian Lastra & Miguel Humara and Jose I. de Montaner, publisher of Havana newspaper *Informacion*—former owners of Television Nacional. Another 25% is held by Havana contractor Alberto Vadia, the remaining 25% by Goar, Luis Augusto & Abel Mestre, principal owners of competing CMQ network. CMQ & CMBF jointly own Cuban microwave system, claimed to be largest outside U. S. New gen. mgr. of CMBF-TV network is Alberto Hernandez Cata, formerly in charge of advertising operations for Sterling Products International in Cuba, Mexico & Brazil. CMBF-TV network is represented in U. S. by new Latin American Networks Co. (510 Madison Ave., N. Y.), headed by Vincente Ramos, ex-TPA.

Teleprompter devices provide "Sure Cure for Stage Fright," according to title of article by Rufus Jarman on speech-aiding achievements of company and pres. Irving B. Kahn in Sept. 14 *Saturday Evening Post*. Jarman reports devices are becoming "as familiar on the speakers' rostrum as the old water pitcher used to be," that Kahn hopes they'll help make all speakers "eloquent, witty, poised and self-possessed, unlimited in vocabulary, and skilled in the graceful execution of forceful gestures."

"Non-commercial sponsorship"—purchase of time to keep commercials off TV—has been approved by Motion Picture Assn. for March 1958 Academy Awards telecast on NBC-TV. MPAA pres. Eric A. Johnston and Motion Picture Academy pres. George Seaton disclosed that movie company presidents had agreed to contribute ¼% of annual gross domestic film rentals—principally to keep commercials out. Oldsmobile sponsored last 4 telecasts.

Broadcasters' Promotion Assn. holds second annual convention Nov. 1-2 in Sheraton Hotel, Chicago, with Ell Henry of ABC, Chicago, as chairman. Seminars, with moderators: "Trade Paper Advertising," Joe Zimmermann, WFIL-TV & WFIL, Philadelphia; "On-Air Promotions," Gene Godt, WCCO-TV, Minneapolis; "Sales Presentations," Charles Wilson, WGN-TV & WGN, Chicago.

BARTLESVILLE "Telemovie" closed-circuit TV project entered second week with 6 installation crews still running about 2 weeks behind schedule in hooking up homes for service—and owner Video Independent Theatres claiming almost uniformly favorable comment by subscribers.

Next week VIT begins setting up its "third channel"—music and news. The 2 channels now in operation carry first-run and not-so-recent movies, respectively. Unique specially designed equipment for Ch. 4 is now being shipped by Foto-Video Labs, Little Falls, N. J. Third-channel gear includes vidicon camera chain and special control panel, permitting virtually unattended operation. While background music is fed to subscribers' homes on new channel, vidicon camera will be trained on clock and instruments showing temperature, humidity and barometric pressure, while a news scroll trails across screen. Virtually only human assistance needed by equipment is changing of news tapes every 15 minutes.

Meanwhile, there were these other developments in the closed-circuit TV picture this week:

Latest big-city franchise application was made in Washington, D. C., where owners of WOL-AM-FM applied to D. C. Commissioners for permission to install closed-circuit equipment to present "feature films, Broadway plays, operas, concerts and outstanding sporting events" on a monthly charge basis. Group didn't specify whether it wanted exclusive or non-exclusive franchise, said it had begun preliminary discussions with telephone company about installation of "the necessary wires."

A committee of California's state legislature held preliminary hearings in Los Angeles to determine if state should regulate local pay-TV franchises. Representatives of Telemeter, Skiatron and Jerrold argued that matter should be handled locally, and committee members decided they needed more information, would hold further hearings.

Majority of film industry fears implications of closed-circuit fee TV, commented experienced movie reporter Fred Hift in excellent size-up of that industry's reaction in Sept. 11 *Variety*. He summed up:

"There is a tendency in the trade to brush off Bartlesville as meaningless, though dangerous. Yet, even in the film business, there are those who predict that the concept of electronic distribution of film will eventually supersede present-day thinking. Primarily, however, they hold, it is the service-in-the-home logic that will eventually revolutionize the business and bring it into line—regardless of turmoil and economic upheaval—with the changed needs of the audience."

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Microwave relay from St. Louis in 200-mi. multi-hop community TV system operated by Black Hills Video Corp. with Philco equipment will link Poplar Bluff & Dexter, Mo., and Paducah, Ky. early in fall.

Telecasting Notes: What's wrong with television? Alistair Cooke, master of ceremonies of *Omnibus* and chief U. S. correspondent of *Manchester Guardian*, gave his own novel and refreshing analysis in John Crosby's Sept. 11 *N. Y. Herald Tribune* column. Differing with Crosby's other "guest columnists" who lambasted TV for its program content, Cooke said: "TV is a medium of communications, no more and no less culpable in itself than the invention of printing" . . . But Cooke does have one real gripe about TV. "What is wrong with TV," he said, "is that at the moment the image, the picture you see, is fit only for visual morons . . . It cannot cope with the slightest chiaroscuro. It cannot safely discriminate an animal from a vegetable or a mineral in anything further than a medium shot. We have a noticeably worse image than the British and the French. And I am shocked to hear, from a Republican of certified loyalty, that the Russians have the best image of all" . . . "Now here is really something for the Senate to investigate," says Cooke. "For it surely must have something to do with the control of patents; with the overproduction of millions of the huge ugly boxes we call TV sets; with our cheerful, all-American skimping on fundamental research. Once we can see what's going on, once we can distinguish a tray of pepper grains from the Confederates advancing at Bull Run, that will be the time to start up the debate between *I Love Lucy* and *Oedipus Rex*. Till then, I am paging Sen. Kefauver" . . . TV's "intellectual ghetto" is Sunday afternoon, writes *Variety* TV-radio editor George Rosen in Sept. 11 issue, pointing to these past, present & future "enlightenment programs" tarred by the "Sunday stigma": *7 Lively Arts, Adventure, Odyssey, Search, Last Word, Omnibus, Wide Wide World.* He pleads with networks to slot at least one such show in prime evening time, where it can get respectable ratings—and a sponsor . . . When it comes to big-money giveaways, no salable by-product is wasted. Now Entertainment Productions Inc. (*$64,000 Question*, etc.) and film producing TPA have joined to produce *Turning Point*, 30 min. series based on private lives of big-money winners (and losers) on quiz shows . . . Widely-praised scoop for ABC-TV: last Sunday's top-of-the-news interview with Ark. Gov. Faubus—to be followed up this week end by special Mike Wallace interview with the governor . . . Philip Morris renews *Mike Wallace Interview* on ABC-TV for 13 weeks, changing time to Sat. 10-10:30 p.m. . . . First N. Y. newspaper to sign major TV sponsorship deal is *N. Y. Times*, buying one-fifth of 9 National Football League football games on WCBS-TV beginning Sept. 29 . . . Guild Films has acquired the 1200 RKO shorts from C&C TV; they go into TV distribution immediately . . . Biggest TV film producer, according to Sept. 11 *Variety*, is now MCA's Revue Productions, with 16 series in works on total budget of some $25,000,000. Desilu, formerly in first place, is now No. 2, though it has 17 series; Screen Gems is third . . . Record high in renewals of a syndicated property, according to Ziv: 97% of sponsors have renewed *Highway Patrol* for its third year . . . Reruns of *4-Star Playhouse*, originally seen on CBS-TV, have grossed nearly $3,500,000 . . . MGM's total take from TV rentals of its feature library: $43,000,000 . . . Color coverage of college football games planned by NBC-TV: Army-Navy, Oklahoma-Notre Dame, 2 Big Ten games.

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Telecasting took $9,500,000 of Westinghouse's $35,000,000 ad budget in 1956, exec. v.p. Mark W. Cresap Jr. told Baltimore Advertising Executive Club Sept. 12 at luncheon held in connection with week-long ceremonies marking official change in call letters of Westinghouse's newly acquired WJZ-TV (formerly WAAM). Attending special program climaxing huge local build-up were most top Westinghouse executives, ad agency personnel, industry trade press, TV stars, etc.

Kindergarten French will be taught this fall over educational WCET, Cincinnati, in schedule of courses running 30 hours per week—doubling last year's programming. Other TV courses for pre-school children, children in classrooms and adults in homes include music, art, biology, economics, drama, automobile driving.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
September 14, 1957

PHILCO CLAIMS BIGGER SHARE OF SMALLER MARKET: Sitting down this week with Philco's top executives in Philadelphia and analyzing the TV market, we found them with 2 firm convictions: (1) Industry won't sell the much-predicted 7,000,000 sets, but it will be a good year, nonetheless. (2) Philco is getting greater share of the market than last year, and its TV profits are showing it.

"Factory sales of 6,500,000 would be more accurate, and that's not a bad year," asserted pres. James M. Skinner Jr.

Buttressing Philco's cautionary word is unofficial estimate that Aug. retail sales dropped to 550,000 from 581,000 in Aug. 1956. But inventories at all industry levels were estimated at 2,400,000, slightly below Aug. 1956.

Elaborating on Philco's sizeup for 1957, John M. Otter, exec. v.p.-marketing, said there just isn't enough time left to reach 7,000,000. "Look at the figures," he said. Here's what they show:

Retail sales in first 8 months are estimated unofficially at 3,787,000; that leaves 3,213,000 -- better than 800,000 per month -- to be sold to reach 7,000,000. Last year's retail sales in final 4 months were 2,965,065, so if 1957 matches that pace the year-end total would be about 6,752,000. In 1955, final 4-month sales were 3,249,945; if that pace can be matched, a 1957 total of more than 7,000,000 would be certain. In 1955, retail sales ran this way: Sept. 978,838; Oct. 746,274; Nov. 591,366; Dec. 933,467.

Philco's top echelon reported enthusiastic reception of TV line, said factory is hard pressed to keep up with orders on some models. They emphasized belief Philco is garnering larger share of market than last year. Skinner also pointed out that Philco inventories were in good shape -- and he added that this is generally true of the industry.

Philco is in good position profit-wise, as well as volume-wise, said Larry F. Hardy, exec. v.p.-consumer products. He told us TV has been in the black since July and "will have a successful year."

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Less-than-7,000,000 year is forecast also by Frank W. Mansfield, Sylvania director of marketing research, who sees retail sales of 6,640,000 this year, compared with 6,804,783 in 1956. He estimates 1957 retail value at $1.212 billion vs. $1.360 billion last year.

This year's portable sales, Mansfield says, will total 2,260,000, table models 2,130,000, consoles 2,165,000, combinations 85,000. Last year's figures: 1,252,380 portables, 2,954,226 tables, 2,518,176 consoles, 80,001 combinations.

Private Label: Record TV production of 754,598 in Aug. (Vol. 13:33-36), the only Aug. to exceed 700,000, with exception of 1950's 720,600, has been attributed to general optimism of setmakers to new lines and firmer market. However, we learn there was unusually high percentage of private label sets produced that month. Private label producers play it exceptionally close to the chest -- so a check among them this week produced no clearcut confirmation or denial of speculation they may be capturing larger-than-usual chunk of the market.

Albert S. Wells Jr., mfg. v.p. of major private label producer Wells-Gardner, tells us business is up about 10% from same period last year -- but he said that production curve has "higher peaks and lower valleys" than usual. Westinghouse, a prime supplier of Montgomery Ward, reports business has been "quite good." TV-radio div. gen. mgr. Edward J. Kelly says that there hasn't been any slack production period; that pattern followed industry; that factory inventories are very low.

Wells-Gardner supplies 8-10 firms, produces mostly 21-in. short-neck 90-degree sets, with prices up slightly because of "quality requirements." Next week, it starts pilot run of 17-in. 110-degree portables.

Spokesman for Sears, Roebuck -- largest merchandiser of private label sets -- said company's buying is usually spread out over year to give manufacturers chance to fit output into regular production schedules.

Spokesman for Montgomery Ward -- also a top merchandiser of private label TV -- told us unit sales are about the same this year as last year. Buying pattern, he said, is to estimate year's business in advance, then give manufacturers firm order for 2 months, followed by renewals for similar periods. Initial order for year probably would be in summer to allow for fall delivery of new line. For 1958 line, he sees about same dollar volume as last year, possible unit increase due to popularity of portables and smaller ticket sets. Prices will be about the same, although some price leaders may be lower.

Production: TV output was 146,288 week ended Sept. 6, compared with 199,954 preceding week and 155,571 in corresponding week one year ago. It was year's 36th week and brought TV production for year to date to about 4,101,000, compared with 4,722,744 in same period of 1956. Radio production totaled 256,292 (58,451 auto) for week ended Sept. 6, vs. 287,190 (83,448) preceding week and 223,303 (47,275) in corresponding week year ago. Radio output for 36 weeks totaled about 9,303,000 (3,531,000) vs. 8,744,383 (2,850,219) in 1956 period.

Topics & Trends of TV Trade: Quarterly meeting of EIA, Sept. 10-12 in Los Angeles, endorsed proposal for industry-govt. long range study of entire spectrum, will select committee to recommend plan. Proposed study would include military & civilian frequencies, would be first such undertaking since Radio Technical Planning Board study in 1944-45. Sen. Potter (R-Mich.) and Rep. Bray (R-Ind.) have introduced resolutions calling for setting up 3-man commission to examine all allocations of radio frequencies (Vol. 13:16, 25, 33).

EIA session also: (1) Voted to change 1958 convention dates from May 14-16 to May 21-23. (2) Scheduled next west coast meeting in San Francisco Sept. 1958. (3) Reviewed report on National TV Week indicating more activity than in previous years and established committee to consider public relations program to promote TV sales. (4) Approved plan for semiconductor standardization program at Syracuse U. (5) Elected Wm. C. Scales, DuMont TV receiver div. sales mgr., to consumer products exec. committee. (6) Authorized marketing data dept. to collect statistics on tape recorder production & sales. (7) Urged membership in Defense Dept. scientific advisory groups be broadened to include industry representatives.

EIA spokesman said considerable attention during meetings was paid to military problems—some brought on by cutback in Defense Dept. budget. However, EIA members were reported to be generally optimistic on both military and TV-radio outlook.

Gen. Edwin W. Rawlings, commander of Air Materiel Command, Wright-Patterson AFB, told Sept. 11 luncheon that the Air Force is spending about $3.5 billion a year for electronics—nearly 20% of its budget. He said industry's role of supplier to Air Force would continue to grow but that equipment reliability must be improved. He cited recent study reporting "cost of maintaining electronic equipment in the Air Force is about twice as much per year as the first cost of the equipment."

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Analysis of TV—past, present and future—is provided in excellent editorial, "TV's Fabulous Decade," by Laurence Wray, editor of *Electrical Merchandising* in Sept. issue.

Billion-dollar sales for recorded home music industry—40% in hi-fi—were predicted for 1958 by James M. Toney, v.p. & gen. mgr., RCA Victor Radio and "Victrola" div. At Cambridge, O. ceremonies Sept. 11 dedicating 355,000-sq.-ft. plant capable of turning out 6000 hi-fi sets in 8-hour day, he said hi-fi growth by 1958 will have helped boost "home-music industry's sales by 200% over a period of 5 years, while spending for all recreation was rising by only about 17%." Toney estimated 1958 packaged hi-fi sales at $407,000,000, records and pre-recorded tapes $400,000,000, standard phonographs $140,000,000, tape-recorder-players $120,000,000, totaling $1.067 billion. Demand for hi-fi instruments, he said, "has grown almost overnight to enormous proportions . . . we have great confidence that this booming market will continue its growth pattern through the development of new hi-fi products." He cited rising interest in stereophonic sound, saying "certainly stereophonic sound is the direction in which we are moving and since these systems require 2 separate speaker systems, we can expect the average amount spent on hi-fi per customer to increase . . . "

Industry pirating of engineers—particularly electronics & aircraft specialists—from rival firms and college campuses is described in "inside" story by anonymous company recruiter in Sept. 14 *Saturday Evening Post.* Article titled "I Am a Kidnaper of Sorts" details "tricks of talent hunters" for industry. Meanwhile, in Detroit, Midwest College Placement Assn. adopted code of ethics for recruitment of engineering graduates. One rule is that employers mustn't make special payments to third parties (such as college officials) to influence students to take jobs.

RCA has received U. S. Treasury Dept. citation for enrolling more than 52% of its 80,000 employes in 1957 national savings bond program. Mrs. Ivy Baker Priest, U. S. Treasurer, presented award to pres. John L. Burns; citations also went to 20 RCA plants, labs & offices.

Raytheon dealers are being offered group life insurance up to $10,000 based on number of receiving tubes purchased. Insurance, to be handled through distributors, doesn't require physical examination. If dealer falls below monthly quota he can pay for policy.

GLOBAL TV DEVELOPMENT could be spurred quickly by donations of obsolete but workable U. S. TV sets to people abroad who can't afford to own receivers now, ABC v.p. Oliver Treyz asserted Sept. 9 in unique proposal outlined in speech to Hollywood Ad Club. Quite impressed by cost of foreign sets in terms of average man's income (Vol. 13:36), he said:

"If such a program could be implemented, I think perhaps 10 years from now we might be celebrating not only National TV Week in the United States, but International TV Week—worldwide."

Treyz suggested that "collective cooperation of leading cities throughout the nation" be enlisted in give-a-set program. He cited industry estimates that 5-6,000,000 outmoded small-screen sets are on hand in homes here now, said this stock is ready to be tapped in countrywide campaign.

To his Hollywood audience, Treyz pointed out that in foreign countries—particularly those using American standards—these sets could be used easily as additional outlets to amortize Hollywood programming investment.

"The market is limitless if—and that's a big if—the instrument for getting the story (and picture) is available," he said.

"In West Germany, for example, TV is growing very slowly, because to purchase a set requires a large investment on the part of the German people, who are laboring to restore their nation's as well as their personal economy.

"Our old sets of 15-in. or less—outmoded here, but still in excellent working condition—would be a boon to these people, although adjustments would be necessary to adapt the sets to the local systems not utilizing our American system."

Treyz saw Far East & Middle East—where U. S. TV standards are in general use—as areas where his plan could be applied most readily. "If the public were to donate these small-screen sets to the people of, say, Tokyo, under the leadership of civic authorities, the benefits to all would be immeasurable."

Idea has been cleared with Commerce Dept., which assured ABC-TV no export licensing would be needed to send donated sets abroad, and with State Dept., which said it fits in with U. S. foreign policy.

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Median salaries of engineers increased 21% to $9490 in 1956 from $7850 in 1952, according to survey by National Society of Professional Engineers. Chemical engineers led median earnings in 1956 with $11,000, followed by mining & metallurgical, $10,000; mechanical, $9780; electrical, $9460; civil, $8750. Biggest relative 1952-56 increase was reported by engineers employed by educational institutions, smallest by those employed by federal agencies.

Triple amputee Earl Wilkerson, Memphis, Tenn. says he hasn't come across a TV set yet which he couldn't fix. A 28-year-old Korean War veteran, he lost both legs and an arm in 1953 farm accident. After 37 months in VA hospital, he took TV repair course, passing with better than average marks.

Higher TV prices are noted by Bureau of Labor Statistics Consumer Price Index, which shows June level was 90.1, compared with 89.2 in March and 85.5 in June 1956. Index also reports TV repair costs up to 128.5 in June vs. 126.3 in March and 122.4 in June 1956. Dec. 1952 is base of 100 for both categories.

Trade Personals: Frank M. Folsom, RCA exec. committee chairman, named head of N. Y. Heart Fund campaign . . . Jack S. Parker appointed GE v.p. in charge of public & employe relations; he succeeds Lemuel R. Boulware who will continue as v.p., member of exec. committee and consultant to Parker . . . Loren E. Gaither, ex-Magnavox, appointed communications engineering director of Philco govt. & industrial div. . . . Gerald J. Clarke named controller of Canadian Admiral Corp., continuing as chief accountant & office mgr. . . . James A. Griffin promoted to purchasing agent, GE communication products dept.; Earl E. Ackley named supervisor of materials . . . Jack E. Mounteer promoted to western region sales engineer, Corning Glass electronic components dept.; Jack L. Rhodes succeeds him as div. mgr., quality control; John D. Illig becomes production supt., pressware plant, replacing Rhodes; Leon G. Peao succeeds Illig as production supt. of Albion, Mich. plant . . . Lloyd Dopkins, ex-Crosley, Majestic and Zenith, resigns as v.p.-sales, Granco Products Inc., and pres. of subsidiary Granco Sales Corp. . . . Lynn Dickerson, ex-Sparton and Jewel, appointed Capehart merchandiser for southeastern states.

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DISTRIBUTOR NOTES: Westinghouse Appliance Sales appoints John W. Vogt as mgr., sales administration . . . Admiral Distributors appoints Joseph I. Nathan as asst. gen. sales mgr. of metropolitan N. Y. div. . . . Interstate Supply Co. (RCA), St. Louis, appoints Robert Clark color TV sales mgr. . . . Graybar appoints W. D. Anderson and W. B. McGhee Jr. as operating mgrs. at Corpus Christi and Jackson, Miss., respectively; J. H. Gordon Jr. as supervisor of Santa Ana, Cal. sub-branch; C. R. Downing Jr. appointed Tulsa mgr., succeeding F. L. Cummings who becomes Denver mgr. . . . DuMont appoints Electronic Service Supply Co., Calgary, as Canadian distributor for land mobile radio equipment . . . Symphonic Radio & Electronic Corp. appoints W. D. Alexander Co., Atlanta.

New lineup in GE distribution finds Hotpoint Appliance Sales Co. (Hasco), reporting directly to Hotpoint div., Chicago. Hasco, with headquarters in Bridgeport, Conn. and about 130 distribution centers throughout the country, has been under GE Supply Co. (Gesco), Bridgeport. Gesco's appliance & TV receiver dept. also is switching from reporting to Bridgeport to GE appliance and TV receiver div. in Louisville. Roy W. Johnson, exec. v.p.-consumer products, says change "will enable Gesco to concentrate on handling complete" GE line of housewares, apparatus and supplies.

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Fall sports is theme of "one of largest concentrated ad campaigns" for GE TV sets starting in Sept. 23 *Sports Illustrated*, magazine cooperating in promotion with displays, counter cards, etc. All GE dealers will tie in with promotion and theme will also be featured on TV's *GE Theater*, ads in *Life*, *Saturday Evening Post*, *Reader's Digest*, Sunday supplements.

Service clinics on Sylvania 110-degree sets for 20,000-30,000 servicemen are planned this fall. Robert L. Shaw, TV-radio div. gen. sales mgr., says service experience has "exceeded all expectations" and sets have been "enthusiastically accepted" by servicemen for comparative ease of servicing.

GE TV assembly workers in Syracuse start back to work Sept. 16 following settlement of strike at Allentown, Pa. plant of L. F. Grammes Co. which supplies cabinet trim. About 1880 who were laid off last week are scheduled to return by Sept. 18. Grammes employes accepted 30¢ hourly, 2-year wage package.

Financial & Trade Notes: Officers-&-directors stock transactions for Aug., as reported to SEC: **American Bosch Arma**—Wm. S. Wasserman sold 1500 through holding company, 300 in trusts, holds 12,400 through holding company, 4669 in trusts, 12 personally. **AB-PT**—Herbert B. Lazarus sold 900, holds 100. **Audio Devices**—C. J. Lebel sold 11,000, holds 85,204. **Consolidated Electrodynamics**—Harold Washburn sold 100, holds 7190. **Friden Calculating**—L. B. Taylor sold 4000, holds 2950; James A. Trainor sold 400, holds 6300. **General Dynamics**—J. V. Naish exercised option to buy 7000, holds 7200. **Gabriel**—Frank M. White sold 500, holds 24,500. **GE**—F. J. Borch bought 345, holds 1628; Wm. S. Ginn exercised option to buy 1817, holds 3167; Wm. Rogers Herod sold 100, holds 8076; Edwin H. Howell sold 400, holds 1135; Clarence H. Linder bought 2070, holds 8440; Ray H. Luebbe bought 2070, holds 8460; Wm. V. O'Brien exercised option to buy 1600, holds 5610; Robert Paxton bought 3225, holds 20,502; Charles R. Pritchard sold 1000, holds 4754; Carter L. Redd exercised option to buy 450, holds 3654; Charles K. Rieger exercised option to buy 1725, holds 3459; Glenn B. Warren exercised option to buy 1668, holds 3953. **General Telephone**—Thomas A. Boyd bought 412, holds 6412. **General Tire & Rubber**—Dan A. Kimball sold 1200 in property settlement, holds 1669. **General Transistor**—Max Fialkov sold 2500, holds 18,868. **Litton Industries**—Roy L. Ash sold 1094 in partnership, holds 15,702 in partnership, 52,415 personally; Lewis W. Howard sold 500, holds 3262; H. W. Jamieson sold 1094 in partnership, holds 15,702 in partnership, 52,390 personally; Glen McDaniel bought 4000, holds 5000; Joseph A. Thomas sold 5000 through Lehman Bros., holds 19,500 through Lehman Bros., 200 in trust, 6795 personally; Charles B. Thornton sold 2402 in partnership, holds 34,543 in partnership, 123,758 personally. **Magnavox**—Richard A. O'Connor sold 300, holds 55,793. **Minneapolis-Honeywell**—J. H. Binger exercised option to buy 800, holds 8190; Charles B. Sweatt sold 200, holds 9230 in trusts, 70,270 personally; John J. Wilson sold 2400, holds 71,570. **RCA**—Mildred McA. Horton bought 100, holds 400. **Skiatron Electronics & TV**—Frank V. Quigley sold 400, holds 535. **Sperry Rand**—G. W. Banks sold 1000, holds 1000; H. C. Landsiedel sold 700, holds 4920; Harry Landsiedel sold 6500 in joint account, holds 12,460 in joint account, 13,904 personally; Bernard O. Reuther sold 5000, holds 20,000; John Sanderson sold 9000, holds 1149; J. A. W. Simson sold 3000, holds 7232. **Texas Instruments**—Cecil H. Green bought 1500, holds 351,210; J. E. Jonsson bought 24,651, holds 468,339. **Unitronics**—Frederick L. Anderson bought 3300, holds 24,930; Louis Haber bought 1102, holds 1102. **Warner Bros.**—Serge Semenenko bought 1000 in trust, holds 2000 in trust, 160,000 personally. **Webcor**—Everett Meyer sold 1000, holds 11,800. **Westinghouse**—Tomlinson Fort bought 500, holds 1557; John F. Myers bought 300, holds 1019.

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Siegler-Unitronics merger was approved by stockholders Sept. 11 on basis of 1 share of Siegler for 2 shares of Unitronics—Siegler Corp. the surviving firm. Pres. Brantz Mayor of Unitronics, parent of Olympic Radio & TV, David Bogen & Co. & Presto Recording Corp., told us more than 80% of stockholders at Unitronics meeting in N. Y. and Siegler meeting in Dover, Del. voted for merger which will become effective over the week end as lawyers clear up involved paperwork. More than 66% of holders of $1,400,000 Unitronics' debentures also approved changes in debentures necessary to permit merger. On Sept. 16, Siegler stock will be traded on American Stock Exchange, Unitronics discontinued; Siegler previously had been traded over the counter. Mayor said Olympic TV sales are running 50% ahead of last year, production 5 weeks behind meeting orders but new financing from merger should permit greater expansion.

IT&T reports consolidated income of $12,989,254 ($1.81 per share) on sales of $295,189,958 in first 6 months vs. $12,487,250 ($1.74) on $223,136,059 in corresponding 1956 period. Foreign sales in first half this year were $167,961,944 of total compared with $142,098,386 year earlier. Parent company alone earned $8,676,310 ($1.21) to June 30 vs. $7,829,084 ($1.09) in 1956 half. Orders on hand June 30 totaled $468,000,000 compared with $459,000,000 year earlier.

Dividends: Motorola, 37½¢ payable Oct. 15 to stockholders of record Sept. 30; **AB-PT**, 25¢ Oct. 19 to holders Sept. 27; **RCA**, 25¢ Oct. 28 to holders Sept. 20; **GE**, 50¢ Oct. 25 to holders Sept. 20; **IT&T**, 45¢ Oct. 15 to holders Sept. 20; **Clarostat**, 5¢ Oct. 1 to holders Sept. 23; **Dynamics Corp.**, dividend omitted.

Consolidated Electronics earned $1,716,367 ($2.18 per share) on sales of $21,526,829 in 9 months ended June 30 compared with $1,555,648 ($1.97) on $20,318,305 in corresponding period year earlier. In 6 months ended March 31 income was $1,154,803 ($1.47) vs. $1,174,441 ($1.49) year earlier.

Amphenol offered new issue of 200,000 common shares ($1 par value) for public sale (Vol. 13:34) at $27.50 per share Sept. 10 through underwriting group headed by Hornblower & Weeks.

ELECTRONICS PERSONALS: **Delbert L. Mills**, ex-A. O. Smith Corp., elected exec. v.p. of Federal Telephone & Radio div. of IT&T . . . **John T. Jackson**, IT&T planning & organization director, elected asst. v.p. . . . **Harry M. Stephey**, ex-Philco, named mgr., advanced sales, missile guidance section, GE heavy military electronic equipment dept. . . . **Dr. Bernard Jacobs**, ex-Sperry-Rand, named research v.p. of General Transistor . . . **O. H. Mackley** promoted to v.p. & gen. mgr., Hycon Electronics Inc. . . . **James K. Nunan**, gen. mgr. of Clevite Research Center, elected Clevite Corp. v.p.-electronics . . . **Robert E. Honer** promoted to chief engineer, Convair-San Diego plant of General Dynamics . . . **Larry Stineman**, ex-Merit Coil, appointed chief engineer, Gramer-Halldorson Transformer Corp. . . . **Clarence A. Wetherill** promoted to Stromberg-Carlson engineering staff specialist . . . **Capt. Wilfred B. Goulett** (ret.), ex-director of naval communications, elected exec. v.p. of Armed Forces Communications & Electronics Assn.; **M. C. Richmond**, Western Electric, named treas.

Daystrom Inc. has formed new corporate unit called Daystrom Controlonics Group to produce complete electronic systems for instrumentation and automatic control of industrial processes. New group includes subsidiaries Weston Instrument, Daystrom Systems div. & Daystron Electric. Daystrom marketing v.p. Thomas Allinson has been named operating v.p. of new group.

Black-background CR tube has been developed by DuMont for radar and other uses, permitting viewing in bright light. Tube operations v.p. Stanley J. Koch said new technique is immediately adaptable for airborne cockpit radar and other equipment requiring use in open areas and in brightly lighted places.

Hallamore Electronics Co. div. of Siegler Corp. has been licensed by AT&T subsidiary Western Electric to manufacture telephone amplifier equipment to be used in banks of up to 150 units by operating telephone companies. License is one of first to go to firm outside Bell System.

Worldwide TV-radio censorship by Catholic agencies was called for Sept. 11 by Pope Pius XII in 16,000-word encyclical—first from Vatican to be directed specifically at broadcasting. Encyclical titled "Miranda Prorsus" ("Remarkable Inventions") suggested that ecclesiastical authorities should model TV-radio agencies on Legion of Decency, formed in U. S. in 1934 to monitor & rate motion pictures. Pope exhorted episcopacy "not only to exercise a watchful care but also to use positive action & authority" to combat TV & radio programming which clergy judges to be objectionable. He warned against dangers which "can beset Christian faith & morals if the powerful inventions of motion pictures, radio & TV are perverted by men to evil uses." Unless moral safeguards are applied by church to TV & radio as well as movies, Pope said, "they will restrict the people's true development and weaken their morals." Over-all Catholic authority under encyclical is given at Vatican to Pontifical Commission for Motion Pictures, Radio & TV, headed by Most Rev. Martin John O'Connor, rector of Pontifical North American College.

Ultimate in soft sell, or "deep" sell—"invisible advertising" flashed on screen so rapidly that viewers aren't consciously aware that they've seen commercials—was claimed by new Subliminal Projection Co. Inc. at N. Y. press conference Sept. 12. Spokesmen for firm headed by pres. Francis C. Thayer of U. S. Productions Inc. were secretive about details of advertising method, for which patents are sought by motivational researcher James M. Vicary, who has own N. Y. firm specializing in product names. But they said screen projection device has been tried out in movie theatre in unspecified N. J. town to plug Coca Cola & popcorn. Result, they said: lobby vending machine sales of Coca Cola went up 18.1%; popcorn, 57.7%. "Subliminal advertising" inventor Vicary said: "We believe its commercial use eventually may have to be under regulation of some sort, either voluntarily by the industries which use it or by the Govt." He thought major customers for his system, in which commercials were said to be repeated at 5-sec. intervals without interrupting program on screen, would be TV networks as well as theatre chains.

TV is prime weapon against illiteracy, members of new non-govt. National Commission for Adult Literacy agreed Sept. 9 at Washington planning session for campaign to help estimated 2.7% of U. S. population who can't read or write. "I'm sure that they watch TV, and the approach to them would have to be visual," v.p. Richard J. Crohn of D. L. Mazel Inc., N. Y., said. Organized in June by Adult Education Assn. with cooperation of U. S. Office of Education, group of 20 business, religious & labor leaders will meet again in Oct. to explore TV possibilities in projected drive to be financed by private contributions. CARE pres. Murray Lincoln is Commission chairman.

TV stimulates reading, according to conclusions in survey by staff of Washington, D. C. Public Library. "TV has had no adverse effect on reading," librarian Harry N. Peterson reported. "On the contrary there is reason to believe that TV—along with radio, movies & plays—may actually be contributing to the increased use of library resources." He said demand for such works as *Man & Superman, Romeo & Juliet, The Great Gatsby* soars after they are presented on TV.

Baghdad TV assignment for International Cooperation Administration to help integrate broadcasting with Iraq's educational system will be undertaken next week by Merrill McClatchey, TV-radio teacher & producer at U of Michigan. He'll spend 2 years in Baghdad, where govt.-operated TV station went on air May 1956.

Miami-Havana "scatter" relay (Vol. 13:33, 36) was opened for business by AT&T and IT&T Sept. 12, but no TV customers were lined up either in U. S. or Cuba to be first to use only "over-horizon" live TV link. TV tests run this week both ways were successful, according to AT&T, which operates Florida end of $3,000,000 telephone-TV installation. Pictures were described as "good, clean, excellent" by Joseph H. Kline, engineering director of WTVJ, Miami, who witnessed tests. However, no orders by networks or stations for use of relay (at $600 for first hour) were reported at week's end. CBS-TV & ABC-TV said they still had no immediate plans for "scatter" programming. NBC-TV said live transmission of World Series to Cuba next month was on tentative agenda, but no decision on it or other potential schedules had been made. City of Miami was planning local show for relay to coax Cuban tourists to Florida, but even that wasn't expected before next spring.

"Serious slowdown in consumption growth" this year is being overlooked by govt. economists who predict constantly expanding economy, senior v.p. Arno J. Johnson of J. Walter Thompson Co. told fall convention of Premium Advertising Assn. of America Sept. 10 in Sheraton-Astor Hotel, N. Y. He warned that sales to consumers must be increased by $140 billion—or more than 50%—just to keep pace with increased production which is expected to bring $650 billion economy in 10 years, requiring doubling of advertising expenditures to $17-$21 billion annually. Johnson urged "reexamination of the sales organization and the advertising budgets to see if they are adequate for the job to be done and for the opportunity that exists."

Broad Soviet program for TV-radio, cultural & scientific exchanges with U. S. was outlined Sept. 12 in formal meeting between Russian embassy counselor Sergei R. Striganov and Wm. S. B. Lacey, State Dept.'s East-West specialist. Details of Kremlin plan, stemming from CBS-TV's celebrated interview with Communist boss Nikita Khrushchev (Vol. 13:31), were not disclosed, but State Dept. said "this thing covers the waterfront." Proposals were submitted as Russian suggestions for agenda for high-level Washington talks tentatively set for late Oct.

Reciprocal news coverage of Red China & U. S. was proposed Sept. 12 in Geneva in plan to lift bamboo press curtain (Vol. 13:35), but State Dept. here quickly rejected new Chinese offer as scheme for backdoor recognition of Communist regime. Wang Ping-nan, Chinese ambassador to Switzerland, submitted press exchange terms to U. S. ambassador U. Alexis Johnson which would have required treaty-like agreement. Continuing stalemate left U. S. correspondents, including TV-radio, no closer to Chinese border.

Two applications for TV stations were filed with FCC this week, bringing total to 118 (33 uhf). Applications: For Alexandria, Minn., newly allocated Ch. 7, by local group, headed by Thomas A. Barnstuble, which is also applicant for Ch. 13 in Bemidji and which includes E. C. Reineke, pres. & 54% owner of WDAY-TV, Fargo, N. D.; for Wailuku, Hawaii, Ch. 8, by KULA-TV, Honolulu, for proposed satellite operation. No translator applications were filed this week. [See *TV Addenda 25-G* herewith.]

NARTB spot TV films promoting National TV Week—but intended for continuing use to inform public about its stake in TV—have been sent to all members. First of two 20-sec. spots reviews memorable events seen on TV—from coronation of Queen Elizabeth to sinking of Andrea Doria. Other uses baseball, football, boxing clips to illustrate sports coverage. Films were prepared by Robert Lawrence Productions.

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THE AUTHORITATIVE NEWS SERVICE FOR MANAGEMENT OF THE VISUAL BROADCASTING AND ALLIED ELECTRONICS ARTS AND INDUSTRIES

Television Digest with ELECTRONICS REPORTS

Wyatt Building • Washington 5, D. C. • Telephone Sterling 3-1755 • Vol. 13: No. 38

SUMMARY-INDEX OF THE WEEK'S NEWS—September 21, 1957

PAY TV SUFFERS SETBACK as House Commerce Committee calls hearing following inconclusive FCC action "looking toward" trial (p. 1).

RCA-ZENITH SETTLEMENT: Set makers wonder if it's prelude to changes in patent licensing structure. Some details of agreement reported (p. 2).

TV CIRCULATION AUDIT, for standard set census and station viewer figures, now awaits approval of telecasters as NARTB reveals plans (p. 3).

MARKET-BY-MARKET TV station financial data for 1956 released by FCC (p. 4). Complete table of 64 multiple-station markets (p. 5).

NEW STATIONS START in Hartford, Omaha & Lexington, Ky.; 2 new stations & 3 satellites begin programming in Canada. U. S. total is 512 (p. 6).

FREQUENCY SWAP between FCC & Govt. allows Ch. 2 for scatter in Pacific. ODM emphasizes TV broadcast service will be protected (p. 6).

GE LAYS OFF 700 TV employes. Motorola finds market "disappointing." But RCA, Sylvania, Emerson, Philco report good production and sales (p. 9).

TV SET SAFETY standards need no overhaul, EIA committee decides, noting TV-radio safety record excels other home electrical appliances (p. 10).

RECORD PROFIT & SALES reported by Magnavox for fiscal year. Olympic parent Siegler Corp. emerges as $75,000,000-a-year firm (p. 8).

CONGRESSIONAL PROBERS urge lawyers and employes to become "confidential informants" in investigation of FCC and other govt. agencies (p. 7).

FCC REJECTS PROTESTS against St. Louis grant to CBS. WKBW-TV recommended for Buffalo Ch. 7, Texas Tech College for Lubbock Ch. 5 (p. 7).

SECOND LIVE EDUCATIONAL TV series beamed at non-commercial stations announced by NBC & ETRC, with more ambitious programs (p. 7).

CONGRESS INTO PAY-TV PICTURE; DELAYS CERTAIN: The cause of pay TV suffered a net loss this week. Everything that happened spells delay. FCC came out with an inconclusive, amorphous action that both invited and defied Congress to take over. Pleased to accept, Rep. Oren Harris (D-Ark.), chairman of Commerce Committee, stepped in and announced that his committee would conduct hearings starting "early next year."

Harris' action came shortly after Sen. Potter (R-Mich.), member of Senate Commerce Committee, and Rep. Celler (D-N. Y.), chairman of House Judiciary Committee, attacked Commission for what they decided was another step toward approving toll TV.

Commission's action came Sept. 18, in form of very brief announcement of "instructions to staff" reading as follows:

"The Commission, at a special meeting on September 18, directed preparation of a document looking toward acceptance and consideration of applications from present or proposed television stations requesting authorization to conduct trial subscription TV operations on a limited basis, for a period of three years, subject to the furnishing of pertinent detailed information and controlled conditions to be set forth in the document (Docket 11279). Applications will not be acted upon prior to March 1, 1958. This action does not constitute a commitment that any applications will be granted nor does this action constitute adoption of a final order. (Commissioner Hyde voted "no" on the approval of this notice; Commissioner Bartley dissented; Commissioner Ford abstained from participation.)"

Note the March 1 date. This was clearly a nod toward Congress, and Congress acknowledged it.

Commission is most unlikely to do anything definitive while pay TV is actively being considered by Harris committee—which could take quite a bit of time.

The uncertainties contained in FCC's announcement are enormous. Three-year period certainly is big disappointment to proponents. How stringent will test limitations be? Will Commission accept applications, then set them for hearings? FCC staff is expected to come up in 2-4 weeks with draft of final document which commissioners will then debate.

Commission's proposal looks toward putting burden on TV stations & applicants, the only entities it controls. Few stations have expressed favorable interest in toll TV, and NARTB this week continued efforts to keep it that way. At regional meetings in Schenectady & Cleveland, pres. Harold E. Fellows called for "unity," insisted FCC hasn't legal authority to authorize pay operations.

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Week's events throw more emphasis on cable-pay concept. Matter of fact, rumor has it that Skiatron and Telemeter would just as soon see telecast toll forgotten—since they're keeping wire hot.

As long anticipated, more pay systems are cropping up as Commission resumes deliberations. Two came in this week. Blonder-Tongue Labs, Newark, submitted to Commission concept of 2 signals being imposed on present 6-mc channels, to be separated by varied polarity. One could be used for conventional signal, other for pay TV, educational TV, etc. Solomon Sagall, much heard from in TV's early days, when he headed big-screen Scophony of London, proposes simply that picture be telecast without sound; that sound be brought in by wire—with subscribers paying for the sound.

PATENT PORTENT IN ANTI-TRUST SETTLEMENT? RCA patent licensees—and at the moment that includes virtually every TV-radio manufacturer except Zenith & Philco—this week hungrily latched onto every available scrap of information about the yet-unfiled settlement of the long patent litigation between RCA & Zenith (Vol. 13:37).

They were looking, of course, for any indicators of impending changes in RCA's patent licensing structure or charges—any changes which might be launched by RCA voluntarily or in a consent-decree settlement of govt.'s civil anti-trust suit against its "package" royalty policies.

Philco topkicks weren't talking, but they seemed quietly optimistic—although it's not believed that any overtures have been made on either side for a settlement of Philco's patent litigation with RCA.

More details of the as-yet-unwritten and still incomplete agreement were leaked to press this week from Zenith sources, while RCA kept mum—and they provided some RCA licensees with food for thought, particularly those who like to read between lines.

The unverified reports which came out this week provided this supplementary information:

RCA and Zenith-Rauland are to exchange royalty-free licenses for TV & radio—excluding color TV—for term ending Jan. 1, 1963.

Patent infringement claims between Zenith-Rauland and RCA are to be arbitrated—RCA's claims against Zenith limited to $2,800,000-$4,700,000, Zenith's against RCA to $1,700,000-$2,100,000. Some industry observers saw in this reported provision a possible portent for change in RCA "package" licensing, since negotiations apparently are to be on a per-patent, rather than a patent package, basis.

Defendants RCA, GE & Western Electric are to pay Zenith approximately $10,000,000 in 10 yearly instalments, first payment to be made Oct. 1—day after settlement is scheduled to be filed in Chicago Federal court. Payments by GE & Western Electric would be token sums (Western Electric reportedly already has made its payments to the specified Chicago bank) and lion's share would be borne by RCA.

GE and Zenith would exchange royalty-free licenses for TV, radio and tubes, excluding color TV and tubes used in color TV.

Indication that Zenith plans to enter microwave equipment business was seen in provision that Zenith, Western Electric and Bell systems are to exchange royalty-free licenses for "equipment used by common carrier communications."

One long-time TV manufacturer expressed opinion—on basis of published reports about settlement—that "this will cause some disturbance in the industry." He said manufacturers will be particularly interested in fact that there's ceiling on Zenith payments to RCA for back use of patents, whereas "other licensees have no ceiling," since license fees are based on value of their total production.

"This will set a lot of people to thinking as to whether you are penalized by being a nice fellow," he said, "when by not being a nice fellow and fighting RCA you can get a competitive advantage."

TV CIRCULATION AUDIT NOW UP TO STATIONS: Long awaited standard all-industry TV set census and station circulation figures are now within reach. All that's needed is support by perhaps 40% of TV stations and a little over a million dollars.

Thanks to several years' study and tests by NARTB's Audit Circulation Study Committee and 2 private research organizations, industry now appears within stone's throw of standard and reasonably reliable figures on station circulation, comparable to ABC audit in magazine field.

Some details are now being revealed to broadcasters at current series of NARTB regional conferences—first 2 having been held this week at Schenectady and Cleveland. After conferences are over, it's expected that NARTB will send letters to all telecasters—both members and non-members—to determine whether survey can be supported.

First usable figures probably wouldn't be available before late 1959—since audit would be made on annual basis to give full-year statistics. Assuming sufficient stations were to subscribe early in 1958, there would still be many details to iron out: Presumably a contract would be let to one or more private research organizations; pilot or "shakedown" study would have to be conducted, etc.

While NARTB officials didn't reveal details of methodology—they will be kept secret until bids are sought from research groups—it did unwrap enough information to give stations an idea what they would get and what it would cost. For example, subscribing stations would receive 4 statistical tables:

(1) TV census. This would contain county-by-county estimates of TV households for entire U. S., with such breakdowns as percentage of TV penetration in each county, percentage of TV homes able to receive uhf, percentage of homes with color sets.

(2) Circulation report. Arranged by state & county, this table would show circulation of each station putting a signal into the county—on average-day and average-week basis. As "unit of circulation," survey would use 15 minutes or more of continuous viewing in any one day. Circulation probably will be listed for any station with more than 100 units of circulation in county.

(3) Station report. This would be interpolation of data from tables 1 & 2, arranged by station circulation area rather than state & county.

(4) Socio-economic data. Households in each county would be classified by basic characteristics such as age of housewives, number of children, home ownership, etc.

First year's study probably will cost about $1,200,000—costs going down somewhat in subsequent years. NARTB recommends that subscribers be charged on basis of their card rates, as best current indicator of circulation and ability to pay.

Scale of charges can't be worked out until it's known how many stations will subscribe, but NARTB research mgr. Richard M. Allerton estimates that if 60% of presently operating TV stations participate, cost would range from $1100 for smallest station to $25,000 for biggest, with average payment about $4500. If only 40% were to sign up, minimum payment would be slightly less than $2000.

Survey would be conducted using telephone technique, meter method having been discarded as too expensive after committee conducted tests using 125 specially built meters. There would be about 1,900,000 phone calls yielding 800,000 completed interviews—covering all counties, with minimum sampling of 300 TV homes in any county, maximum of 1200.

NARTB's survey tests were conducted in High Point, N. C. (where 12 TV stations can be received) and in Paterson, N. J. (with "at least 7" signals).

TV'S MARKET-BY-MARKET FINANCIAL PERFORMANCE: FCC's most-wanted statistical table—individual TV market revenue-expense-income figures for 1956—was released this week, giving station operators another good yardstick for judging how they stack up with local competition and with comparable markets. Reprinted on opposite page, table gives lumped figures for each of the 64 markets with 3 or more stations. Lumping is done, of course, to avoid disclosure of any specific station's figures. No city-by-city breakdown is provided for markets with 1 or 2 stations, for same reason. However, this doesn't prevent a shrewd operator from making some mighty good guesses in markets with 3 stations or more.

Table provides first opportunity for assessing station performance, as completely disassociated from networks. FCC's over-all table, including networks' figures, was released last month (Vol. 13:34).

Not shown in this week's table are comparable figures for 1955. We've dug them up to show increases. In 1955, there were 466 stations in operation; 436 reported figures to Commission. They showed total revenues of $462,309,096 (to be compared with figure at bottom of column 8), expenses $346,055,220 (col. 9), income (profits) before Federal income tax $116,253,876 (col. 10). Thus, 1956 revenues were up 19.3% from 1955, expenses up 17.1%, income up 25.8%.

Personal Notes: Leonard H. Goldenson, AB-PT pres., named to Motion Picture Assn.'s 1958 Production Code Review Board . . . **John H. White**, ex-Ziv TV, named ABN national sales mgr. . . . **Thomas H. Bateson**, national sales service director of Boston's WNAC-TV & WNAC and Yankee Network, promoted to v.p., Yankee div., RKO Teleradio . . . **Murray M. Kaplan**, ex-Warner Bros. and United Artists, named NTA sales mgr. . . . **Charles T. Lipscomb Jr.**, former pres. of J. B. Williams Co. and one-time pres. of Pepsodent div., Lever Bros., named pres. of ANPA's Bureau of Advertising, succeeding Harold S. Barnes . . . **Walter Kingsley**, former Ziv mgr. of national sales, appointed to new post of gen. sales mgr. in charge of syndication sales to stations & advertisers; he's succeeded as mgr. of national sales by **James Shaw**, promoted from central div. national sales mgr.; **Jerry Kirby**, from national sales dept., succeeds Shaw . . . **Paul Garrett**, retired GM public relations v.p., elected a director of Teleprompter . . . **Alvin G. Flanagan**, asst. gen. mgr., KCOP, Los Angeles, becomes gen. mgr., succeeding **Jack Heintz**, when sale of station to Kenyon Brown-Bing Crosby group (Vol. 13:34) is consummated . . . **Robert M. Riley Jr.** named sales manager of upcoming WMBD-TV, Peoria . . . **Gustave Nathan** appointed director of sales development at WNBC, New Britain-Hartford . . . **Gene Gaudette**, ex-WRAL-TV, Raleigh, named gen. sales mgr., WAVY-TV, Norfolk . . . **Dick Jolliffe** promoted to KTLA eastern sales rep with headquarters in N. Y. office of Peters, Griffin, Woodward Inc. . . . **Dick Walker**, ex-KWTV, Oklahoma City, appointed sales service coordinator of KCMO-TV, Kansas City . . . **Stuart Hall** named production mgr., WCAX-TV, Burlington, Vt. . . . **Norman Boggs** elected v.p.-gen. mgr., Don Lee Radio div. of RKO Teleradio . . . **Irv Lichtenstein**, publicity-promotion-research v.p. of radio WWDC, Washington, next month becomes ABN director of promotions & exploitation . . . **Robert J. Smith**, ex-MBS, named asst. to exec. v.p., *Family Circle Magazine* . . . **Frank Miller**, from WOR, N. Y., named MBS N. Y. production mgr. . . . **Wm. Doerr**, WEBR, Buffalo, elected pres., N. Y. State Assn. of Radio & TV Broadcasters, succeeding **E. R. (Curly) Vadeboncoeur**, WSYR-TV & WSYR, Syracuse.

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ADVERTISING AGENCIES: **Edwin Cox**, Kenyon & Eckhardt vice chairman, elected chairman, succeeding **Thomas D'Arcy Brophy**, retired . . . **Ted Bergmann**, ex-McCann-Erickson, elected pres. & chief exec. officer, Parkson Adv.; **Franklin Bruck**, exec. v.p., elected chairman . . . **Edwin H. Sonnecken**, ex-Ford Motor Co., named exec. v.p. & gen. mgr., McCann-Erickson's Market Planning Corp. . . . **Charles A. Holcomb**, ex-pres. of H. B. Humphrey, Alley & Richards, joins Kudner as special asst. to pres. **J. H. S. Ellis** . . . **Tevis Huhn**, ex-Warwick & Legler, elected Bryan Houston v.p. . . . **Robert J. Fierst** promoted to v.p. & member of exec. staff, Edward H. Weiss & Co. . . . **Alfred Steckman** becomes Bryan Houston Inc. v.p. and mgr. of plans board . . . **Robert R. Ferry** named Fletcher D. Richards creative planning director . . . **Everett L. Thompson** named TV-radio director, Rumrill Co. Inc. . . . **Harry W. McMahan**, ex-McCann-Erickson, named Leo Burnett Co. v.p. in charge of TV commercials and member of plans supervisory committee, headquartering in Los Angeles . . . **Richard W. Tully**, Foote, Cone & Belding v.p., appointed gen. mgr., Chicago office.

Charles P. Ginsburg, mgr. of advance videotape development, Ampex Corp., wins SMPTE David Sarnoff Gold Medal Award "for his work in the development of a practical video recorder," to be presented Oct. 4 at society's Philadelphia convention. Last week IRE selected Ginsburg for its Vladimir K. Zworykin TV Prize.

NBC-TV Affiliates Executive Committee unanimously reelected its chairman Walter J. Damm, WTMJ-TV, Milwaukee. Other officers are Jack Harris, KPRC-TV, Houston, vice chairman (basic affiliates); Harold Essex, WSJS-TV, Winston-Salem, vice chairman (optional affiliates); Harold Stuart, KVOO-TV, Tulsa, secy.-treas.

Leon Ames nominated for pres. by Screen Actors Guild's nominating committee, to succeed Walter Pidgeon.

Television Digest with Electronics Reports
WYATT BUILDING, WASHINGTON 5, D. C.

MARTIN CODEL, Editor and Publisher; ALBERT WARREN, Senior Editor; ROBERT CAOEL, Business Manager; DAVID LACHENBRUCH, Associate Editor; JAMES S. CANNON, Trade Reports Editor

Editorial Associates: Paul Stone, William J. McMahon Jr., Wilbur H. Baldinger

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Official FCC Individual Market Financial Data for 1956

TIME SALES:

TV Markets (1)	No. of Stations in Operation (2)	No. Reporting $25,000 or More Time Sales (3)	Networks (4)	National and Regional Advertisers and Sponsors[1] (5)	Local Advertisers and Sponsors[1] (6)	Total Stations Reporting (7)	Total Broadcast Revenues[2] (8)	Total Broadcast Expenses (9)	Total Broadcast Income[3] (10)
Albany-Schenectady-Troy, N. Y.	3#	3	$ 1,064,196	$ 2,276,346	$ 908,472	3	$ 3,860,285	$ 2,606,024	$ 1,254,261
Albuquerque, N. M.	3	3	267,643	355,407	650,397	3	1,389,849	1,642,009	(252,160)
Atlanta, Ga.	3	3	1,619,681	2,498,168	1,577,931	3	5,322,642	3,236,715	2,085,927
Baltimore, Md.	3	3	2,251,460	3,235,395	2,759,035	3	7,337,815	4,215,867	3,121,948
Boston-Cambridge, Mass.	3#	2	*	*	*	3	*	*	*
Buffalo-Niagara Falls, N. Y.	3	3	1,556,774	3,013,267	2,275,918	3	6,204,080	4,515,493	1,688,587
Cedar Rapids-Waterloo, Ia.	3	3	509,057	1,334,139	341,425	3	2,061,862	2,035,675	26,187
Charleston-Oak Hill-Huntington, W. Va.; Ashland, Ky.	4	4	957,567	1,457,401	976,465	4	3,372,992	2,896,795	476,197
Chicago, Ill.	4	4	5,571,357	15,666,289	8,343,321	4	31,175,262	21,426,795	9,748,467
Cincinnati, O.	3	3	2,000,833	3,190,263	1,942,459	3	7,674,826	5,002,875	2,671,951
Cleveland, O.	3	3	3,743,376	5,990,592	3,079,425	3	12,694,969	7,386,100	5,308,869
Colorado Springs-Pueblo, Colo.	3	3	112,554	288,408	662,330	3	1,164,401	1,301,860	(137,459)
Columbia, S. C.	3#	2	*	*	*	3	*	*	*
Columbus, O.	3	3	1,456,087	3,094,819	1,697,053	3	5,833,475	4,275,217	1,558,258
Corpus Christi, Tex.	3#	3	*	*	*	3	*	*	*
Dallas-Ft. Worth, Tex.	4	4	2,026,717	3,124,548	2,792,923	4	7,780,538	5,961,812	1,818,726
Denver, Colo.	4	4	1,105,679	2,216,387	1,911,443	4	4,886,168	4,094,574	791,594
Des Moines-Ames, Ia.	3	3	1,415,762	1,646,727	663,505	3	2,942,528	2,645,119	297,409
Detroit, Mich.	3	3	3,942,451	7,125,928	5,072,627	3	15,225,811	7,737,896	7,487,915
El Paso, Tex.	3#	2	*	*	*	3	*	*	*
Evansville, Ind.-Henderson, Ky.	3#	3	*	*	*	3	*	*	*
Fresno-Tulare, Cal.	4#	4	569,988	1,477,400	764,569	4	2,461,759	2,270,583	191,176
Galveston-Houston, Tex.	3	3	1,371,774	3,405,279	2,276,079	3	6,406,238	5,457,119	949,119
Green Bay-Marinette, Wis.	3	3	446,666	806,356	638,772	3	1,838,702	1,862,847	(24,145)
Greensboro-High Point-Winston Salem, N. C.	3	3	890,569	1,513,244	462,847	3	2,547,745	1,532,982	1,014,763
Harrisburg, Pa.	3	3	164,843	260,262	323,515	3	730,117	9,472,222	(217,105)
Hartford-New Haven-Bristol-New Britain, Conn.	3	3	901,371	2,612,542	1,028,270	3	4,017,043	3,788,425	228,618
Indianapolis-Bloomington, Ind.	3	3	1,719,853	3,461,270	2,135,418	3	6,721,963	4,503,682	2,218,281
Kansas City, Mo.	3	3	1,990,647	3,978,281	1,211,905	3	6,691,280	4,355,838	2,335,442
Knoxville, Tenn.	3#	3	444,303	699,488	487,266	3	1,491,614	1,399,976	91,638
Las Vegas-Henderson, Nev.	3#	2	*	*	*	3	*	*	*
Little Rock-Pine Bluff, Ark.	3	3	455,786	824,827	659,774	3	1,932,755	1,999,158	(66,403)
Los Angeles, Cal.	7	7	4,848,643	16,698,440	15,442,154	7	32,873,584	27,171,364	5,702,220
Madison, Wis.	3	3	200,192	488,581	592,405	3	1,330,487	1,360,521	(30,034)
Memphis, Tenn.	3	3	1,426,430	2,285,905	575,320	3	3,819,611	2,744,651	1,074,960
Miami-Ft. Lauderdale, Fla.	4#	4	906,627	2,813,661	2,090,835	4	5,907,785	4,340,656	1,567,129
Milwaukee, Wis.	4#	4	1,719,730	4,455,469	1,338,089	4	6,800,657	4,829,900	1,970,757
Minneapolis-St. Paul, Minn.	4□	4	2,108,738	3,530,245	2,958,587	4	8,662,556	6,430,405	2,232,151
Nashville, Tenn.	3	3	977,830	1,124,957	1,287,850	3	3,283,933	2,964,866	319,067
New York, N. Y.	7	7	10,573,201	31,704,963	13,424,684	7	52,211,150	30,710,803	21,500,347
Norfolk-Portsmouth-Newport News-Hampton, Va.	3	3	921,956	1,628,333	815,375	3	3,155,195	1,784,362	1,370,833
Philadelphia, Pa.	3	3	4,449,160	9,775,734	4,392,631	3	17,412,073	9,904,775	7,507,298
Phoenix, Ariz.	4	4	565,028	1,003,703	1,097,177	4	2,561,821	2,934,557	(372,736)
Portland, Ore.	4#	4	1,116,251	2,856,608	1,075,755	4	4,484,214	3,516,736	967,478
Raleigh-Durham, N. C.	3#	2	*	*	*	3	*	*	*
Richmond-Petersburg, Va.	3#	3	1,026,229	1,334,439	494,510	3	2,921,467	2,311,798	609,669
Roanoke-Lynchburg, Va.	3	3	701,989	954,092	461,932	3	1,959,520	1,923,853	35,667
Rochester, N. Y.	3	3	1,154,173	1,933,985	1,018,198	3	3,811,292	2,676,004	1,135,288
Sacramento, Cal.	3	3	744,982	1,725,677	660,479	3	2,869,177	2,501,812	367,365
Salt Lake City, Utah	3	3	918,994	1,225,274	1,228,219	3	3,184,644	2,728,670	455,974
San Antonio, Tex.	3	3	891,851	2,031,509	809,383	3	3,382,142	1,890,134	1,492,008
San Francisco-Oakland, Cal.	4	4	2,926,136	5,246,102	4,012,190	4	11,422,839	6,837,885	4,584,954
Seattle-Tacoma, Wash.	4	4	1,512,311	3,565,346	1,420,524	4	6,042,470	5,061,950	980,520
South Bend-Elkhart, Ind.	3	3	365,568	711,147	483,591	3	1,568,374	1,722,299	(153,925)
Spokane, Wash.	3	3	442,906	1,634,270	835,128	3	2,573,122	2,176,459	396,663
St. Louis, Mo.	3	3	2,156,951	4,157,438	2,902,037	3	8,175,174	3,895,044	4,280,130
Tampa-St. Petersburg, Fla.	3	3	614,508	1,428,560	1,003,280	3	2,876,872	2,789,555	87,317
Tucson, Ariz.	3#	3	112,788	168,914	958,210	3	1,215,911	1,228,543	(12,632)
Tulsa-Muskogee, Okla.	3	3	1,045,618	1,397,755	1,000,187	3	3,414,747	2,922,975	491,772
Washington, D. C.	4	4	2,265,112	4,867,280	2,055,914	4	8,810,453	6,266,370	2,544,083
West Palm Beach, Fla.	3#	2	**	**	**	2	**	**	**
Wilkes Barre-Hazelton-Scranton, Pa.	4	4	631,921	800,766	902,659	4	2,181,902	2,254,235	(72,333)
Wichita-Hutchinson, Kan.	4#	4	519,187	1,136,798	981,839	4	2,531,962	2,855,481	(323,519)
Honolulu, Hawaii	3	3	176,285	738,994	1,079,162	3	1,815,234	1,560,067	255,167
Total 64 Markets	215	209	$ 91,425,714	$199,732,252	$119,652,123	214	$387,905,543	$274,336,197	$113,569,346
Markets Less Than 3 Stations									
Total 203 Markets	266	249	$ 36,559,905	$ 81,460,636	$ 54,349,962	260	$163,445,313	$130,758,178	$ 32,687,135
TOTAL 267 MARKETS	481	458	$127,985,619	$281,192,888	$174,002,085	474	$551,350,856	$405,094,375	$146,256,481

[1] Before commissions to agencies, representatives and others

[2] Total revenues consist of total time sales less commissions plus talent and program sales.

[3] Before Federal income tax.

Not all stations in this market operated a full year during 1956.

* Data withheld because third station in this market in operations for short period during 1956.

□ Data incomplete.

** Data not published for groups of less than 3 stations.

( ) Loss.

WPTA, Ft. Wayne (Ch. 21) becomes ABC-TV primary affiliate as of Sept. 21, ABC-TV station relations v.p. Alfred R. Beckman stating that addition of the Sarkes Tarzian station in all-uhf area adds 575,000 families to network's live coverage; that ABC-TV's live coverage will be extended to 85% of U. S. TV homes this season.

Pat Somerset of Screen Actors Guild Sept. 24 becomes pres. of Hollywood AFL Film Council, composed of unions & guilds in film industry, succeeding Henry C. Wadsworth.

Rate increases: WAGA-TV, Atlanta, has added Class AA min. only rate (8-10 p.m. daily) at $275; Class A min. remains $250 . . . KCRA-TV, Sacramento, Sept. 1 raised base hour from $800 to $900, min. $200 to $225 . . . WJMR-TV, New Orleans, has raised base hour from $400 to $600, 20 sec. $58.75 to $90 . . . WNOW-TV, York, Pa., new rate card has base hour of $150, min. $28.50, drops Class C . . . KTVI, St. Louis, drops Class D rates, changes Class C to "all other times."

New and Upcoming Stations: Bumper crop of new TV starters, traditional around harvest time as new-season programming begins, this week includes 3 stations in U. S. —and in Canada, 2 originating stations and 3 satellites. U. S. starters are Hartford's WTIC-TV (Ch. 3), Omaha's KETV (Ch. 7) and Lexington's WKXP-TV (Ch. 27), bringing on-air total to 512 (91 uhf). Canadian stations starting programs are CHAT-TV, Medicine Hat, Alta. (Ch. 6) and CHBC-TV, Kelowna, B. C. (Ch. 3), with satellites at Penticton (Ch. 13) & Vernon (Ch. 7).

WTIC-TV, Hartford, begins first broadcast day at 7 p.m. Mon., Sept. 23 after month of equipment tests. It will be independent outlet in area already served by CBS's WHCT (Ch. 18), NBC's WNBC (Ch. 30) and Triangle Publication's ABC-affiliated WNHC-TV. Owned by Travelers Insurance Co. (radio WTIC), it starts with full 100-kw ERP. Base hour is $800. Rep is Harrington, Righter & Parsons.

KETV, Omaha, started regular commercial schedule Sept. 17 as ABC-TV affiliate in 3-station market. It's owned by *Omaha World-Herald*, gets under way with 316-kw ERP. Eugene S. Thomas is gen. mgr. Base hour is $900. Rep is H-R Television.

WKXP-TV, Lexington, Ky., now on air with test patterns, begins programs Sept. 23 with 15.5-kw ERP. No network affiliation has been announced for this second uhf in city. Base hour is $251.30. Rep is Pearson.

CHAT-TV, Medicine Hat, began programs last week end with 5.7-kw ERP. Live network interconnection is due about Dec. 15. R. J. Buss is v.p.-gen. mgr.; Jack Oldham, Merv Stone & Sid Gaffney—all from radio CHAT—are sales mgr., program director & chief engineer, respectively. Base hour is $100. Reps are Weed and H. N. Stovin & Co.

CHBC-TV, Kelowna, is poised for Sept. 21 programming start, with ERP of 3.7-kw. With its 2 satellites—CHBC-TV-1, Penticton, and CHBC-TV-2, Vernon—it will be sold as a "station group." Satellites have ERP of about 300 watts. Base hour rate is $170. Reps are Weed and All-Canada.

* * * *

In our continuing survey of upcoming stations, these are latest reports from principals:

KIRO-TV, Seattle (Ch. 7) with construction of studio-transmitter building underway, starts erection of Truscon tower this week, expects delivery on GE transmitter at end of month, reports v.p. Lincoln W. Miller. Test pattern target is Dec. 15, with CBS-TV programming due Feb. 8. Rep is now being chosen.

WOWL-TV, Florence, Ala. (Ch. 15), authorized to change Sept. 6 from Ch. 41, has set test pattern target for Sept. 23, limited programming for Oct. 7, says pres.-gen. mgr. Richard B. Biddle. GE transmitter is ready, and installation of GE antenna on 300-ft. U. S. Tower Co. structure was expected to be completed by week end. Base hour will be $200. Rep with be Forjoe.

KXGN-TV, Glendive, Mont. (Ch. 5) has signed with CBS-TV, reports gen. mgr. Dan Palen, with programming scheduled to start Oct. 1 after 2 weeks of tests. Additional personnel, all veterans of KXGN radio, include Karl Johnson, sales director; Donald J. Powers, chief engineer; Lewis W. Moore, film buyer. Base hour will be $125. Rep will be Grant Webb.

WMAY-TV, Springfield, Ill. (Ch. 36) hopes to get on air in spring of 1958, reports gen. mgr. Gordon Sherman. Transmitter has not been purchased but negotiations are underway with several manufacturers. Guyed 650-ft. Stainless tower will be utilized. Although talks have been going on with John E. Pearson Co. and others, rep has not been chosen.

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Equipment shipments: RCA reports Sept. 19 shipment of 10-kw transmitter with used 25-kw amplifier (from KOVR, Stockton, Cal.) to WBOY-TV, Clarksburg, W. Va. (Ch. 12); 6-section superturnstile antenna Sept. 13 to upcoming non-commercial KUED, Salt Lake City (Ch. 7); 12-section Sept. 18 to WHDH-TV, Boston (Ch. 5).

KTVX changes to KTUL-TV with switch of city designation from Muskogee to Tulsa.

Translator starts: K77AF, San Saba, Tex. began Sept. 13 repeating KTBC-TV, Austin.

New reps: WNOW-TV, York, Pa. to Adam Young Inc. (from Robert S. Keller Inc.).

GOVT. USE OF CH. 2 in the Pacific, west of Oahu, Hawaii, was authorized by FCC this week in swap of frequencies giving industrial radio users valuable space just below 152 mc. FCC and Office of Defense Mobilization were quick to point out that the Pacific use (54-54.4 mc, for "scatter" on Midway Island) won't encroach on TV. In attempt to forestall alarmist reactions, ODM stated:

"ODM officials emphasized that, in the selection of the bands, extreme care was taken to avoid interference with the TV broadcast service. They said that protection to this service is provided for, and encroachment on TV service is not contemplated."

Also being turned over to Govt. for scatter are 46.6-47 and 49.6-50 mc, the present industrial users to be moved eventually to 150.8-152 mc. In addition, Commission proposed greater splitting of industrial channels to accommodate more users.

At NARTB regional meeting in Cleveland this week, Sen. Potter (R-Mich.) reiterated demand for impartial survey of govt. uses of spectrum. He suggested that survey be done by commission of "laboratory scientists," that commission exclude Congressmen, FCC, military services and broadcasters.

First commercial use of "scatter" link to Cuba was more imminent than networks were prepared to indicate (Vol. 13:37), for NBC-TV on Sept. 13 sent *Cavalcade of Sports* boxing match to Cuba where it was carried by CMBF-TV network. Goar Mestre, part-owner of CMBF-TV, said fights would be carried regularly and that his CMQ network would take World Series via scatter. First Cuba-to-U. S. TV use of link may come Sept. 29, 3:30-4 p.m., when Martin Agronsky has scheduled live interview with Cuban President Fulgencio Batista from Presidential Palace in Havana on his *Look Here*. The link will be used for closed-circuit telecast Sept. 24 when IT&T pres. Maj. Gen. E. H. Leavey speaks from studios of NBC's WRC-TV, Washington, to audience of communications ministers from more than 20 Latin American countries assembled in Havana's Hotel Nacional. The 15-min. program will be produced by NBC Telesales. Meanwhile, engineers of Mexico's Telesistema Mexicano abandoned efforts to connect to U. S. via two-hop relay from Harlingen, Tex. to Mt. Zamorano, near Queretaro (Vol. 13:33). A Mexican TV official told us: "Everything was fine from Harlingen to Ciudad Victoria, but the long stretch between Victoria and Mt. Zamorano, which calls for another relay, is a matter for the future. Signal tests have been far from satisfactory."

CONFIDENTIAL INFORMANTS will play large part in Rep. Moulder's House Commerce legislative oversight subcommittee's investigation of independent govt. regulatory agencies, including FCC. That was made crystal clear by newly appointed chief counsel-staff director Bernard Schwartz on 2 separate occasions this week:

(1) In personal letters to attorneys practicing before such agencies as FCC, Schwartz appealed for information, which he said would be treated "on a wholly confidential basis." The letters stated: "The success of the investigation will ultimately depend upon instances of improper agency action being brought to our attention by persons who may have knowledge of such action."

(2) In address to Washington convention of Federal Bar Assn. Sept. 20, Schwartz appealed to "lawyers who have lost cases, they believe wrongly," to give information—on a confidential basis, if desired—to any of the subcommittee's 10 professional staffers. He also urged "civil servants whose loyalty to the country is greater than their loyalty to their immediate superior" to bring facts to subcommittee.

He said investigation will cover only "the 6 most important independent commissions"—CAB, FCC, FPC, FTC, ICC, SEC—adding that since Labor Day his subcommittee has had at least one staffer gathering data within each of the agencies.

Inquiry will cover vast amount of territory, he indicated, purpose being to determine whether these agencies, "which are in a sense part of the legislative branch," are subject to pressures from executive branch or from regulated industries, and whether they are operating within statutes which govern them.

While he went into no details about specific agencies, it's understood that his subcommittee's investigators have been delving into facts surrounding specific FCC cases—including TV grants in Boston & Miami.

PROTESTS against CBS Ch. 11 St. Louis grant were turned down by FCC this week on grounds they were filed too late. Meanwhile, progress is reported in project whereby CBS would buy KWK-TV, turning over Ch. 11 CP to applicants whom it beat (Vol. 13:36).

Two more hearing cases advanced—Ch. 7, Buffalo, and Ch. 5, Lubbock, Tex. In Buffalo case, examiner H. Gifford Irion again recommended WKBW-TV Inc. get grant, holding that it's financially qualified. In Lubbock case, examiner Millard F. French proposed that Texas Tech College get Ch. 5, resolving questions of legal & financial qualifications in its favor.

In Greenwood, Miss., WABG will be free for Ch. 6 grant, now that Delta TV Corp. has decided to pull out.

CPs granted: Champaign-Urbana, Ill., Ch. 33, to Plains TV Corp.; Tampa, Fla., educational Ch. 3, to Fla. West Coast Educational TV Inc.; Durango, Colo., Ch. 72 translator, to Durango TV Translator. CP for KRTV, Walla Walla (Ch. 8) was cancelled.

Allocations actions: (1) Finalized addition of Ch. 13 to Hibbing, Minn., substitution of Ch. 9 for Ch. 13 in Bemidji. (2) Finalized addition of Ch. 9 to Wausau, Wis., substitution of Ch. 8 for Ch. 9 in Iron Mountain, Mich. (3) Denied proposal to add Ch. 9 to Hancock, Mich. (4) Issued rule-making proposing to swap educational Ch. 24, Hartford, with commercial Ch. 53, Waterbury—WATR-TV, Waterbury, to shift to Ch. 24. (5) Issued rule-making proposing reconsideration of decision to add Ch. 8 to Ainsworth, Neb. and Ch. 3 to McCook, Neb.—proposing instead to add Ch. 8 to McCook, shift Ch. 3 from Cheyenne, Wyo. to Sterling, Colo.

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Sale of KFEQ-TV, St. Joseph, Mo. (Ch. 2) & KFEQ by Kenyon Brown-Bing Crosby group for $841,091 to Jesse D. Fine theatre family was approved by FCC this week. (Vol. 13:34). Fine family operates chain of theatres in Indiana and formerly owned WFIE, Evansville, Ind.

LIVE EDUCATIONAL program series beamed to non-commercial stations—the joint NBC-Educational TV & Radio Center project which was so widely praised last season—resumes Oct. 28 for 10-week run Mon. thru Fri. at 6 p.m. using NBC-TV facilities and expected to be carried by nearly 30 educational stations.

New series was announced simultaneously by ETRC and by NBC pres. Robert W. Sarnoff—the latter in address to American Legion convention in Atlantic City as he accepted 1957 Americanism Award for his "vision and leadership in launching the NBC Educational TV Project."

Each of 5 series will be presented one day a week. As outlined by Sarnoff and ETRC, they will include: (1) Study of functions of executive branch of Federal Govt., originating in Washington and using "national leaders" as instructors in many cases. NBC news commentator Bill Henry will conduct show. (2) Series based on International Geophysical Year, hosted by NBC commentator Frank Blair, discussing significant features of present knowledge about the earth and current geophysical projects. (3) Mathematics series, hosted by Clifton Fadiman. (4) American resources series, conducted by Prof. Albert Burke and dealing with natural resources. (5) Greek mythology series, probably to be produced at New York's Metropolitan Museum.

Again this season, kinescope recordings of programs will be made available to NBC affiliates.

Meanwhile, New York's Metropolitan Educational TV Assn. announced completion of its production center in the Carnegie Endowment building—nucleus for an eventual non-commercial TV station. Studio will originate programs for live presentation on local stations and filmed use by educational outlets. Covering 44x42-ft. area, it is equipped with 3 image orthicon cameras, kine recording facilities.

This week, META was offered 4 one-hour time periods on WCBS-TV—3:30-4 p.m. Sundays this fall and winter when the New York station is blacked out of CBS-TV's pro football coverage. For first period—Oct. 27—META will present TV debut of famed Budapest String Quartet, which is contributing its services. Other periods haven't been scheduled.

In addition, META will present 4 regular series totaling 3½ hours weekly over WPIX (Vol. 13:36)—mental health series, applications of school subjects to daily life, series on such public institutions as museums & libraries, adult discussion series.

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"Golden Mike" TV awards presented by American Legion Auxiliary at Atlantic City convention this week to: *This Is Your Life* (NBC-TV) for "greatest woman appeal," *Lawrence Welk Show* (ABC-TV) for "freshest entertainment appeal," *Disneyland* (ABC-TV) for "widest informational appeal" to youth.

Financial & Trade Notes: Magnavox reports new highs in net income and sales—$3,759,226 and $87,467,864—for fiscal year ended June 30. These compare with earnings of $3,100,442 on sales of $70,529,646 in previous fiscal year. Per share earnings this year were equivalent to $3.90 on 890,140 shares outstanding compared with $3.54 on 841,234 shares year ago. Company said increased number of outstanding shares was due largely to 5% stock dividend.

Increase of 24% in net sales was due mainly to hi-fi sales which chairman Richard A. O'Connor and pres. Frank Freimann said were nearly double those of previous year. Company statement also said "TV sales reflected a substantial increase in spite of the fact that industry sales generally were considerably lower than in the preceding year." Military products sales also were up over previous year.

"While total sales were well ahead of last year," Magnavox statement said, "they were slightly below management expectancy due in part to the company's inability to manufacture sufficient products to meet the peak demand last fall and to the thin market for color TV." It said it had expanded its plant "to meet the expected large demands for its product this fall," anticipating increased sales in all lines.

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Special stockholders meeting of Skiatron Electronics & TV Co., called to approve new wired pay-TV royalty agreement with Matty Fox's Skiatron TV Inc., was adjourned until Sept. 25 for lack of quorum. Company said approval of proxy statements was received from SEC too late to solicit proxies. Principal purpose of Sept. 25 meeting will be to approve contract with Fox's firm, whereby Skiatron Electronics receives 2½% in royalties from closed-circuit use of its system. It already has contract calling for 5% for broadcast use of its fee system. Stockholders will also be asked to approve increase of 250,000 shares of common stock, and issuance of warrants for these shares to Fox's Skiatron TV at $5 a share, to run until April 30, 1967. Skiatron closed Sept. 27 at 7¾.

GE has been awarded $5,000,000 Air Force contract for production of over-horizon single-sideband scatter communications equipment capable of spanning 700 miles in one hop—longest distance to be regularly achieved by scatter. System will be used as main line of communications at advance Arctic bases and was developed and tested under previous $4,600,000 Air Force contract. Group of 50 leading tropospheric scatter experts will be briefed on new GE scatter system Sept. 26 in meeting at Syracuse GE plant.

Siegler Corp., Anaheim, Cal., which last week merged with Unitronics Corp. through exchange of stock (Vol. 13:37)—taking over latter's Olympic Radio & TV plant in Long Island City, with its 1100 employees making TV-radio-phonos; its Bogen plant in Paramus, N. J., making amplifiers, pre-amplifiers, tuners; its Presto div., making background music, disk & tape recording and playback equipment—emerges as "a corporate entity doing business at an annual rate of approximately $75,000,000," mostly in the field of electronics "divided nearly equally between commercial and military contracts [with] major manufacturing facilities on both the East and West coasts."

So states Siegler pres. John G. Brooks in supplement to annual report this week, showing sales during fiscal year ending June 30, 1957 rose to $32,719,078 from $15,375,034 in 1956 while net income was $1,036,681 ($1.36 per share on 761,082 outstanding) vs. $1,053,059 ($1.50 on 700,696 shares then outstanding). Stock is traded on ASE. Siegler also is parent of Hallamore Electronics Co., Anaheim, Cal., making closed circuit TV equipment, guided missiles instruments, etc.; Centralia Heater div., Centralia, Ill., gas & oil heating equipment; Consolidated Machinery & Supply Co., Los Angeles (Comet woodworking machinery), into which General Water Heater Corp., Costa Mesa, Cal., was integrated when acquired year ago; Baby Mate Inc., Los Angeles, maker of baby strollers, also acquired last year; Holly-General Corp., Burbank & Pasadena, Cal., recent consolidation of Holly Mfg. Co. and General Water Heater Co., making heating, air conditioning and water heating equipment.

Currently, Siegler is also absorbing Hufford Corp., El Segundo, Cal., said to be world's largest manufacturer of stretch-forming equipment used in making air frames and missiles. Hufford recently acquired Sancor Corp., Santa Barbara, Cal., making ground handling & support equipment for aircraft and missiles; Vac-U-Lift Co., Salem, Ill., Vacuum handling systems; Fonda Corp., El Segundo, maker of film developing machines.

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IT&T reports net income of $12,989,254 ($1.81 per share) on first half net sales of $295,189,958 and total income of $326,916,997 compared with net profit of $12,487,250 ($1.74) on net sales of $223,136,059 and total income of $251,662,490 in similar 1956 period. U. S. sales totaled $127,228,014 vs. $81,037,673 in first half of 1956; foreign sales were $167,961,944 vs. $142,098,386. Unfilled U. S. orders were $178,000,000, foreign $290,000,000, as of June 30.

Emerson reports net profit of $54,753 (3¢ per share) for 39 weeks ended Aug. 3 compared with $46,048 (2¢) for similar period last year.

FCC relaxed remote control rules this week to permit remote operation of AM directional and FM stations operating with powers higher than 10-kw. Commission said it would consider applications on case-by-case basis, that satisfactory showing of stability directional antennas must be made. No changes were made in requirements for operators—first class operators still being required for directional and over-10-kw stations.

Radio station sales and transfers approved by FCC: WSLB, Ogdensburg, N. Y. by St. Lawrence Bcstg. Corp. for $190,000 to George W. Bingham and associates (Vol. 13:34) . . . KSEI, Pocatello, Ida. sold 88.9% by Florence M. Gardner for $118,915 to Pioneer Bcstrs. Corp. (Vol. 13:26) . . . KATI, Casper, Wyo. by John L. Breece for $65,000 to banker John R. Burrus, 51%, and commercial mgr. K. G. Prather, 49% with wife (Vol. 13:35).

Fox, Wells & Rogers is new name of investment firm formerly called Fox, Wells & Co., as these changes take place: James G. Rogers, pres. and 15% owner of KFSD-TV, San Diego, becomes gen. partner; George B. Wells withdraws as gen. partner; Dr. R. Bowling Barnes changes from general to limited partner; Francis D. Rogers becomes limited partner.

NBC applied for FM station in Philadelphia this week. A company spokesman explained that move was intended to give network "complete facilities" in Philadelphia, as companion to its WRCV-TV & WRCV there.

"Do Radio Networks Have a Future?" is subject of discussion between ABN v.p. Stephen Labunski and radioman Gordon B. McLendon at Sept. 25 RTES luncheon at Hotel Roosevelt, N. Y.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
September 21, 1957

LITTLE 'TREND' SEEN IN GE LAYOFFS: GE's announcement of plans to lay off 700 employes, candidly stating purpose is to "curtail production of TV sets to keep pace with current and anticipated sales," elicited only one slight echo from major producers -- Motorola, which conceded its set movement wasn't up to expectations.

Spokesmen for other top producers were unrestrained in their reports of sales. These included RCA, Sylvania, Emerson, Philco.

GE production of 1958 sets started earlier than usual this year, gen. mgr. Herbert Riegelman of TV receiving dept. said, noting production stayed at relatively high level during summer. Pointing to Aug. drop in industry's retail sales (Vol. 13:37), he said "we feel that our present level of production must be reduced in line with our sales expectations for the balance of this year."

Layoff is effective Oct. 4 and affects workers on second shift, on subassembly lines making speakers, components, etc. As result, spokesman said, number laid off will not have proportionate effect on production cutback since many of the parts they made could have been stockpiled, and probably were. Riegelman's announcement made no mention of re-hiring.

Motorola pres. Robert W. Galvin provided us with frank statement: "Our market has been disappointing. Our merchandise had apparently been delightfully accepted by the trade, but it was not backed up by wholesale or retail sales in last 2 weeks of Aug. or first 2 weeks in Sept."

Galvin couldn't offer any reason for company's disappointing TV sales position, saying only that the market was not opening up the way it was expected to and people apparently are not buying TV sets.

Responding to our questions, he said Motorola is not thinking now about cutting back production, "but if condition continues this would be an eventuality." He added that he didn't think Motorola's experience in the market has been unique in the industry and that he didn't think prices -- up about 5% from last year -- played significant part in public's failure to buy at expected rate.

"It's difficult to predict what sales will be," Galvin declared, giving as examples years where Aug. & Sept. were good and "Oct. fell on its face," while in other years Oct. turned out to be a banner month.

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Opposite tack was taken by RCA consumer products exec. v.p. Robert A. Seidel who summed it up this way: "Our business is extremely good -- as a matter of fact we stepped up production a little last week." He said RCA has more orders for recently introduced color sets than "we can ship," but added that factory will catch up with orders in a few weeks.

Aug. retail sales were described by Seidel as "not quite as good for RCA or the industry as we had expected, but Sept. has started off with a bang" -- and no production cutbacks or layoffs are in sight.

"I've felt right along that the industry would go ahead in the fall; that's still the way I see it," Seidel said, pointing to rising rate of spendable income.

Sylvania's Marion E. Pettegrew, operations v.p. in charge of TV-radio div., painted a strong picture of Sylvania sales as being "at a record rate of more than double a year ago and we see no possibility whatsoever of a production cutback." As a matter of fact, he said, demand for Sylvania's new line "is so great we are operating on a 6-day week" and plan to continue the overtime schedule "at least through Oct." His full year estimate: "We expect both record production and sales."

Emerson pres. Benjamin Abrams gave us this view: "I've noted considerable improvement in the market in the last couple of weeks." He sees industry sales running

about the same as last year and added that "this is true also for Emerson." Abrams said he had figured industry's retail sales for the year would be about 6,000,000, but now had revised his estimate to 6,500,000. Only explanation he could give for GE cutback was that it may have overproduced and run up a lot of inventory.

Philco spokesman made clear to us there's been no change in estimate pres. James M. Skinner Jr. gave us last week, namely: That Philco is getting larger share of market than in preceding year; that industry factory sales for year would be closer to 6,500,000 than the 7,000,000 (Vol. 13:37).

To emphasize Philco position, spokesman said company has been hiring TV production workers right along, no cutback is in sight, TV lines are going full blast.

Another facet of layoff was statement by IUE pres. James B. Carey that union will attempt to get a supplemental unemployment benefit program started next Aug. 1 when GE contract provides negotiation on employment security.

Note: During week Whirlpool set Oct. 1 layoffs for 1600 of 7200 employes at Evansville, Ind. plant which turns out refrigerators, freezers, dehumidifiers, air conditioners. GE dropped 1614 workers at household refrigerator div., Louisville, Ky. On other hand, Westinghouse said it had hired 950 employes since Aug. 1 at Mansfield and Columbus, O. making refrigerators, freezers, washers, etc.

Production: TV output was 161,749 week ended Sept. 13, compared with 146,288 preceding week and 157,946 in corresponding week one year ago. It was year's 37th week and brought TV production for year to date to about 4,263,000, compared with 4,901,586 in same period of 1956. Radio production totaled 327,829 (91,068 auto) for week ended Sept. 13 vs. 256,292 (58,451) preceding week and 245,060 (48,177) in corresponding week year ago. Radio output for 37 weeks totaled about 9,631,000 (3,623,000) vs. 9,008,221 (2,920,177) in 1956 period.

Topics & Trends of TV Trade: Current electrical safety standards for TV sets are more than adequate, EIA Engineering Dept.'s Safety Standards Committee has decided after review of safeguards prescribed by Underwriters Labs for TV manufacturers. Chairman J. T. Brothers, of Philco, told Consumer Products Div. at last week's quarterly meeting in Los Angeles that Committee feels there is no need for any change in UL requirements or inspection standards for portable sets. UL requirements for TV & radio sets, he said, are far more severe than for other electrical appliances and TV-radio safety record is better than that of any other electrical devices used in homes. In other actions, EIA board:

(1) Approved recommendation by exec. v.p. James Secrest that special committee of EIA directors review industry's part in Hagerstown closed-circuit educational TV project to determine how equipment requirements may be met and to look into potential educational market.

(2) Received progress report from Educational Coordinating Committee indicating "an increasingly alarming situation in future technical manpower needs."

(3) Was told by Service Committee that EIA lab manual, *Basic TV & TV Receiver Servicing*, with accompanying instructors' guide, will be published in few weeks.

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EIA membership applications approved at Sept. 12 board meeting in Los Angeles: Bureau of Engraving Inc., Industrial div., Minneapolis; Entron Inc., Bladensburg, Md.; Eraser Co. Inc., Syracuse; Greman Mfg. Co. Inc., Wakefield, Mass.; G-V Controls Inc., E. Orange, N. J.; Insul-8-Corp., Electronics div., San Carlos, Cal.; International Electronics Corp., N. Y.; Kentron Hawaii Ltd., Honolulu; Lockheed Aircraft Corp., Missiles System div., Sunnyvale, Cal.; Pomona Electronics Co. Inc., Pomona, Cal.; Science-Electronics Inc., Cambridge, Mass.; Temco Aircraft Corp., Dallas.

TV shipments to dealers totaled 2,969,251 in first 7 months of 1957, when production was 3,082,799, according to EIA state-by-state report. They compare with shipments of 3,225,180, production of 3,752,133 in similar 1956 period. July shipments were 465,285, compared with 382,699 in June and 450,158 in July 1956. Here's 7-month report (county-by-county tables available to EIA members):

State	Total	State	Total
Alabama	44,235	New Jersey	108,289
Arizona	18,391	New Mexico	12,175
Arkansas	25,989	New York	357,835
California	291,089	North Carolina	58,361
Colorado	24,872	North Dakota	9,409
Connecticut	47,920	Ohio	167,274
Delaware	6,931	Oklahoma	31,521
District of Columbia	30,182	Oregon	30,286
Florida	103,074	Pennsylvania	203,399
Georgia	61,286	Rhode Island	16,729
Idaho	9,476	South Carolina	23,969
Illinois	172,837	South Dakota	9,786
Indiana	73,414	Tennessee	50,958
Iowa	31,350	Texas	163,461
Kansas	31,845	Utah	12,532
Kentucky	47,824	Vermont	6,190
Louisiana	55,876	Virginia	47,096
Maine	16,137	Washington	45,752
Maryland	41,529	West Virginia	29,486
Massachusetts	90,831	Wisconsin	49,908
Michigan	112,787	Wyoming	5,901
Minnesota	43,338		
Mississippi	26,212	U. S. TOTAL	2,960,896
Missouri	66,000	Alaska	2,174
Montana	13,540	Hawaii	6,181
Nebraska	20,765		
Nevada	4,769	GRAND TOTAL	2,969,251
New Hampshire	8,080		

Radios shipped to dealers in first 7 months of 1957 totaled 4,018,236 compared with 3,912,693 in similar 1956 period, EIA reports. July shipments were 581,808 vs. 765,719 in June and 641,884 in July 1956.

Excise taxes on TV-radio-phonographs-components, etc. amounted to $34,475,000 in quarter ended June 30, compared with $34,909,000 in same 1956 quarter, reports Internal Revenue Service. Total for year ended June 30 was $149,192,000 vs. $161,098,000 in 1956 fiscal year.

Trade Personals: J. B. Dow elected pres. of Hazeltine Corp. electronics div.; W. H. Wilson, exec. v.p. for operations; R. L. Beam, exec. v.p. for engineering; W. Kes, asst. v.p. & head of mechanical engineering dept.; J. P. Hansen, asst. v.p. & head of project administration dept.; R. K. Hellmann, asst. v.p. & head of test engineering dept. . . . Allen B. DuMont Jr. promoted to mgr. of DuMont TV receiver div. . . . Rear Adm. Richard S. Mandelkorn (USN ret.) named mgr. of operations, Philco's Lansdale Tube Co. . . . Roy A. Juusola, ex-Sylvania, appointed CBS-Hytron marketing administration mgr. . . . John Reine, Graybar central district mgr., elected v.p., joins N. Y. headquarters staff Jan. 1 . . . George Gemberling promoted to sales mgr., Alliance Mfg. Co. consumer products div.; Ray Buhrman to asst. sales mgr., consumer products div., retaining post of adv. mgr. . . . Wm. T. Marx, ex-Celanese Corp., named Raytheon director of personnel relations . . . Stanton Ruby resigns as Emerson district sales mgr. for Tex. and southwest . . . Dr. James G. Buck, ex-Sylvania, named Erie Resistor director of research & development; Frederick E. Lehman, ex-Hughes Aircraft and Hamilton Watch Co., appointed chief mechanical engineer . . . J. P. Gordon named gen. sales mgr. of Pye Canada, replacing sales director I. H. Nixon, resigned.

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Dr. W. R. G. Baker, GE v.p. and EIA pres., is reported continuing very satisfactory progress at St. Joseph's Hospital, Syracuse, where he's taking physical therapy following June 9 arterial spasm. He's expected back on job as EIA pres. in few months.

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DISTRIBUTOR NOTES: Westinghouse Appliance Sales appoints H. M. Gansman Jr. as sales mgr. for TV, room air conditioners and vacuum cleaners for Philadelphia branch . . . Sylvania appoints Siebert and Willis Inc., 149 N. Rock Island, Wichita, Kan. (Carrol Willis, pres.) for TV-radio . . . Philco appoints Lehr Distributors Inc., 16 W. 61st St., N. Y., for radios, including transistor radios . . . Raymond Rosen & Co. (RCA), Philadelphia, sales promotion mgr. Robert Boyle resigns . . . Admiral appoints Anthony Jannicelli to adv. & sales promotion mgr., N. Y. div.

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National TV Week campaign reports from 50 major cities show TV sales increased "30% above normal sales for the period," says NARDA exec. v.p. A. W. Bernsohn, chairman of week's steering committee. Local chairmen were given credit for week's success and Bernsohn pointed out that some of same group are continuing to push TV Fall Festival "to increase TV's share of the consumer dollar."

Magnavox non-metal 17-in. portable is planned for Oct. 1, says merchandise mgr. George H. Fezell who states that set has been under consideration since May 1—long before Skokie accidental electrocution (Vol. 13:29, 31-32, 36). He said new sets will be superior to metal-cabinet receivers not only because they eliminate shock hazard but because of more attractive decor and improved sound.

RCA-NBC closed-circuit telecast (Vol. 13:36) Sept. 4 went over "extremely well" with only one exception, reports Robert A. Seidel, RCA exec. v.p. for consumer products. Only mishap was at Columbus, O. where someone opened swinging door, cutting cable and interrupting sound for 40 minutes.

First TV-equipped auto to be offered on U. S. market is Rolls-Royce, now beginning American sales drive. As an optional extra with both the $12,800 Silver Cloud and the $19,500-up custom-built Silver Wraith, rear-seat TV will be provided for $650.

ELECTRONIC PERSONALS: Curtis B. Hoffman named gen. mgr. of Clevite's Brush Instruments div., James D. Lightbody gen. mgr. electronics components div., Thomas E. Lynch gen. mgr. ordnance div. . . . Dr. Bernard Jacobs, ex-Sperry-Rand semiconductor div., appointed General Transistor v.p. in charge of research . . . Vernon L. Haag, ex-Gray Mfg. v.p., joins Farnsworth Electronics as v.p. in charge of missile test equipment . . . Marvin Hobbs, ex-American Bosch-Arma Corp., named marketing director, Stewart-Warner Electronics . . . J. Vance Holdam, asst. to pres., promoted to operations v.p., Lab for Electronics . . . Dr. Wm. F. Ballhaus, ex-chief engineer of Hawthorne div., promoted to gen. mgr. of Nortronics, new electronics div. of Northrop Aircraft Inc., Hawthorne, Cal.

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TV industry is described by S. R. Herkes, Motorola merchandising v. p., as one in which increased labor and material costs have put the squeeze on in one direction, while competition pressures against raising prices at other end. In Sept. 18 talk to 5th marketing conference of National Industrial Conference Board in N.Y., Herkes said "cost slicing is an obvious and constant necessity." He gave as example Motorola's "Tube Sentry" program of reducing tube failures, saving $250,000-$500,000 annually in warranties.

Litton Industries is purchasing Maryland Electronic Mfg. Corp., College Park, Md. by payment of undisclosed amount of Litton stock. Maryland firm has 335 employes, produces air navigation aids, radar antennas and telemetering equipment. Total Litton employment will amount to 3000 in 12 plants in 5 states; its sales for year ended July 31 are estimated at $28,000,000. Wm. R. Morse will continue as pres. and chief operating officer of Maryland Electronics.

Olympic Radio & TV reports Aug. unit factory sales up 48% over last Aug., radio sales up 69%, hi-fi up 383%. Morton M. Schwartz, sales v.p., says "our back order position is now over 8 weeks normal production, necessitating third quarter production step-up of 80% over third quarter of 1956."

Madison Ave. dealer, Schramm Service Corp., drops other lines, retains DuMont TV & hi-fi, marking "first time an independent dealer has taken on the DuMont line exclusively," says DuMont N. Y. gen. mgr. Paul A. Hilton.

First portable-auto radio will be offered as optional equipment, at undisclosed price, with 1958 Oldsmobile. Transistorized set can be plugged into dashboard compartment or removed and used as self-contained portable.

Magazine merger: *Mart* publisher Buttenheim Pub. Corp. buys *Electrical Dealer* from Haywood Pub. Corp., *Mart* the survivor. Buttenheim bought *Mart* from Caldwell-Clements last year.

Transparent flat CR tubes developed by Kaiser electronics div. are currently being tested on military aircraft, Chief of Naval Research Rear Adm. Rawson Bennett told American Legion group in Atlantic City last week end.

Reports of GE color TV production and promotional step-up brought this comment from spokesman: "We are going to continue to try to sell color TV and have provided dealers with promotional material."

Westinghouse boosts portable TV prices by $10, with three 17-in. 90-degree carryover models going from $160 to $170; three 17-in. 110-degree sets from $180 to $190.

Sylvania Promotion-of-the-Month for Oct. is $35 electric blanket to be given with any Halolight set.

Sylvania adds 17-in. 110-degree non-ion trap picture tube (17BWP4) for renewal market.

Muzak is added to impressive list of properties held by expansion-minded Jack Wrather, who this week joined with investment banker John L. Loeb, of Carl M. Loeb, Rhoades & Co., to buy the background music organization for $4,350,000. Relative holdings of Wrather and Loeb weren't disclosed. Sellers were ex-Sen. Wm. Benton and Muzak pres. H. E. Houghton. Among oilman Wrather's other holdings: KFMB-TV & KFMB, San Diego; KERO-TV, Bakersfield, Cal.; *Lassie, Lone Ranger, Sergeant Preston of the Yukon,* Disneyland Hotel. Included in Muzak purchase are WBFM (FM), N. Y.; 146 Muzak franchises in U. S., Canada & Europe; N. Y. tape recording plant; 10,000 recordings. Announcing the purchase, Wrather stated: "We believe the future of Muzak is limitless, not only in the field of background music, where we intend to work toward strengthening our franchisers' operations, but also in the area of electronic tape development for sound & TV and in the utilization of its outstanding reseach facilities and talents for the development of hi-fi, audio communication, and other electronic equipment for the public." Muzak founder Benton said principal reason for selling was to devote more time to "politics and public service." Allen Kander & Co. negotiated sale.

War scare in Hartford, Conn. this week as result of extremely realistic telecast on CBS-owned WHCT was reminiscent of nationwide "invasion from Mars" panic caused by Orson Welles' 1938 radio broadcast—except there apparently was no panic and scare subsided almost immediately after first half of 30-min. telecast marking National Civil Defense Week. Program, *Eye on Connecticut* (noon, Sun. Sept. 15), was introduced as documentary show and audience was told "This is what would happen in case of an attack." Then an announcer "interrupted" program to announce report of unidentified planes approaching North America over North Pole. Rest of show was filmed, showing evacuation of Hartford (from civil defense drills), launching of Nike missiles, fighter planes taking off, etc. Newspapers, TV stations and police headquarters immediately were bombarded with worried inquiries, offers to help, queries as to quickest way out of town. Puzzled police sent squad car to WHCT to investigate, and station made announcements to assure viewers there was no war.

After failing to find source of TV interference plaguing London's Lavender Hill section, British Govt. electronics experts this week put Scotland Yard detectives on case. Sleuths traced TV noise to basement of a home, where they discovered the appliance causing the interference was a printing press—engaged in process of printing up reasonably accurate facsimiles of British £5 notes. About £200,000 ($560,000) in spurious bills were found on scene, biggest haul of forged currency ever made in Britain. The 4 printers were arrested, the charges including suspicion of causing TV interference.

Broadcast color studio camera, based on conventional 3-tube image orthicon design, will be introduced by GE early next year. Said to be smaller and easier to operate than currently available cameras, pilot model will be installed within a month at new studios of GE's WRGB, Schenectady. GE spokesman said price would be "extremely competitive." GE's "Chromacoder" color camera, developed several years ago and exhibited to telecasters, has been shelved.

Closed-circuit industrial TV still isn't a full success, notes Sept. 14 *Business Week,* because of lack of substantial sales effort and difficulty of engineering individual installations. But, feature article notes, "there's a strong feeling that the industry is about to pop, and everyone wants to be there when it does."

"What's With Color TV Sales?" titles Marie Torre's column in Sept. 19 *N. Y. Herald Tribune,* an interview with noted TV producer Max Liebman who states. "There are many reasons why color TV has not 'taken' with the American public as rapidly as had been anticipated, but a striking one is the sheer lack of dramatic exploitation. Oh, sure, NBC & RCA have exerted a great deal of sweat and strain, plus money, to hypo the dealers into a high pitch of selling fervor. But what's been done to excite the general public?" His solution: "Now, if RCA were to designate a 'Color Week,' and in this week, an exciting color spectacular could be seen each night, the impact would be tremendous. If shows similar to *Peter Pan, Babes in Toyland, Marco Polo* . . . could be viewed one night after another for a week, and if this 'Festival of Color' were ballyhooed and promoted to the hilt, a viewer would feel he was missing something if he did not own a color set." Liebman conceded this would be enormous job but claimed it could be done. He concluded: "If this doesn't result in encouraging more reaction from public . . . it's doubtful if anything will."

Good series of papers lined up for Oct. 8 broadcasting session during AIEE fall general meeting in Morrison Hotel, Chicago: color & monochrome CR tube performance tests, by Charles F. Otis, Philco; TV station coverage prediction & measurement, D. W. Peterson, RCA Labs; video tape, Howard A. Chinn, CBS-TV; telecasting radiating system, Andrew Alford & Harold Leach, Alford Mfg.; TASO, George R. Town, TASO exec. director; the systems approach to determination of TV coverage, Robert M. Bowie, Sylvania; performance of vhf & uhf transmitting & receiving equipment, Wm. J. Morlock, GE, and Wm. O. Swinyard, Hazeltine Research; measurement of TV field intensities and relationship between field intensity & picture quality, Howard T. Head, A. D. Ring & Assoc.

Network radio again was "fastest growing" national medium as reflected by *Printers' Ink* index for July, published in Sept. 20 issue. It was up 14% from June, 21% from July 1956 and for first 7 months of 1957 was up 10% over similar 1956 period—leading all media in each category. Network TV was up 6% from June, 2% from July 1956 and 6% for first 7 months of this year over last. All media were up over July 1956 except newspapers (which were unchanged) & general monthly magazines (down 2%).

First two of 8 NARTB regional meetings, Sept. 16 at Schenectady and Sept. 19 at Cleveland, heard pres. Harold E. Fellows urge broadcasters to take unified and vocal stand to preserve freedom of American broadcasting, particularly on such matters as pay TV (see p. 1). At Schenectady session, GE chairman Philip D. Reed called for improvement of business climate, telling broadcasters to encourage leading businessmen "to get from behind their desks and in front of your microphones and cameras to give the people their views on public issues of local or national consequence."

RCA announces "tube savers" to eliminate burn-in and sticking in monochrome and color image orthicon cameras: (1) Orbital Wedge, now available, for color studio cameras. (2) Orbiter, for monochrome cameras, to be delivered later this year. Both are $750.

Investigation of Justice Dept. policies in negotiating consent decrees in disposing of anti-trust suits was announced by House monopoly subcommittee, Chairman Celler (D-N. Y.) setting 4 days of public hearings to begin Oct. 1.

Single application for TV station filed with FCC this week was for Erie, Pa., Ch. 66, by owners of WERC there—bringing total to 116 (33 uhf). Translator total stands at 39. [For details see *TV Addenda 25-H* herewith.]

THE AUTHORITATIVE NEWS SERVICE FOR MANAGEMENT OF THE VISUAL BROADCASTING AND ALLIED ELECTRONICS ARTS AND INDUSTRIES

Television Digest with ELECTRONICS REPORTS

Wyatt Building • Washington 5, D. C. • Telephone Sterling 3-1755 • Vol. 13: No. 39

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SUMMARY-INDEX OF THE WEEK'S NEWS — September 28, 1957

FCC NETWORK STUDY staff report—about 1500 pages—due next week, described as "tough." Commission sets up permanent network study (p. 1).

CABLE TOLL TV takes spotlight as telecasters, movie industry eye profit potentials and astronomical starting costs (pp. 2 & 5).

NETWORK CIRCUIT JAM for fall-winter eased by give-&-take among networks; circuit allocations on 3 minor routes only (p. 3).

CBS BUYS KWK-TV, St. Louis, for $4,000,000, turning over Ch. 11 CP to competitor. FCC approves NBC buy of Pittsburgh's radio WJAS (p. 6).

FCC ADDS VHF CHANNEL to Portland, Ore., opens educational channel in Eugene to commercial applicants; considers other proposals (p. 6).

TV-RADIO SERVICE will be $3.97 billion business in 1966, Sylvania's Mansfield predicts; sees 53,760,000 monochrome, 18,840,000 color sets then (p. 9).

SARNOFF PREDICTS MORE electronic wonders: Cigarette-pack radiotelephone, electronic "doctor," typewriter which takes dictation (p. 10).

COMMERCIALS IN COLOR up to 1½ times more effective than monochrome, Schwerin Research study indicates. Color seen best for "taste" products (p. 7).

TV AS EDUCATIONAL TOOL continues to amaze with startling demonstrations of power. 6:30 a.m. show causes run on bookstores in New York (p. 7).

NEW UHF STATION goes on air in all-uhf Ft. Wayne—WPTA, owned by TV pioneer Sarkes Tarzian, bringing on-air total to 512 stations (p. 8).

FCC NETWORK REPORT DUE—AND IT'S TOUGH: Next week FCC's high-powered network study group hands over to the Commission the fruits of its 2-year labors—a report said to comprise about 1500 mimeographed pages.

Group headed by U of Cincinnati law school dean Roscoe L. Barrow has worked in secrecy—but speculation is that it will be a "tough" report, a very tough one, possibly with recommendations even less palatable to networks than those of Celler subcommittee.

Barrow's document will be labeled "staff report," to be released Oct. 3 to press and to FCC's Network Study Committee (Comrs. Doerfer, Hyde & Bartley), which will consider it and make recommendations to full Commission.

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FCC this week set up permanent Office of Network Study "to assist the Commission in dealing with problems relating to radio & TV networks"—and, according to Dean Barrow, to help "implementation of the report." It will have total staff of 8 or 9, understood to comprise economist, 2 lawyers, statistician, clerical help—drawn from present network study personnel. It will have chief—yet to be named—who will report to Broadcast Bureau chief Harold Cowgill.

Dean Barrow and most of the other outside experts hired for the study will leave shortly, having completed job. Barrow will return to his post at U of Cincinnati, but says he will continue to be available to Commission as consultant.

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As FCC wound up its investigation of broadcasting industry, Congress' investigation of FCC began to gather steam. Chief counsel Bernard Schwartz of Rep. Moulder's legislative oversight subcommittee told us his appeal to TV-radio attorneys and others to supply him with information (Vol. 13:38)

has had "surprisingly good results" so far, resulting in "very useful information—much more than we thought we'd get."

He confirmed that subcommittee staffers are checking through every comparative hearing TV case since freeze-end in search of leads, but said that tips from "interested public" would dictate which cases would be investigated in detail. He said he still hopes for hearings early next year.

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A grizzled veteran in the TV investigation field—Rep. Celler (D-N. Y.)—this week let loose some of bitterest invective against TV industry that has ever come from a lawmaker. Addressing N. Y. ATAS luncheon, he fired volley after volley at network programming practices, which he described as "the rape of the airwaves."

He accused networks of "grubbing for gold at the end of the TV spectrum" through sameness of programming and lowest-common-denominator appeal. "The goal is not the integrity of performance but the clink of coin into the sponsor's coffers, the smell of the green bill," he said.

Turning to another of his favorite subjects, he predicted that fee TV (which he called "gas meter television") would be converted to an advertising medium if it became entrenched. He also predicted Congress would pass his bill to make advertising subject to Robinson-Patman act, thereby regulating TV-radio sponsorship discount structures. While he was at it, he denounced program rating systems.

Another Congressional critic of FCC has appeared in form of new Sen. Wm. E. Proxmire (D-Wis.), who inserted in Sept. 19 Congressional Record reprint of Harper's Magazine article "The Scandal in TV Licensing" (Vol. 13:35). Proxmire states: "The possibilities for arbitrary bureaucratic decision—and monopoly in a powerful medium of communication—exist in the structure of the FCC and the laws affecting that agency. There is some evidence that authority has been abused." In same issue of Record, Rep. Wm. G. Bray (R-Ind.) attacks FCC's award of Indianapolis' Ch. 13 (WLWI) to Crosley.

CABLE TOLL TV TAKING CENTER STAGE: With on-air pay TV due for more delays because of Congressional intervention (Vol. 13:38), the wired toll-TV enthusiasts are attracting more attention than ever.

While cautious optimism was being expressed about progress of the only pay system extant, in little Bartlesville, Okla. (see p. 5), telecasters and movie people are uneasily eyeing astronomical expenditures required to wire up big cities, wondering if this will ever come to pass and who will inherit it.

NARTB's Charles H. Tower, describing hypothetical wire setup, and warning that figures are full of "ifs," gives this projection for system (using decoders) covering 106,875 TV homes in city of 500,000: Equipment investment, $10,721,875 ($100.32 per home); yearly operating (excluding programming costs), $3,226,563 ($30.19 per home). Of revenues, Tower says: "There is some reason to believe that an average expenditure of $70-$75 per household per year is possible if there is a desire to spend it for this service." Assuming $72.50 per home, gross revenue could be $7,748,438. Programming cost is assumed to be one-third of intake, leaving net revenue of $5,165,625. Deducting operating costs leaves $1,939,062, which, after taxes, produces about 10% return on investment.

In Hollywood, speaking before Screen Producers' Guild Sept. 24, Jerrold Electronics pres. Milton J. Shapp compared non-decoder wired system with decoder setups. For 150,000 subscribers in city of 1,000,000, non-decoder system would run $11,000,000 for equipment ($73.50 per home) and $5,250,000 annual operating costs ($35 per home), excluding programming costs. Shapp said Skiatron system would cost $15,250,000 to install ($102 per home), $11,400,000 to operate ($76 per home). Telemeter is listed at $18,100,000 installation ($122 per home), $11,550,000 operating ($77 per home).

Shapp reiterated his reasons for believing telecast toll would fail (code-breaking, collection problems, etc.), said he hopes subscription TV will be authorized so that it can "fall flat on its face."

Pay TV is inevitable," station operator and TV film producer Jack Wrather told meeting of National Community TV Assn. in Los Angeles this week, and he urged telecasters to control it—rather than let it go over to movie exhibitors on a wired basis. He opined that exhibitors would then stifle pay TV because they wouldn't want to compete with themselves.

In San Francisco, KRON-TV mgr. Harold P. See was moved to announce continued opposition to telecast toll but to add: "While KRON-TV has instituted exploratory action toward taking part in [cable pay TV], we have not officially applied for a franchise and are watching developments with interest. If it seems necessary and desirable, we may eventually decide to become an operator of this kind of wired pay TV."

In Washington, meanwhile, FCC staff continued polishing up proposal to invite applications to test toll (Vol. 13:38). Commission may meet on subject late next week, more likely week after. (For other subscription TV developments, see p. 5).

GIVE-&-TAKE EASES NETWORK CIRCUIT JAM: AT&T, the networks and other intercity video users this week reached agreement on a plan for fall-winter cable-microwave use which—by the skin of its teeth—avoids a throwback to circuit allocation on principal "backbone" routes.

Allocations—or rationing among networks—will be necessary on a regular basis only along 3 side links. Two of these legs (locations undisclosed) serve one station each and allocations will be made between 2 networks; the third serves 3 stations, and route will be shared by 4 video circuit users.

Agreement on plan was reached only after months of meetings among networks and other AT&T video contract customers. AT&T said avoidance of major allocations was due to "additional facilities."

Certainly AT&T has done amazing job of adding to video circuits, but nobody—least of all AT&T—had been prepared for the deluge of requests for network lines which piled up by the July 29 deadline for filing requirements (Vol. 13:23-24). We learn that, in addition to the new facilities (which, of course, had been taken into account this summer when situation looked so alarming), major circuit-rationing was avoided only through great deal of give-&-take among users, including the toning down of some grandiose plans.

Avoidance of allocations applies in the case of "contract" users of long-lines facilities only. "Occasional" or "special" uses—such as originations of some unscheduled sports, special events or closed-circuit telecasts from out-of-the-way or unusual places—will meet really formidable problems and will have to be negotiated on case-by-case basis.

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Agreement covers circuit use through end of standard time period April 26. These are some factors which helped make it possible:

(1) Some new network video users dropped their requests for contracts. These are understood to include at least one closed-circuit network—but its not known whether closed-circuit toll-TV interests such as Skiatron were involved in the negotiations or whether all closed-circuit applicants were of the occasional-use business-meeting & theatre-TV stripe.

(2) Also dropping out of race for time being was Pat Weaver's Program Service network, which has—at the very least—postponed its plans for any extensive intercity video routes. It's believed that another "fourth network" also is delaying or cutting back plans for live programming.

(3) Ancient L-1 coaxial cable will be used for TV again to solve networking problems in some areas, though its narrow bandwidth degrades picture somewhat.

(4) Networks toned down original demands considerably. Keyed to video tape recorders, their first contract requests had envisioned heavy employment this season of clock-time programming—involving maximum of 4 separate transmissions of each program for the 4 time zones. There was some speculation that development of Ampex recorders—with their great possibilities—was largely responsible for severity of jam-up in network circuit requests.

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Networks will do quite a bit of tape repeating for western areas—but complete clock-time plans have been shelved for time being. CBS, for example, currently has 25 hours of taped programming a week on air, some of the tapes being run twice for different time zones. Central and mountain time zones

currently receive many CBS shows one hour later than eastern zone 6 nights a week, are on New York time schedule one night.

AT&T video circuit users already are girding for an even tighter situation next spring, complicated by regional baseball pickups—particularly if Los Angeles & San Francisco baseball games are relayed to east coast. Networks are understood to be planning meetings among themselves in next few weeks to adjust their circuit requirements for next spring before bringing them to AT&T.

In agreement this week, regional TV baseball coverage from beginning of ball season to April 26 couldn't be fitted into circuit-use schedule, and will have to be jigsawed in later.

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Note: Rumors this week—neither verified nor denied by principals—had color tape recording nearing testing stage, with CBS-TV reportedly planning to begin program experimentation before year's end. Presumably, development will be in cooperation with Ampex. Because of stony silence on both sides, best guess is that rumor isn't 100% false.

Personal Notes: Russell Clancy and Charles W. Goit named national sales directors, with equal responsibilities, in national sales & production step-up by TPA . . . B. Gerald Cantor of Cantor, Fitzgerald & Co. (investments), Robert I. Westheimer, Cincinnati stockbroker, and Jack M. Ostrow, Cal. attorney & entertainment industry business mgr., added to NTA board . . . John B. Soell, mgr. of WISN-TV & WISN, Milwaukee, adds title of v.p. of parent Hearst Corp. . . . Glen Joseph Porter, ex-ABC Films, and John Ettelson, ex-KGW-TV & KPTV, Portland, named NBC TV Films sales reps for Fla.-Ga.-Ala. and Pittsburgh-western Pa., respectively . . . King Horton, ex-McCann-Erickson, named v.p., Telestudios Inc. . . . Bill Barron resigns as public relations director, KHJ-TV, KHJ & Don Lee Broadcasting System, Hollywood . . . H. Lloyd Taylor Nov. 1 becomes mgr. of adv. & promotion, du Pont film dept., succeeding Leroy B. Steele, retiring . . . Andrew J. Murtha, asst. secy.-asst. treas., Twin States Bcstg. Inc. (WFBM-TV, Indianapolis & WTCN-TV, Minneapolis) named business mgr. of WFBM-TV . . . Karl Nelson, ex-WICU, Erie, named director of sales development, WTAR-TV, Norfolk; Patrick Arnoux, ex-WRAL-TV, Raleigh, appointed production mgr. . . . Elmer Alley, ex-WSAV-TV, Savannah, appointed exec. producer, Charles H. Cash Jr., ex-WTVD, Durham, promotion mgr., WSM-TV, Nashville . . . James G. Wharton, ex-WLAC-TV, Nashville, named adv.-promotion director of WSIX-TV, same city . . . Robert W. Cochran promoted to Los Angeles district sales mgr., GE TV-radio broadcast equipment, succeeding F. R. Walker who moves to similar post with GE closed-circuit TV.

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Associated Press Radio & TV Assn. elects Daniel W. Kops, WAVZ, New Haven, pres., succeeding Jack Shelley, WHO, Des Moines. Other officers chosen at Sept. 23 board meeting: Tom Eaton, WTIC, Hartford, 1st v.p.; Joe H. Bryant, KCBD-TV, Lubbock, Tex., 2nd v.p.; Jack Dunn, WDAY-TV, Fargo, N. D., 3rd v.p.; Wm. W. Grant, KOA, Denver, 4th v.p. AP asst. gen. mgr. Oliver Gramling was reelected secy.

Rapidly expanding NTA, whose gross annual sales climbed from $350,000 to $18,000,000 in 3 years, announces executive reorganization: Pres. Ely A. Landau moves up to new post of chairman & chief exec. officer; exec. v.p. Oliver A. Unger becomes pres.; v.p. Harold Goldman becomes exec. v.p.; operations-administration v.p. Edythe Rein gets title of senior v.p.

Obituary

Wayne Coy, 53, former FCC chairman who died in Indianapolis of heart attack Sept. 24, played strong role in laying foundation of today's TV structure during his 1947-52 tenure. It was under his leadership that pattern of station allocation, as it exists today, was established. He also headed Commission during its consideration of color TV standards, concluding with adoption of incompatible CBS system—which never got going commercially and was replaced with current compatible standards. During color fight, in which Coy provoked opposition of most of industry, he was accused of being "anti-industry." On other hand, he was also charged with being too meticulous in giving all parties their full "day in court" in Commission hearings—thus prolonging the famous TV freeze from an expected few months to some 3½ years. Extremely quick-witted, rather hot-tempered, Coy delighted in debate, was a shrewd parliamentarian in Commission meetings. Native of Indiana, he was a newspaperman before becoming asst. to Gov. Paul V. McNutt in 1933. In 1941, he became President Roosevelt's liaison with Office of Emergency Management, was appointed asst. budget director in 1942. In 1944, he joined *Washington Post* as asst. to publisher and as director of its WINX. During FCC tenure, he attracted attention of *Time Magazine* executives. When *Time* bought KOB-TV & KOB, Albuquerque, for $900,000 in 1952, he was made 50% owner, pres. & gen. mgr. After *Time's* purchase of Bitner stations (Vol. 13:16), Coy came to Indianapolis to head local WFBM-TV & WFBM and Minneapolis' WTCN-TV & WTCN. After leaving Commission, he was ill frequently, sometimes seriously. Surviving are his widow, 2 sons, mother, brother, sister.

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ADVERTISING AGENCIES: Frank L. Henderson, ex-Young & Rubicam, appointed v.p., account supervisor & member of plans group, Sullivan, Stauffer, Colwell & Bayles . . . Nathan Schiller, ex-Politz Research, appointed director of sampling & statistical dept., McCann-Erickson's Market Planning Corp. . . . Wm. Wylie, TV-radio account executive, named assoc. director, program services div., McCann-Erickson . . . Wm. L. La Cava, ex-Compton Adv., named exec. producer, Cunningham & Walsh radio-TV dept. . . . E. J. Owens resigns as v.p., Kudner Agency . . . Philip C. Kenney, assoc. media director, & Robert R. Burton, mgr. of Chicago office, named v.p.'s, Kenyon & Eckhardt . . . Eric A. Jensen, ex-J. Walter Thompson, becomes producer, director & business mgr. of Warwick & Legler TV dept.

BARTLESVILLE wired pay-TV operation to date was described in detail, and with considerable candor, by Henry S. Griffing, pres. of owner Video Independent Theatres, in New York press conference Sept. 23.

He reported system has 472 subscribers plus 271 more waiting to be hooked up—toward estimated break-even point of 1500-2000 subscribers, among the 5200 families in town.

Reiterating that "survival" was sole objective of trying cable TV, Griffing reported that admissions to his 150-theatre chain were down 40% in Aug. from 1952. He said VIT has franchises in Oklahoma City, Tulsa, Albuquerque, Lubbock & Midland, Tex.—will consider cable theatre in those cities if Bartlesville is successful.

Comparing cable movies with VIT's conventional community antenna system operations in other towns, Griffing said he expects similar pattern of development—with "a year of hard sell to put it across." He said that $9.50 monthly charge was arrived at by taking VIT's usual $7 CATV fee and adding expected cable movie programming costs.

Capital cost of system: $106,000 for primary cable and amplifiers, $100,000 for studio (or "booth") equipment, plus about $35 for each tap from main cable to home. System employs 2 projectionists, 2 engineers, one supervisor—operating 2 shifts. Cost of leasing cable from phone company is $38,000 annually for 5 channels, under 5-year contract.

Considering a metering system, primarily to calculate payments to movie producers, Griffiing said development of equipment is about a year off. He said he'd sought to experiment with Skiatron coinboxes but none have been produced.

Griffing stated that on-air scrambled systems are "entirely impractical;" that "open wire" systems (as opposed to shielded coaxial cable) are inadequate; that no advertising on system is contemplated because setup is regarded solely as extension of theatre; that VIT leaves set servicing strictly alone.

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Other subscription TV developments:

(1) Skiatron Electronics reports that its franchise holder, Matty Fox's Skiatron TV Inc., has contracts to acquire film for its proposed San Francisco closed-circuit operation; that Fox will pay it 2½% of gross returns on closed circuit, compared with 5% for on-air.

(2) Writers Guild of America, West, served notice it would seek extra payment for films played on cable theatre.

(3) NATESA, national receiver servicemen's organization, called on FCC not to okay toll tests, stating subscription TV would be "mortal blow" to servicemen because pay-TV operators would want exclusive rights to service sets.

(4) International Telemeter placed full-page ad in Sept. 25 *Variety*, stating it has received so many requests for franchises that it begs applicants to be patient while waiting for reply.

(5) Editorially, Sept. 22 *Washington Star* (WMAL-TV) congratulated FCC for moving cautiously, while Sept. 24 *N. Y. Herald Tribune* called Commission move "overly cautious" but a "real step" forward.

(6) Poll of uhf stations by Committee for Competitive TV showed operators 10-to-1 opposed to toll TV.

Telecasting Notes: Is there a correlation between a show's popularity and the presence or absence of an exclamation point in its title? This may be a matter best left to motivation researchers, but we can't help noticing that as of this week NBC-TV no longer has a single show using the exclamatory appendage, while CBS-TV still has 2 (we haven't researched ABC yet) . . . NBC has been quietly snipping the "!" from its titles, presumably on basis of well documented depth research. Last summer, in fact, when the "new" *Tonight!* was doing badly in billings and ratings, the "!" was removed (accompanied by a format & cast change) and all reports indicate the show is now a hit. This week, same network removed its last exclamation point—from Martin Agronsky's 2-week-old *Look Here!* (now known as *Look Here*)—immediately alerting industry to rating improvement possibilities . . . CBS-TV, on other hand, has determinedly held over its 2 "!" shows without title change—*Climax!* and the unique internally-exclamated situation comedy *Oh! Susanna*. There were trade rumors this week that network was considering changing latter to *Oh Susanna!*, or possibly even *Oh! Susanna!*, but spokesmen(!) were silent, explaining that the situation is highly competitive(!) . . . Networks' thorough and analytical coverage of Little Rock integration story received near-universal kudos from critics . . . No more picture copy airline plugs on CBS-TV, which Sept. 15 put its new policy into effect. From now on, the cuffo "transportation provided by" mention will be confined to mere line in crawl, along with other credits . . . $3,000,000 gross daytime business has been placed by 5 advertisers since first of month, NBC-TV announces . . . CBS-TV has turned Sat. 10:30-11 p.m. period back to stations for local sale . . . "Largest TV package in Canadian history" has been bought by GM on CBC—60 min. weekly on English-language network and 30-min. on French network, featuring Canadian talent, plus U. S.-originated *Chevy Show, Big Record & Patrice Munsel Show* . . . Ford's new Edsel div. signs $3,200,000 deal for alt. sponsorship of 60-min. NBC-TV *Wagon Train* 26 weeks beginning Oct. 23 . . . Mike Wallace goes on film for overseas interviews which he hopes will include such diverse and controversial celebrities as Charlie Chaplin, Bertrand Russell, King Farouk, Ingrid Bergman & Sophia Loren . . . Fremantle of Canada to represent NBC TV Films . . . First new-season Trendexes indicate close 3-way battle in many time segments, Sept. 25 *Variety* headlining "End of the Run-away Ratings" . . . More members of Congress watch NBC-TV news programs than those of other networks, network announced on basis of poll by independent research firm. According to NBC-TV, results were 43.8% for NBC-TV, 41.1% for CBS-TV, 12.3% for ABC-TV . . . Basic TV training course for ad agencies and sponsors will be offered by Los Angeles' KNXT in form of two 6-hour sessions, probably starting next month.

Color TV's impact on newspapers is theme of ad in Sept. 21 *Printers' Ink*, placed by ink manufacturer Geo. H. Morrill Co. div. of Sun Chemical Corp. It states in part: "It will take color to sell color TV sets and create an audience for color programs. The color impact in TV commercials is certain to lead advertisers to use color in newspaper ads too. No question about it . . . color TV will provide the impetus to boom newspaper color advertising."

New reps: KELP-TV, El Paso, Tex. to Forjoe TV Inc. (from Young Television Corp.); KIVA, Yuma, to George P. Hollingbery Co. (from Paul H. Raymer Co.).

NBC-TV adds *Steve Allen Show* to list of programs telecast regularly in color, beginning Oct. 6.

PURCHASES OF TV or radio stations by 3 networks were in various stages of the FCC processing mill simultaneously this week: (1) CBS filed for purchase of St. Louis' KWK-TV (Ch. 4) for approximately $4,000,000, turning over its Ch. 11 grant to applicants which it beat in hearing. (2) FCC approved NBC's $750,000 purchase of radio WJAS & WJAS-FM, Pittsburgh, with 2 dissenting votes. (3) AB-PT filed application for purchase of Pittsburgh radio KQV for $700,000 (Vol. 13:35).

Complicated CBS St. Louis deal, under negotiation for more than month (Vol. 13:34, 36), has these provisions: KWK-TV would be sold to network for approximately $2,500,000 by owners, including *St. Louis Globe-Democrat* (23%) & KSTP Inc. (23%). CBS would pay additional $1,500,000 to *Globe-Democrat* for TV studio and real estate.

CBS also has entered into agreement with losers in Ch. 11 hearing—220 Television Inc., St. Louis Telecast Inc. and Broadcast House Inc.—whereby they will terminate all litigation challenging CBS's right to Ch. 11, for which CBS agrees to assign its CP to 220 Television. Latter will issue $400,000 in debentures, other 2 losing applicants each receiving $200,000 as reimbursement for costs incurred in connection with their applications. Radio KWK isn't directly involved in transaction, but agreement provides that 220 Television has first refusal on purchase if stockholders agree it's to be sold. CBS owns radio KMOX in St. Louis.

Approval of WJAS transfer to NBC (Vol. 13:32) was accompanied by stipulation that action is without prejudice to any Commission action which might follow termination of pending anti-trust actions involving NBC. Comrs. Bartley & Lee voted for hearing on transfer, Bartley in dissent raising issues of impact of network-owned station in Pittsburgh on competitive broadcast structure and imminence of FCC, Justice Dept. & Congressional studies which have bearing on network and multiple ownership of stations.

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Purchase of KOVR, Stockton, Cal. (Ch. 13) by Hudson Valley Bcstg. Co. (Lowell Thomas-Frank Smith interests) from Television Diablo Inc. for $3,487,500 plus $75,000 for land and building in Stockton and $100,000 for net assets of off-air KCCC-TV, Sacramento (Ch. 40) was approved by FCC this week (Vol. 13:28, 35). At same time, FCC approved stock transaction to transfer control of WTVD, Durham, N. C. (Ch. 11) from Durham TV Co. Inc. to Hudson Valley Bcstg. Co., which acquired controlling interest last spring (Vol. 13:21).

Merger of WGR Corp. into Transcontinent TV Corp., bringing WGR-TV, Buffalo (Ch. 2) & WGR under one corporate roof with WROC-TV, Rochester (Ch. 5) and involving total consideration in excess of $5,000,000, was approved by FCC this week (Vol. 13:27). Transcontinent also owns 50% of WSVA-TV, Harrisonburg, Va. (Ch. 3).

Sale of WAGM-TV, Presque Isle, Me. (Ch. 8) & WAGM, along with WABM, Houlton, Me., was approved by FCC last week. Purchaser is Horace Hildreth's Community Bcstg. Co., seller Harold Glidden, price for 94.8% $525,000. Final transfer awaits sale of WABQ, Presque Isle, by Community Bcstg. subsidiary.

Sale of KREM-TV, Spokane (Ch. 2) and AM & FM affiliates by Louis Wasmer for $2,000,000 to KREM Bcstg. Co. (Mrs. A. Scott Bullitt, 40%; KING Bcstg. Co., 60%) was approved by FCC this week (Vol. 13:34). Wasmer will remain as pres. of new company, but without stock interest.

ALLOCATIONS actions of FCC this week include 2 substantial moves in Oregon—addition of Ch. 2 to Portland, commercialization of Ch. 7 in Eugene. In preferring Portland to smaller cities in area vying for Ch. 2, Commission stated that Portland's needs for more competition outweigh other cities' demands for local outlet.

In "unreserving" Eugene's educational channel, Commission said it couldn't hold channel forever; that educators hadn't formulated plans firm enough to justify continued reservation. Eugene's is the 3rd vhf educational channel to be commercialized since end of freeze in 1952. Others: Ch. 5, Weston, W. Va.; Ch. 3, College Station, Tex. Comrs. Bartley & Mack dissented from Eugene action; Ford abstained.

In other actions, FCC: (1) Denied petition by WOCN to move WRCV-TV's Ch. 3 from Philadelphia to Atlantic City. (2) Denied petition for reconsideration of decision which had refused to move Ch. 7 from Spartanburg to Knoxville.

Rule-making petitions received: (1) From Ch. 4 CP-holder WTAE, McKeesport, Pa. to move its channel to Pittsburgh. (2) From off-air WWOR-TV, Worcester, Mass. (Ch. 14) to move Ch. 11 from Durham, N. H., to Worcester and commercialize it.

Translator CPs granted: Ch. 71, Salida, Colo.; Ch. 71, 74 & 77, Cottage Grove, Ore.

Note: Report of Buffalo Ch. 7 initial decision last week (Vol. 13:38) should have indicated that Great Lakes TV Inc. remains the proposed grantee.

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Comments deadline on low-power vhf booster rule-making (Vol. 13:31-32) has been extended from Oct. 1 to Dec. 15, FCC acting on petitions of NCTA and Colo. Gov. Steve McNichols. A late filer for extension, Ben Adler, pres. of uhf translator manufacturer Adler Electronics, this week told Commission that as result of survey he's "convinced that small so-called 'reflector' stations will never be in a position to comply with *any* set of FCC rules for direct licensing that will give proper protection to existing services in the vhf portion of the TV broadcast spectrum." He said that he's developing over-all vhf-uhf plan for remote and shadowed areas; that plan "will combine ideas and requirements of the various opposing factions in this controversy and it is believed that it will be workable and practicable."

TASO field strength & picture quality tests in Baton Rouge area start Oct. 1, comparing signals of WABF-TV (Ch. 28) and WBRZ (Ch. 2). Field strength measurements will be directed by consulting engineer Howard T. Head, using Assn. of Maximum Service Telecasters' equipment. Home observation studies will be directed by Wm. L. Hughes, Iowa State College. Similar tests are planned for Madison, Wis. later in Oct. First such studies covered New Orleans.

Latest book by U of Ill. Prof. Dallas W. Smythe, former FCC economist, is *The Structure and Policy of Electronic Communications* (103 pp., $1.50, Office of Publication, U of Ill., Urbana), designed to present fundamentals. Sample chapter headings: "Unification of Wire-Telegraphy," "Nature and Scope of Radio Services," "Theory of Radio Spectrum Allocation," "Emergence of International Radio Allocation Policy."

First subminiature TV camera chain designed to military specifications is claimed by DuMont. Unit's camera head measures 5x4x7-13/16-in., is accompanied by control unit, monitor, power supply and remote control unit.

COMMERCIALS in color—"when it is used properly"—enjoy a large advantage over the same commercials in monochrome. This is one of principal conclusions reached in 2 years of pre-testing experience by Schwerin Research Corp., as described by pres. Horace S. Schwerin in current (dated Aug.) issue of RCA's *Broadcast News*.

However, notes Schwerin, the products which could gain most from color TV are undergoing least amount of preparation for it. These are the "sensory" products—products with taste appeal, for example, "are doing only about one-fifth as much research in color as they are in black-&-white." Article is based on pre-testing using kinescope recordings of commercials before representative cross-section audiences at special screenings. The researcher makes these points on basis of his tests involving color commercials:

(1) Color, while it increases commercial effectiveness, tends to decrease remembrance of sales ideas. Taking RCA Victor commercials as example, he said tested effectiveness of color commercials was about 1½ times as strong as its monochrome counterpart. But at same time, color seemed to diminish the amount of sales points viewers remembered.

(2) Natural settings are more effective than "showcase" or off-beat settings.

(3) Distracting use of color diminishes effectiveness of commercial.

(4) Commercials in "middle range" of effectiveness benefit most from use of color. Tests showed that a poor monochrome commercial isn't benefited much by putting it in color, and "a monochrome commercial that is highly effective in its own right can get little additional value from color."

(5) Color helps some product types more than others. Generally, the more familiar the product, the less benefit it will gain from color, while new brands stand to gain much.

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"Color center of the nation" is term applied by RCA color TV coordinator Wm. E. Boss to Ohio Valley service areas of Crosley's WLWT, Cincinnati; WLWD, Dayton & WLWC, Columbus. Addressing Advertisers' Club of Cincinnati Sept. 25, he said area enjoys more local & network color TV broadcasting than any area in U. S. and is experiencing fastest rate of color TV set sales in nation. "What has made the Ohio Valley story so different from the others," he added, "is the simple fact that we did not originate it." He said color set sales "shot up nearly 800%" during one 4-week promotion campaign and that "nearly one in every 2" RCA TV sets sold in Cincinnati, Columbus & Dayton is a color set.

First 2 World Series games, starting Oct. 2 in N. Y., will be colorcast by NBC-TV, while 3rd, 4th & 5th (if necessary) games in Milwaukee will be in black-&-white because of insufficient time to move color equipment. If 6th or 7th games are needed in N. Y., they'll be colorcast. Milwaukee dealers are renting color sets for $75, black-&-white for $40, during Series.

Curb on TV-radio stations' right to broadcast immediate reports of disasters was urged by International Assn. of Fire Chiefs. At New Orleans convention, group adopted resolution asking FCC to bar stations from broadcasting disaster reports until at least 15 minutes after they occur, to prevent traffic congestion.

Color TV sales in Kansas City were 29 in Aug., bringing total to 2158, reports local Electric Assn.

POWER of educational TV again amazed educators, newspapers and even telecasters this week—this time in New York, at the unlikely hour of 6:30 a.m. NYU and WCBS-TV this week began *Sunrise Semester*, city's first full college credit TV course (comparative literature), consisting of 72 half-hour telecasts.

Before program series began, NYU had received nearly 10,000 requests for information and at least 500 applications to take course for college credit (at $75). It was after first pre-dawn lecture that educational TV's pulling power became apparent to booksellers—when there was sudden rush on copies of Stendahl's *The Red & the Black*, the novel under discussion for first week. Brentano's reported sellout of 1000 copies, all other bookstores said they, too, were out of the book, and publisher Random House called WCBS-TV to say it had been receiving rush orders from dealers all over area.

End result: Educational series got a "sponsor." Bookseller Barnes & Noble placed unsolicited order for 10-sec. spots before and after 6:30-7 a.m. series to announce that books discussed on the program will be available at its stores. Nobody was more surprised than WCBS-TV, whose sales staff hadn't even thought of trying to sell announcements around the educational series.

Another commercial telecaster, meanwhile, prepared to tackle a tough schoolroom subject to see if it couldn't be turned into fun. Westinghouse Broadcasting Co. began preparations for series of 9 shows intended to teach junior high school mathematics. For telecasting during school hours on WBC's 5 TV stations, series will use Bil Baird marionettes, probably will also be made available to some non-WBC stations.

NBC announced related project intended to boost interest in public schools. Combined facilities of its 13 TV-radio stations in 8 cities will concentrate on single 6-week public service project—"Know Your Schools"—donating more than $1,000,000 in time and program costs. Each city's stations will undertake own local projects and programs using same theme, with report on techniques and results to be made available to broadcasting industry.

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Biggest closed-circuit theatre-TV hookup in history fed Sept. 23 Basilio-Robinson middleweight title bout to 173 theatres in 130 U. S. & Canada cities, with combined seating capacity of 500,000. Though no estimates of attendance or grosses were available from Theatre Network TV, principal networkers involved, Sept. 26 *Variety* published results of partial canvass of movie houses participating, reported sellouts in some, so-so results in others. Admission prices ranged from $3 to $6.60.

Radio station sales and transfers approved by FCC: KEOK, Ft. Dodge, Ia. by H. W. (Dutch) Cassill and associates for $150,000 to owners of WMT, Cedar Rapids (Vol. 13:32) . . . WSRC, Durham, N. C. by John C. Greene Jr. for $95,000 to Robert A. Monroe, Seymour Schneidman, Philip Nadler and associates (Vol. 13:35) . . . KXLE, Ellensburg, Wash. by Goodwin Chase Jr. & Joseph B. Kendall for $80,000 to Willis R. Harpel & Stephen C. Wray (Vol. 13:31) . . . KAFP, Petaluma, Cal. by A. T. Shields, Corinne Shields, G. M. Hauser & A. D. Thomas for $75,000 to Broadcast Associates Inc. (Vol. 13:33).

Keystone Broadcasting System signs 1000th radio affiliate—KAGE, Winona, Minn.

New and Upcoming Stations: Second TV station owned by veteran pre-freeze telecaster and equipment manufacturer Sarkes Tarzian—WPTA, Ft. Wayne-Roanoke, Ind. (Ch. 21)—is now on air with test patterns, and was scheduled to start programming Sept. 28. Ronald R. Ross is gen. mgr. for Tarzian, owner of WTTV, Bloomington-Indianapolis (Ch. 4). Station has 12-kw RCA transmitter, 724-ft. tower, is expected to be ABC affiliate in all-uhf area. Base hour rate is $360. Rep is Meeker.

New Ft. Wayne station brings on-air total to 512, of which 92 are uhf. Next starter may be WEEQ-TV, La Salle, Ill. (Ch. 35), which began equipment tests last week end.

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In our continuing survey of upcoming stations, these are latest reports from principals:

WETV, Atlanta (Ch. 30, educational) has been delayed by "tardy equipment delivery" and target date (previously Aug. 15 for test patterns) is now a matter of guesswork, writes Haskell Boyter, director of TV-radio education for Atlanta Board of Education. Building is complete and 12-kw GE transmitter is wired and ready. Footings were to be poured this week for 470-ft. Truscon tower, and GE antenna is due shortly.

CHCA-TV, Red Deer, Alta. (Ch. 6) has studio-transmitter building 40% completed, has GE 5-kw transmitter due Oct. 15, plans early Nov. start, reports pres. G. A. Bartley. Erection of 300-ft. Trylon tower from Wind Turbine Co. will begin when transmitter arrives. C. G. Harju, ex-radio CKRD, Red Deer, will be commercial mgr., Ray D. Torgrud, ex-CHCT-TV, Calgary, production supervisor; Ted Wadson, ex-CFRN-TV, Edmonton, chief engineer. Base hour will be $160, subject to CBC approval. Rep will be announced shortly.

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New powers & towers: WTTV, Bloomington (Ch. 4) now operating from new 1250-ft. tower near Trafalgar, Ind.; KSIX-TV, Corpus Christi (Ch. 10) now at 316-kw ERP; KGBT-TV, Harlingen, Tex. (Ch. 4), Sept. 19 went to full 100-kw ERP from new 990-ft. tower; WHP-TV, Harrisburg (Ch. 55) Sept. 23 boosted to 1 megawatt ERP; WANE-TV, Ft. Wayne (Ch. 15) Sept. 19 to new site at 2915 W. State Blvd.

Equipment shipments: RCA shipped live color studio camera to WLWI, Indianapolis, and 24-gain pylon antenna to WNDU-TV, South Bend (Ch. 16), both Sept. 24.

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TV talent costs are "approaching the point of diminishing returns," a major TV advertiser warned telecasters this week. Said Bowman Gray, exec. v.p. of R. J. Reynolds Tobacco Co., in address to NARTB regional meeting in Asheville, N. C.: "Since talent expenditures continue to rise through escalation, competitive bidding for properties and union increases." He continued, "the only way I can see to preserve continuing efficiency of this most important medium is to hold the line on facilities costs." Gray also rapped requirement of guaranteeing film repeats in summer months, saying popular TV shows are "forcing away a good part of their following" by this practice. Color TV growth, he said, "has been disappointingly slow." Citing advertisers' standpoint, he declared "we do not see how we can divert money from other color media to invest in color TV until such time as the circulation would warrant such a diversion." Another speaker, Rep. Scott (R-Pa.), said broadcasting of congressional debates "is certainly going to be done at some future time and should be given a trial now," despite House leadership's lack of enthusiasm about his bill to permit TV-radio coverage of House debate.

Radio station sales & transfers reported recently: WVDA, Boston by Vic Diehm & Assoc. for $252,500 cash plus $206,000 payment of stockholder's notes to ex-Secy. of Commerce Charles Sawyer . . . WGCM, Gulfport, Miss. by Hugh O. Jones (who plans to develop community antenna system franchise there) for $150,000 to Miss. broadcaster E. O. Roden and associates . . . KWG, Stockton, Cal. by Douglas D. Kahle for $85,000 to group headed by engineer Robin Hill . . . WCHI, Chillicothe, O. by Norman M. Glenn for $78,450 to ex-station rep J. H. McGillvra & wife . . . WRKE, Roanoke, Va. by Elmore & Reba Heins for $75,000 to Sherwood J. Tarlow, Allan W. Roberts, Dr. Bertram M. Roberts & Joseph Kruger . . . KWLK, Longview, Wash. by Twin City Bcstg. Corp. for $65,000 to Triad Bcstg. Co. (Merton Glant, pres.) . . . WOKE, Oak Ridge, Tenn. by Air Mart Corp. (Frank Corbett, Harry J. Daly, Harry C. Weaver, & Owen J. McReynolds) for $64,000 to WOKE Inc. (50% owned by Carter M. Parham, pres. & 22% owner of WDEF-TV & WDEF, Chattanooga) . . . KLMO, Longmont, Colo. by Grady F. Maples for $63,000 to Arline H. Steinbach, ex-owner of KBMO, Benson, Minn. . . . KRIZ, Phoenix, by Howard Loeb for $215,000 to ex-Sen. Burton K. Wheeler and sons . . . KBUC, Corona, Cal. by Radio Broadcasting Inc. (Henry Fritzen) for $150,000 to group headed by James Hadlock . . . WXRA, Kenmore, N. Y. by Thaddeus Podbielniak for $150,000 to John W. Kluge . . . WPFA, Pensacola, Fla. by Wm. O'Connor for $115,000 to Richard C. Fellows & Robert Thorne . . . WOOW, New Bern, N. C. by Paul Reid for $50,000 to Leo Hoarty and associates of WBOF, Virginia Beach, Va. . . . KPIG, Cedar Rapids, by Dakota County Realty Co. for $49,295 to Cedar Rapids Bcstg. Corp. . . . WIPA, Annapolis, Md. by WASL Broadcasting Co. Inc. for $49,200 to Robert J. Kent, USIA employe . . . WWXL, Manchester, Ky. by Clifford Spurlock, 140 shares of stock (46.67%) for $32,450 to J. L. Tigue and associates . . . Brokers: WGCM, KWG, KWLK, KLMO, WPFA & WOOW, Hamilton, Stubblefield, Twining & Assoc.; WCHI, Allen Kander; WRKE, Blackburn & Co.; WVDA, R. C. Crisler & Co.

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Rate changes: WMAL-TV, Washington, has new Class A hour rate of $1200, up from $700, 20 sec. $240 from $140. KMGM-TV, Minneapolis, new rate effective Sept. 30 has Class AA hour at $1000, down from $1500, min. $200 from $225. WTRF-TV, Wheeling, Oct. 1 raises Class AA hour to $600 from $500, min. $120 from $100. WSPA-TV, Spartanburg, S. C., has raised Class A hour to $500 from $450, min. $100 from $90. WANE-TV, Ft. Wayne, has new Class A hour rate of $500, up from $400, min. $110 from $80. KTVW, Tacoma, Wash. new rate card effective Oct. 1 has Class A base hour of $425, min. $85; decrease from $600 & $125, respectively. KRCG, Jefferson City, Mo., Oct. 1 raises Class AA hour to $300 from $250, min. $60 from $50. KVIP-TV, Redding, Cal., Sept. 1 raised base hour from $225 to $250, min. $35 to $42.50. WCNY-TV, Carthage-Watertown, N. Y. Sept. 30 raises base Class A hour to $250 from $200, min. $50 from $40. WATR-TV, Waterbury, Conn., has new rate card effective Sept. 1 which retains base hour of $200, changes min. from $60 to $40, deletes Class C and changes Class B hour to $140 from $180, min. $30 from $54. Note: WJMR-TV, New Orleans, reports that its increase (Vol. 13:38) was effective March 1.

Communications attorneys in Washington have become so well known to judges of Court of Appeals because of numerous contested TV cases that they're being tapped frequently to defend indigents—gratis. Currently, for example, Leon Brooks and Harry Plotkin are spending lunch hours, evenings, etc. on rape case.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
September 28, 1958

1966 VIEW OF SERVICE INDUSTRY, SETS-IN-USE: Dimensions of the huge TV-radio servicing industry, actually larger in dollar volume than factory sales of TV & radio sets, have been measured by Frank W. Mansfield, Sylvania marketing research director, who also undertakes the difficult chore of projecting its growth through 1966. His figures show some intriguing color and black-&-white sets-in-use projections.

Mansfield shows, for example, rise of repair parts & servicing volume from $477,000,000 in 1948 to $2.554 billion in 1957, estimated $3.971 in 1966. He shows black-&-white sets-in-use at 46,720,000, color 315,000, as of end of 1957 -- going to 53,760,000 and 18,840,000, respectively, at beginning of 1966.

Breakdown provides costs of repair parts, service & installation from 1948 to present and projections of same categories for every year through 1966. For example, the 1957 total is split up this way: $889,900,000, repair parts (including tubes); $587,300,000, distribution revenue (66% markup on parts); $1.077 billion total service and installation.

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Other details of 1957 estimate: Renewal receiving tubes, 171,400,000 at average factory price of 80¢, for total of $137,100,000; black-&-white picture tubes, 6,200,000 at $22.50, total $139,500,000; color picture tubes, 20,000 at $75, total $1,500,000; "other parts" total, $611,800,000. Figure for "other parts" is determined by multiplying value of tubes by factor of 2.20.

Reviewing survey's chart for TV-radio repair parts and services and EIA's factory value of TV-radio sets for 1948-1956 period, we note total set value exceeded repair parts and service costs through 1953 when the 2 figures were almost identical; $1.523 billion for parts & services, $1.528 for sets.

Noteworthy is the drop in number and total value of receiving tubes in Mansfield's projections from 1959 through 1966. Spokesman attributed drop to: (1) Ever-increasing use of transistors. (2) Reduced price of tubes due to competition from transistors, cost of which is reflected in "other parts."

Mansfield's estimates for total repair parts and services are: 1958, $2.676 billion; 1959, $2.837; 1960, $2.952; 1961, $3.114; 1962, $3.226; 1963, $3.472; 1964, $3.558; 1965, $3.747; 1966, $3.971.

Survey uses following averages for number of service calls: Color TV, 6 per year; black-&-white, 3; home radio, 1; auto radio, 0.5.

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Analysis of Sylvania figures shows this to be its estimate of color and black-&-white sets, respectively, in use at beginning of each year: 1957, 160,000 color, 42,580,000 black-&-white; 1958, 315,000 & 46,720,000; 1959, 705,000 & 50,-965,000; 1960, 1,280,000 & 53,610,000; 1961, 2,260,000 & 56,040,000; 1962, 3,705,-000 & 57,495,000; 1963, 6,100,000 & 58,070,000; 1964, 9,430,000 & 57,870,000; 1965, 13,680,000 & 56,320,000; 1966, 18,840,000 & 53,760,000.

Number of repairmen in 1957 is set at 132,970, estimate for 1958 is 140,357, --number rising about 5% yearly to 206,640 in 1966.

Production: TV output was 155,751 week ended Sept. 20, compared with 161,749 preceding week and 187,852 in corresponding week one year ago. It was year's 38th week and brought TV production for year to date to about 4,420,000, compared with 5,080,428 in same period of 1956. Radio production totaled 356,290 (105,965 auto) for week ended Sept. 20 vs. 327,829 (91,068) preceding week and 285,798 (74,178) in corresponding week year ago. Radio output for 38 weeks totaled about 9,993,000 (3,732,000) vs. 9,272,059 (2,990,135) in 1956 period.

Topics & Trends of TV Trade: RCA chairman David Sarnoff took another peek into the electronic crystal ball this week, in talk to Life Office Management Assn. in Washington, and came up with more wonders in his continuing series of electronic marvels of future:

After outlining growth of electronics, he gave these prospects for the future: (1) Electronic medical diagnosis—stethoscopes giving way to diagnostic robots with years of medical skill "built in;" other electronic devices which will relieve doctors of need to perform routine tests. (2) Personal radio communications—using tiny gadget, about size of cigarette pack, to communicate with others anywhere in the world. (3) Electronic stenographer—basic studies already have led to the development of a rudimentary phonetic typewriter that can type a few simple words and phrases spoken into a microphone.

Gen. Sarnoff attempted to allay fears that automation will cause widespread unemployment. Rather, he said, "it will free millions from arduous and hazardous toil. It will increase employment, reduce hours of labor, and increase our leisure time."

In comparison with other advances, the RCA chairman recalled "when TV emerged, it faced the scorn of many people in the movie industry. They referred to it derisively as 'that little peep-hole.' Well, today motion picture companies are producing products for television and some of them are making more money from their sales to television than they are from their sales to theatres. Indeed, some movie men have become so enamored with television that they would like to take it over and care for it—'as their very own.'"

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"Guaranteed satisfaction" is fulcrum of RCA color TV offer to Buffalo purchasers of black-&-white sets. Field test, to be duplicated in Grand Rapids, Lansing & Saginaw, will be expanded nationally if successful. Spokesman said program works this way: After customer buys black-&-white set, he is offered 10-day trial of color set; if customer isn't satisfied with color set, dealer delivers original selection without obligation.

Today's economy is described as "uncertain" by Edward R. Taylor, Motorola exec. v.p.-consumer products, who adds that TV, appliance, automobile, residential construction businesses have not rocketed as expected in 1957. However, he told Austin Executives Club, Chicago, last week that he was still optimistic due to high rate of personal savings, employment, wages and income. And he feels 1958 will bring some tax relief.

"Evaluation" trip to Japan by Motorola purchasing v.p. Frank J. O'Brien and Jack Davis, engineering v.p. for consumer products, who returned Sept. 26, was described by gen. sales mgr. Allan G. Williams as similar to previous trips to England and continent. Purpose of trips, Williams said, is to enable Motorola to "keep up to snuff on the industry in other parts of the world." He added that company isn't interested in buying Japanese components.

Commerce Dept.'s biennial publication, *Business Statistics*, 1957 edition, described as a "scoreboard for business" and containing data on significant economic indicators on national income, business expenditures, sales, inventories, orders and industrial production is available at $2 from Govt. Printing Office, Washington, or from Commerce Dept. field offices.

Sylvania schedules stepped-up fall advertising for TV sets with 14 ads in *Life* and *Saturday Evening Post*, 14 network TV commercials in 16 weeks preceding Christmas. Plans also call for use of local and trade newspapers, billboards, direct mail.

DISTRIBUTOR NOTES: RCA Victor Distributing Corp., Chicago, names Jack Gilhooley sales mgr., color TV receivers . . . Bergman Rochester Corp., formed by W. Bergman Co., Inc., Buffalo, (Philco), takes over Beaucaire Inc. (Philco), Rochester, with Charles R. Breckheimer in charge . . . Samuel Jacobs Distributors (Blaupunkt, Bell & Howell), Philadelphia, appoints Martin Mannin, ex-Emerson Radio of Pa., as sales mgr.

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CBS-Hytron plans further expansion of independent service-dealer advertising and sales promotion following survey which showed 85% of dealers questioned wanted program continued and expanded. CBS-Hytron is distributing booklet, "The Independent Service Business and Your Future," explaining program and showing how to use supporting material such as TV-radio scripts, ad mats, etc.

Puerto Rico has 155,710 TV sets, according to Chamber of Commerce estimates as reported in new *Time & Space* house organ-newsletter published by El Mundo Inc. (WKAQ-TV & WKAQ, San Juan). Chamber reports 11,143 TV sets imported into Puerto Rico in first 7 months of 1957, and breaks down major brands thus: GE 4883, Sylvania 1236, Emerson 917, Hotpoint 571, RCA 513.

Seven marks of successful TV-appliance dealer are listed by NARDA chairman Mort Farr in Sept. *Electrical Merchandising:* (1) Love for business. (2) Readiness to change. (3) Salesman training. (4) Service to customers. (5) Participation in dealer and community activities. (6) Financial acuity. (7) Open mind.

New Philco lab, costing $1,000,000 and covering 50,000 sq. ft., has been started on 24-acre site at Palo Alto, Cal.; it will replace temporary labs at Redwood City, retain name of Western Development Labs. It will be part of Philco govt. and industrial div. under v.p. & gen. mgr. Henry F. Argento.

RCA's "outstanding cooperation" was cited by Defense Dept. in presenting Reserve Award last week to Theodore A. Smith, exec. v.p., RCA industrial electronic products. RCA was praised in citation for personnel policies which encourage and facilitate participation in Reserve activities.

Revised booklet, "Things You Should Know About the Purchase and Servicing of Television Sets," is being distributed by EIA and National Better Business Bureau. Copies are available from EIA, manufacturers, dealers.

Dealer franchise study is being considered by NARDA, pres. Ken Stucky told meeting of 200 dealers in Salt Lake City Sept. 25. He said study "could get to the root of many of the dealers' basic problems."

Pushbutton-dialing radio telephone system has been developed by Motorola for Rural Electrification Admin. It permits automatic direct dialing by home and mobile radio users in areas with dial phone exchanges.

Guide to professional servicing of color and black-&-white receivers, *Profitable Television Troubleshooting*, by Eugene A. Anthony (488 pp., $6.95) has been published by McGraw-Hill.

CBS-Hytron engineer's handbook, with 650 pages covering more than 1000 tubes, is now available from CBS tube distributors—along with technician's handbook.

Emerson raises TV-radio-hi-fi prices $1-$10, effective immediately, sales v.p. E. A. Tracey attributing increases to higher manufacturing costs.

"Hi-fi," that much-abused word, may be headed toward a definition—EIA members believing industry may be settled sufficiently to come to agreement.

Westinghouse employment reached all-time high of 128,916 in Aug.—a 2% increase over Aug. last year.

Trade Personals: Conrad R. Odden appointed mgr., general quality control, RCA Victor Radio and "Victrola" div., succeeded by Rolland L. Shoemaker as mgr., commercial service, RCA Service Co.; Clint E. Walter takes over Shoemaker's former post of mgr., commercial service, field administration . . . C. J. Hollatz promoted to mgr., commercial operations administration, RCA electron tube div.; R. B. Sampson named mgr., market research; P. P. Roudakoff, administrator, trade publicity & relations; H. S. Gwynne, administrator, commercial coordination; R. L. Kelly, administrator, technical coordination . . . Jose D. Dominguez appointed exec. engineer, IT&T telephone & radio operating dept., succeeded by Clyde E. Dickey as pres. of IT&T's Puerto Rico Telephone Co.; Dickey has been traffic supt. for Telefonos de Mexico, S. A., in which IT&T has substantial interest; Walter D. Siddall named pres., Radio Corp. of Cuba; Kenneth M. Barbier elected pres., Radio Corp. of Puerto Rico . . . Vin Zeluff, managing editor of *Electronics*, resigns . . . Fred Petersen appointed sales mgr. of Admiral's new Hospital Service div. which produces disposable plastic products for medical use . . . Brock P. Hayes promoted to Syracuse district mgr., CBS-Hytron Sales Corp. . . . Hugh H. Engelman promoted to mgr., Motorola TV advertising & sales promotion . . . Adm. Arthur W. Radford (USN ret.), ex-chairman of Joint Chiefs of Staff, elected to Philco board.

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Wells-Gardner, which showed net loss of $250,000 on first half sales of $4,300,000, reports to stockholders that primary reason for loss was drop of defense sales to $600,000, compared with $3,800,000 in similar 1956 period, and that civilian sales were also "considerably less" than year ago. Third quarter dividend was omitted, and pres. R. S. Alexander stated: "Although Wells-Gardner enjoys an enviable net worth and cash position, it has been the policy of the directors . . . to pay dividends out of current earnings and not from surplus." Backlog of civilian offers was reported "materially greater" than year ago.

Siegler Corp., which merged with Unitronics and acquired Hufford Corp. (Vol. 13:37-38), proposes to offer 300,000 shares of its $1 par common stock and borrow $5,250,000 from banks and an insurance company, according to statement filed Sept. 23 with SEC. Proceeds from both would be used to retire $4,729,350 of Siegler and subsidiaries long-term debts, $1,900,000 short term bank debts of Unitronics and Hufford, and reduce Unitronics accounts payable by $2,300,000. Siegler said balance would be used for working capital and general corporate purposes.

Victoreen Instrument Co., Cleveland, has purchased Jordan Electronics Inc., Alhambra, Cal., reportedly for less than $200,000. Jordan makes nuclear radiation instruments and industrial radiation detection instruments, had about $800,000 sales in 1956. Victoreen produces radiation measuring instruments, electronic component parts, etc. and had 1956 sales of about $1,600,000, has $3,000,000 order backlog.

Columbia Pictures reports, for year ended June 29, net income of $2,350,000 ($1.80 a share) vs. $2,670,000 ($2.17) year ago. No sales figures were given, nor was there a breakdown of earnings by TV subsidiary Screen Gems, whose income has been recorded this year on accrual basis to conform with company's regular accounting policy.

American Electronics has signed agreement to exchange 46,110 shares of its common stock for outstanding shares of Teller & Cooper Inc., Brooklyn electronics firm, and to pay it $2,225,000 for more than 60 patents. If merger is approved, Teller & Cooper will be operated as wholly-owned subsidiary.

ELECTRONIC PERSONALS: Lionel H. Orpin promoted to director of Stromberg-Carlson plans & programs . . . Richard A. Norman promoted to administrator of patent properties, GE semiconductor products dept. . . . Robert O. Vaughan promoted to mgr., west coast marketing, RCA Defense Electronic Products . . . Michael Cieplinski, pres. of Champlain Adv. Co. & Interracial Press of America, elected to board of Haydu Electronic Products Inc., Plainfield, N. J. . . . Richard W. Mitchell rejoins I.D.E.A. Inc. as v.p.-mfg. . . . Alan H. Bodge elected Audio Devices v.p. . . . Robert A. Darrow, appointed sales engineer, Hughes Aircraft semiconductor div., Palo Alto . . . Wm. G. Fockler promoted to mgr., DuMont Labs technical products engineering, succeeding Arthur J. Talamini who resigned to join Electro Tec . . . Lynn C. Homes, Stromberg-Carlson director of research & advanced development, appointed secy.-treas. of new AIEE Empire district, comprising all of upstate N. Y.

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Example of British competition with U. S. electronics manufacturers was news conference in Washington this week, conducted by Solartron Inc., U. S. distributor for Solartron Electronics Group Ltd. Company demonstrated "Transfer Function Analyser" for servo testing, particularly for missiles. Some 20-30 of the $5600 devices have been sold in U. S., v.p. Eric E. Jones reported. About 300 are in use in England; Russia ordered 350, was turned down by NATO ruling.

New Navy report, *Twelve Guides to Reliable Electronic Design* (PB 121123, 57 pp., $1.50) by G. G. Johnson, U. S. Naval Ordnance Lab, is available from Office of Technical Services, Commerce Dept.

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Barnes Engineering Co., principally owned by Fox, Wells & Rogers (investments), reported that its profit from 6 months operation of Clarksburg, W. Va. community antenna system accounted for $138,980 of the total $142,269 Barnes profit for entire year ending June 30, 1957. Community system was sold as of Dec. 31, 1956 to NWL Corp. for $879,000 (Vol. 13:11). Proceeds of the sale were listed as reduction in investment in the system, weren't included in profit-loss statement. For fiscal year ended June 30, 1956, the community system earned $263,988 (Vol. 12:37).

A. Hollander & Son Inc. listing and registration on N. Y. Stock Exchange was ordered dropped by SEC effective Sept. 30. Exchange had asked SEC to approve action, saying further dealings in Hollander stock on exchange was "inadvisable" since merger with Philips Electronics Inc. (Vol. 13:30-31) left fewer than 1500 stockholders and fewer than 300,000 shares distributed (exclusive of concentrated holdings). Capital stock of merged company is listed on American exchange.

Consolidated Electronics Industries Corp. subsidiary, Forestville Industries Inc., has been authorized to buy—mainly for cash—operating assets of Mepco Inc., including patent portfolio, land and buildings. Mepco, which makes specialty precision resistors, has headquarters in Morristown, N. J., employs about 190. Pres. G. Arthur Erickson and sales & engineering v.p. Leonard Kirby continue in Mepco posts.

Awards for financial reports in electronics industry, sponsored by *Financial World*, went to Sylvania, RCA, Philco in that order. Sylvania pres.-chairman Don G. Mitchell accepts trophy at banquet in N. Y. Oct. 28.

Dividends: Packard-Bell, 12½¢ payable Oct. 25 to stockholders of record Oct. 10; Amphenol, 30¢ Oct. 25 to holders Oct. 11; Warner Bros., 30¢ Nov. 6 to holders Oct. 11; Howard W. Sams & Co., 10¢ Oct. 25 to holders Oct. 11.

Canadian Broadcasting Corp., govt.-owned but supported by commercial sponsorships, 15% excise tax on TV-radio sets and broadcast license fees charged private stations, reports net operating deficit of $1,561,211 on income of $49,288,965 for year ended March 31. This compares with deficit of $1,358,621 on $38,942,402 during 1955-56 fiscal year (Vol. 12:30). CBC took in $23,899,280 from TV-radio sponsors (TV $21,453,017, radio $2,446,263), paid out $4,050,350 in agency & network commissions, $3,465,287 to private stations on its networks, $5,203,703 in production costs, leaving $11,179,940 net revenues (TV $9,841,638, up from $7,403,438 previous year; radio $1,-338,302, down from $1,731,507). CBC income from Federal treasury included $12,586,189 representing TV excise taxes, down 29% from previous year; $6,336,840 radio excises, up 25%; $12,000,000 parliamentary grant towards anticipated TV operating deficit; $6,250,000 parliamentary grant for radio service. CBC again warned that it may have to curtail services sharply in face of rising costs and decreasing TV receiver tax revenues as major markets approach set saturation.

FCC must reexamine its decision permitting ABC-TV to affiliate XETV, Tijuana, Mex., which serves San Diego, Court of Appeals ruled this week. Acting on appeal by KFMB-TV, San Diego, Judges Bazelon, Washington & Bastian (Bazelon writing) ruled: "We do not suggest that such programming imperfections as would militate against an American station applicant in a comparative proceeding are necessarily relevant in deciding whether a foreign station is to be permitted to affiliate with an American network. We hold only that, in making the latter decision, the Commission may not altogether exclude from consideration such serious defects of the foreign station's programming as would affect the public interest." Court added: "Our action is without prejudice to any steps which the Commission may lawfully take, pending reconsideration, to provide continuity of service by ABC to San Diego viewers."

Ten Canadian stations will be added to live microwave network for coverage of Queen Elizabeth's visit to Canada, CBC announced this week. Hookups will be temporary, through cooperation of U. S. & Canadian telephone companies and with ABC for Maritime provinces just north of New England. Cities to be added for the temporary service are Vancouver, Victoria, Calgary, Lethbridge, Edmonton, Moncton, St. John (N. B.), Halifax, Sydney, Charlottetown.

Worldwide TV network using broadband over-horizon scatter relays was predicted by IT&T pres. Maj. Gen. E. H. Leavey in first closed-circuit telecast to Cuba. Speaking from WRC-TV studios in Washington, he addressed Latin American ministers of communications assembled at Havana's Hotel Nacional (Vol. 13:38).

Annual outing of Federal Communications Bar Assn. will be held at Washington's Congressional Country Club Oct. 15.

TvB's active membership now totals 238 stations, WGN-TV, Chicago, latest to join.

Pakistan may be next country to "go American" in TV standards. So said RCA director of communications engineering Edmund A. Laport in review of broadcasting practices around world at Sept. 27 banquet of IRE's 7th annual broadcast symposium in Washington. He noted that these countries have officially adopted U. S.-style 525-line standards: Japan, Philippines, Thailand, Cuba, Mexico, Guatemala, Colombia, Cuba, Venezuela, Brazil, Peru, Chile, Argentina & Canada. Another country which which recently made its choice is New Zealand, which picked British 405-line standard for its future TV system, though its neighbor and commonwealth partner Australia uses European 625-line method. Discussing post-war radio developments, he noted that "FM is on the march in all populous areas," particularly in Europe. Germany's completely rebuilt broadcast service—FM—has had "spectacular success," Finland now has some 30 FM stations, "with almost the whole network operating with off-the-air pickups from adjacent stations," Denmark & Sweden are following suit.

Bankruptcy petition by Clemons, Esau & Gericke, house ad agency for William Tell Productions, lists liabilities of $142,811, assets of $7.99, principal creditor being *TV Guide* with unpaid bills totaling $46,844. Agency has estimated it owes money to 113 TV stations & 240 newspapers. William Tell Productions and agency both were operated by Wm. T. Clemons, John Esau & Karl H. Gericke. Latter two, according to bankruptcy petition, tendered resignations Aug. 8. Production firm and agency handled filmed giveaway show, *The Hidden Treasure*, produced in cooperation with Disabled American Veterans, which appeared on 121 TV stations. Esau, in TV-radio since 1934, was half-owner & pres. of KTVQ, Oklahoma City (Ch. 25, now off air), is a former NARTB board member. Gericke is one-time ABC asst. director of network program sales and Guild Films program mgr. Clemons says he is considering starting another company to produce *Hidden Treasure*, perhaps in Mexico where costs are lower.

New repressive measures have been aimed at TV-radio stations by Cuban minister of Communications Ramon Vasconcelos. Included in new govt. decree are: (1) Ban on criticism of govt. authorities. (2) Prohibition against running films not approved by Govt. (3) Outlawing of "any form of monopoly" in TV-radio station ownership. (4) Limit of one editorial per day on stations. (5) Newscasts cannot last longer than one hour, no news items can be broadcast more than once an hour or 4 times a day (apparently aimed at CMQ Network's Radio Reloj which broadcasts news and time signals continuously 24 hours daily). (6) Political programs can be broadcast only for groups approved by Govt. (7) Stations must devote at least 5% of total time to educational or cultural programs.

Two applications for TV stations and 5 for translators were filed with FCC this week, bringing total to 117 (34 uhf) for stations, 42 for translators. Station applications: For San Diego, Cal., Ch. 21, resubmitted by Sherrill Corwin; for Perrine, Fla., Ch. 6 (assigned to Miami), by Hallandale & Dania, Fla. drive-in theatre operators. Translator applications were for Leadville, Colo.; Ely, Nev. (2); McGill, Nev. (2). [See *TV Addenda 25-I.*]

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THE AUTHORITATIVE NEWS SERVICE FOR MANAGEMENT OF THE VISUAL BROADCASTING AND ALLIED ELECTRONICS ARTS AND INDUSTRIES

Television Digest with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS—October 5, 1957

FCC NETWORK STUDY report recommends multiple ownership clampdown, hearings on station sales, ban on option time (p. 1 & Special Report).

NEW RALLYING FORCE for opponents of networks provided by Barrow report. Study seen as more influential factor in Congress than within FCC (p. 3).

RCA REVISING PATENT licensing for TV-radio receivers; notifies set makers of changes "in near future." End of litigations seen (p. 4).

"VISUAL DECEPTION" CHARGES by FTC against TV commercials get first hearing; FTC wins right to isolate Rolaids spots as evidence (p. 4).

NETWORKS' 1956 PROFITS from broadcasting shown in report: CBS $40,733,000, NBC $34,910,000, ABC $9,727,000—before taxes (p. 6).

TOP TV BRANDS in 23 cities, as listed in survey by newspaper members of Consolidated Consumer Analysis, shown in table listing 14 makes (p. 10).

ELECTRONIC DEVELOPMENTS sparking U. S. economy seen by Hoffman pres. H. Leslie Hoffman; engineering center's staff to double in 2 years (p. 12).

PAY-TV DEVELOPMENTS: FCC to finalize proposal on test applications in next 2 weeks; San Francisco delays closed-circuit action (p. 7).

ALLOCATIONS ACTIONS stand as FCC turns down pleas for Evansville, St. Petersburg, Presque Isle. Go-ahead for Ch. 12, New Orleans (p. 8).

BILLINGS DOWN 9.5% for TV networks in Aug. vs. year earlier, when political conventions upped totals. Cumulative 1957 gain is 4.2% (p. 14).

I—NETWORK STUDY REPORT, WHAT IT SAYS: Staff report on "Network Broadcasting," submitted this week to FCC Network Study Committee by Dean Roscoe Barrow's study group, is so significant a document that we recommend close reading of at least its "summary and recommendations" by everyone whose livelihood or important decisions are geared to TV.

For this reason we have reprinted that portion of the 1400-page mimeographed report in handy supplement form for permanent reference, and enclose it herewith as a Special Report to all subscribers.

Probable long-range meaning of Barrow report is discussed on page 3. Here are highlights of the far-reaching changes in TV station and network regulation recommended as result of 2-year Congress-mandated study:

Station ownership & licensing policies—FCC should seek eventually to approach as close as possible a limitation of "one station to a customer"—but in order to reduce concentration with minimum dislocation it should specify that no owner be permitted more than 3 vhf stations in top 25 markets, while retaining present numerical ownership ceiling of 7 stations of which not more than 5 may be vhf. It's suggested that 3 years be allowed for affected owners to get rid of excess stations.

Under proposal, these owners would be required to sell stations: ABC, 2 stations; NBC, 2; CBS, 1; Westinghouse, 2; Storer & Crosley, possibly 1 each, depending on whether Storer's WVUE is considered Philadelphia or Wilmington outlet, and on market rank assigned to Columbus, O. (Crosley's WLWC).

Multiple owner divested of a station would be permitted to seek one in smaller market, but Commission rules would be stacked against his getting it. It would be even more difficult for network—which would have to prove acquisition is essential to prevent financial distress.

Diversification policy should be made far stronger—FCC adopting rule to establish "presumptions"

in favor of local applicants owning no other stations, placing on multiple and non-local applicants the "burden of rebutting the presumption."

Any station transfer application could be thrown into competitive hearing under proposal to repeal McFarland amendment to Communications Act and restore old "Avco procedure" which required that proposed station sales be advertised and anyone willing to meet offered price be entitled to compete in hearing. In transfer hearings, same "presumptions" against non-local and multiple owners would be applied.

To discourage "trafficking," station purchasers would be limited to ownership of only one station for first full 3-year license term, then permitted to apply for one additional station each year (subject to multiple ownership limits).

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Option time—It should be prohibited. There is no indication that it's necessary to network operations, and there's strong evidence it may violate anti-trust laws.

"Must-buy"—Practice should be banned, but "minimum-buy" requirements—stated in terms of dollar purchase (ABC's practice), number of stations, circulation coverage, etc.—should be permitted without specific FCC regulation, at least at outset.

Rates—Networks should be required to publish rate-making procedures, including circulation credited to each affiliate and all changes in network rates of affiliates, but FCC shouldn't attempt rate regulation "at this time."

Affiliation & compensation—Operations should be conducted in goldfish bowl, Commission making public all affiliation contracts filed with it. Criteria for affiliation and disaffiliation should be filed with FCC by networks, along with reports on all affiliation changes, requests for affiliation and disposition of these requests. Two-year maximum affiliation term should not be extended.

Network sponsors should have access to unaffiliated stations where affiliates can't provide satisfactory clearance. FCC should seek comments on proposal to permit unordered affiliates to carry network shows with commercials deleted by paying reasonable price.

Spot sales reps—Networks should be barred from acting as sales reps of stations other than their owned-&-operated outlets.

Network regulation—To simplify regulatory procedure, FCC should ask Congress to authorize it to apply rules & regulations directly to networks, rather than regulating networks indirectly through affiliates and owned stations.

Enforcement—Commission should seek power to levy monetary fines on stations & networks for infractions of rules not serious enough to warrant license revocation.

Programming—Because of delay caused by legal battle with group of programmers over study group's right to obtain business and financial information, there wasn't time for complete study of programming ownership, etc. Study should be completed by newly constituted FCC Office of Network Study (headed by economist Warren Baum, a member of network study group).

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Alternatives—Barrow states his report is attempt to "achieve effective competition" within framework of existing broadcasting system. However, he warns, if this stated goal isn't accomplished "within the next few years" through the recommended measures, "it may be necessary to consider basic structural changes in the system"—such as:

(1) National TV service available to any subscribing station, as AP serves newspapers.

(2) Rationing of station time among programmers and advertisers.

(3) Commission regulation of rates.

(4) "Recapture of monopoly profits or economic rent in the use of valuable frequency channels allocated to the large commercially desirable markets."

(5) "Recapture of the value of the frequency itself upon [sale of] scarce, viable station facilities."

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Special Report
October 5, 1957

Summary and Recommendations of

FCC Staff Report on Network Broadcasting

From 1400-page Document Submitted Oct. 3, 1957 to FCC Network Study Committee by Network Study Group Headed by Roscoe L. Barrow, Dean of Law College, U of Cincinnati

Concluding 2-Year Study Ordered by Congress in June 1955

I. SUMMARY

A. Introduction

The Network Study was initiated by the Federal Communications Commission to determine whether the present operation of television and radio networks and their relationships with stations and other components of the broadcasting industry tend to foster or impede the development of a nation-wide, competitive television system.

The last comprehensive study of broadcasting by the Commission was conducted from 1938 to 1941. The results were incorporated in the Report on Chain Broadcasting of 1941. On the basis of that study, the Commission issued, in 1943, the Chain Broadcasting Rules governing relations between networks and stations. The rules were initially adopted for radio and, upon the advent of television as a commercial system, they were applied to it as well. No substantial changes have been made in the Rules, with respect either to radio or television, since their adoption. Since 1943, television has developed rapidly, and radio, due in part to the growth of television, has undergone fundamental change. The Network Study has undertaken a systematic reappraisal of the Chain Broadcasting Rules in the light of these developments. It has made recommendations for new regulations or legislation as required to effectuate Commission policies under the conditions existing in broadcasting today.

It was initially intended that the Network Study be addressed to both radio and television. During the course of the Study it became apparent, however, that the problems most urgently requiring Commission attention were in the television medium. Faced by limitations of budget and staff, the Network Study Staff concentrated its resources on the problems in television broadcasting. A brief survey of the current situation in radio is set forth in the Report. It is recommended that the Commission conduct a further study of radio for the purpose of determining whether modification of the rules is necessary in the light of current conditions in the industry.

A substantial portion of the Staff's time has been expended on a study of programming. Due to objections by some independent program producers to supplying the competitive business information required, and the attendant extended negotiations and litigation, some of the issues relating to programming are not considered in this Report. It has been recommended that these issues be studied as promptly as the information is available and that the results be made the subject of a supplemental report.

A few other problems initially were included in the study but were not covered because of limitations of time and staff. It is recommended that these be the subject of further study by the Commission.

At the outset, it was determined that the interest of the public and the Commission in a comprehensive and objective appraisal of television broadcasting could best be served through the adoption of a "study" technique rather than a formal investigative hearing or proceeding. This technique has included a series of conferences with all of the components of the industry, during which background information was obtained on the operations and problems of each component; more intensive staff interviews with selected groups of stations, advertising agencies, station representative agencies, independent program producers, and with each of the network organizations; and a spot check of the networks' files. In addition, a series of questionnaires were sent to the television networks and a questionnaire was sent to all commercial television stations, approximately 60 advertising agencies and 34 national station representatives, and to all known non-network program producers. Through this technique, a large volume of information and statistics bearing on the problems under study has been acquired by the Network Study Staff. These materials have been analyzed in the body of this Report. The findings and recommendations of the Network Study Staff in its Report on Network Broadcasting will now be summarized.

B. History and Description

The report begins with a brief history of the development of television and a description of the principal components of the industry. The rapid development of television as a commercial service reaching a high proportion of American homes is traced, together with the principal policies of the Commission directed towards the establishment of the television service. Among the components of the complex broadcasting service are: the advertiser who provides the financial support for the industry; the advertising agency which assists the advertiser in his advertising campaign; the network, which provides substantial programming and an interconnected chain of affiliated stations over which the advertiser can broadcast his program to a national audience; the independent program producer and distributor, which develops programs for sale to advertisers, networks and stations; the American Telephone and Telegraph Co., which owns and leases to networks the coaxial cable and microwave relay facilities by which affiliated stations are linked; the stations, which are licensed to operate on frequencies assigned by the Commission and most of which, in television, are affiliated with one or more networks; the station representative agencies, which act as agents for individual stations in the "spot" sale to national and regional advertisers of portions of station time not used to carry network broadcasts; and the public, who owns the airways and is served by the industry.

C. Statement of the Public Interest

The touchstone of the Communications Act is broadcasting in the public interest. The Federal Communica-

tions Commission is empowered to establish rules and policies to further the "public interest, convenience, and necessity" with respect to broadcasting and also to "generally encourage the larger and more effective use of radio (television) in the public interest." The Report examines the various doctrines, policies and procedures through which the Commission has given substance to the "public interest" and which have guided the evaluation and recommendations of the Network Study Staff.

Specific definition has been given to the public interest standard in various decisional contexts by court opinions and by the Commission in both rule making and adjudicatory proceedings. In attempting to secure the maximum benefits of broadcasting to all the people of the United States, priority has been given by the Commission in its allocation plans to providing service to all areas. Additional objectives have been to provide for a local TV outlet in as many communities as technically feasible and for multiple services to the maximum number of communities so as to provide program choice and to encourage competition among all components of the TV industry.

Service to the public is the ultimate goal of the broadcast regulatory function. This policy is ordinarily phrased in terms of making available a broadcast service filling the needs and desires of the community served by each broadcast facility. In the implementation of this overall policy, the Commission has concentrated on three basic supporting policy themes: competition, diversification, and licensee responsibility.

Commission Encouraged New Stations

Various Commission actions have been taken for the purpose of encouraging the development of a nationwide, competitive broadcasting system. The Commission has undertaken to promote competition by encouraging new entry at the local station level, particularly in the "economic-injury" cases where it has refused to protect an existing licensee against possible economic loss through the establishment of a new station in the market. The rule prohibiting duplicate ownership and the policy of favoring applicants unassociated with other communications media within the community in comparative hearings have also contributed to increased competition at the local level. The competitive element has also been implemented by actions taken to equalize competitive opportunity at the station level through the VHF-UHF deintermixture proceeding and at the network level by the rule prohibiting dual network ownership in the same medium and by the ABC-UPT merger decision.

The Commission has also attempted to encourage competition among networks for affiliates and competition among stations for network affiliations. Several Commission policies are framed in terms of preventing concentrations of economic control which may be inconsistent with the public interest. This has been attempted by limiting the number of broadcast facilities which can be owned or controlled by the same person, by selecting licensees in comparative hearings so as to prevent monopolistic situations in mass media control of specific markets, by favoring autonomous operation of each broadcast facility where the licensee controls multiple facilities and by favoring autonomous operation of the broadcast facility where the licensee controls other communications media. The licensee is expected to give primary attention to the operation of the broadcast facility. Such facilities are not to be used as a mere promotion appendage to the operation of other commercial interests of the licensee. The Commission has also voiced strong disapproval of the employment of restrictive practices by network organizations with respect to affiliated stations. Such anti-competitive practices as forced combination advertising rates for two or more broadcast facilities or for a broadcast facility and other news and advertising media and the wielding of influence by network organizations on the non-network rates of affiliates have also been disapproved by Commission decisions and rules. Increased competition has usually been associated with improved program service to the public.

It has been a basic policy objective of the Commission to encourage a large group of qualified persons to participate in television in order to obtain a high level of diversified service and program viewpoints. Competition in service and program viewpoints has been encouraged by prohibiting duplicate ownership at the individual community level and by limiting the overall number of broadcast facilities which can be owned or controlled by the same person. Further, in comparative hearings those applicants un-associated with or having the lowest degree of ownership and control over other broadcast facilities and non-broadcast communications media have been favored, particularly where such media are located in the same community as the television facility.

The Commission has defined the responsibility of the broadcast licensee as that of rendering the best practicable service to the community reached by his broadcasts. A preference has been recognized, therefore, for local ownership and control. Where two or more applicants are competing for the same channel, favorable consideration has also been given to the diversification factor. But since service to the public is the overriding criterion for selection, a good performance record of past programming which shows an ability to effectuate program proposals is also considered a strong basis for preference in comparative proceedings. The programming responsibility of the licensee is to be discharged within the broad framework of presenting a well-rounded program service suited to the needs and desires of the community served.

Within the broad limits of the well-rounded program doctrine, the licensee has the primary responsibility for selection of the programs presented over his station. Presentation of local live programming frequently has been emphasized by the Commission. Delegation of programming authority to non-licensees has been strongly disapproved. The Commission has recognized, however, that the network system of program distribution is an essential element in the American system of broadcasting. In discharging his public interest responsibility, therefore, the licensee of an affiliated station must have the privilege of final decision in the acceptance of network programs in order to maintain his ability to select programming consistent with a well-rounded program schedule for the particular community served. In pursuance, thereof, the Commission has established by rules and case doctrine limits to network control over affiliated stations so as to preserve for the affiliate a degree of freedom of selection which is consistent with utilization of broadcast facilities in the public interest.

D. Network Concentration and Control

The first issue considered in the report is whether the degree of concentration of control by networks within the telecasting industry is consistent with the public interest.

The essential business function of a television network is to provide a national advertising medium. Among national advertising media, television is the only one which makes it possible to convey the advertising message by a combination of sight, sound and motion. Television is sufficiently distinct from, and non-comparable to, radio, magazines, and other national media that most national advertisers look upon television as a complement to, rather than as a substitute for, their other forms of national advertising. The most appropriate "market" in which to measure network concentration is therefore the national television advertising market.

In additional to national television advertising on the networks, advertisers may obtain national television exposure on a "national spot" basis from a composite of individual stations. The concentration of control in this market which the network organizations have by virtue of their ownership of stations is not high. The networks have contractual relationships with affiliated stations that permit them, in effect, to act as the sales agent for the affiliates in connection with network time sales. Networks

also act as sales representatives for a small number of affiliated stations in connection with national spot sales. The concentration of control by networks in their capacities both as owners of stations and agencies is comparatively high; collectively, the three networks account for close to 70 percent of national television time sales, with CBS and NBC accounting for over 60 percent.

Network concentration is also measured in other relevant market dimensions. In terms of their share (by ownership) of total industry assets, total industry revenues, or the production of programs shown on the network, network concentration is not particularly high. In terms of one significant measure—the proportion of network programs during prime evening hours on television stations throughout the country—network concentration is very high. During the three prime evening hours subject to network option, the three networks account for close to 80 per cent of the total programs carried by commercial TV stations. The proportion is over 90 percent in the case of the "basic" stations of the CBS and NBC networks.

There is little prospect that a new national network can gain entry and approach the size of the existing networks until there are substantially more comparable station facilities than now exist in the top 50 or 100 markets of the United States. In markets with few firms and high profit levels, the entry of new firms is essential as a means of assuring a more effectively competitive situation. While "networking" profits, notably those of CBS and NBC, have risen to high levels in recent years, these are major obstacles to the entry of new firms. These barriers arise in part from the nature of the network-station affiliation arrangements and the mutual benefits derived therefrom, from the existing structure of A. T. & T. rates for interconnecting stations, and from certain economies of large-scale operations in "networking." The principal factor, however, accounting both for the high concentration in "networking" and for the effective barriers to the entry of new networks is the shortage of competitive TV station facilities in the VHF spectrum. These factors suggest that, absent a major technological change in the nature of the television industry or in the form of telecasting, "networking" will continue to be characterized by a small number of firms enjoying substantial profits without the possibility that new networks will be able to enter and compete for these profits. It is generally agreed that, the lower the degree of concentration and the more numerous the firms, the greater is the possibility of effective competition.

Specialized "Networks" May Add Competition

While there is little prospect in the near future that more effective competition can be obtained through additional nationwide networks, an additional competitive element exists in that the networks are in competition for national advertising business with the national spot system of advertising made up of national station representatives and independent program suppliers. Also, there is a prospect for the development of more limited or specialized "network" organizations such as National Telefilm Associates (NTA), Program Service, and the Sports Network. Although the existing degree of network concentration in the national television advertising market is high, whether or not the present structure of networking is compatible with the public interest in an effectively competitive television system cannot be conclusively determined until the possibilities of greater competition from national spot and specialized networking systems are examined. The concentration analysis, however, highlights the fact that the public interest in a workable system of competition can be achieved in part by encouraging competition between network and national spot television. In this connection, the network practices in affiliation, rates, option time, compensation, and other relationships with affiliated stations play a vital part, since they bear directly on the ability of non-network organizations to compete effectively with the networks.

E. Affiliation

Affiliating with a network has very significant effects upon the operation of a station. It determines in substantial measure the program service which the station offers to the public. It also determines in large measure the economic well-being of the station. Most stations consider network affiliation to be their most important single asset, next to the Commission license. The importance of network affiliation to station operation is such that a searching appraisal of network affiliation practices has been undertaken by the Network Study Staff. The broad policy issue involved is whether these practices properly serve the public interest.

In selecting affiliates, the general objective of the networks is to provide an advertiser with potential access to practically all television homes in the United States at a reasonable cost. To implement this objective, networks have developed criteria with respect both to the selection of markets and of the individual stations within a market, and regular procedures for processing affiliation decisions. The choice of markets has been based essentially on economic considerations with respect to market size, buying power, and growth potential. Selection of the affiliates within a market, in cases where alternative stations are available, has turned on a variety of complex factors, among them station ownership (by newspapers, multiple station owners, radio affiliates of the network), the physical facilities of the stations, and past broadcasting experience. A major criterion in affiliation decisions is the size of a station's unduplicated circulation. Duplicate coverage is considered wasteful and disadvantageous to the advertiser, and networks seek to maximize the extent of unduplicate coverage. Many affiliation decisions have turned on the circulation factor. However, the criterion of unduplicated circulation is not applied uniformly; in a number of affiliation decisions offsetting considerations may be involved. Moreover, a station's circulation is far from being a simple or readily determined measure, and the networks exercise considerable latitude and business judgment in applying this criterion.

One of the criticisms directed against networks is that they have "discriminated" against UHF stations, thus impeding the development of the UHF service and the possibility of achieving a nationwide, competitive television system. In the face of widespread ownership of sets equipped to receive VHF signals only, UHF stations have needed substantial network programming as an incentive to the public to invest in UHF equipment. However, until UHF stations could deliver circulation, they were unable to compete effectively with VHF stations for advertiser acceptance or network service. Within the context of a competitive market system, the networks preferred VHF stations, with larger circulation, to UHF stations as the most economical way of reaching a large audience at a low unit cost. May UHF stations were unable to obtain network affiliation or, if affiliated, to obtain sufficient network commercial orders from advertisers. This has been an important factor in the limited development of the UHF service. The VHF band was the first to be utilized and television sets were equipped to receive signals broadcast only in this portion of the spectrum. A high stage of technological and economic development was reached in this frequency band before allocations to television were made in the UHF band. The more advanced development of VHF has made it difficult to achieve comparable development of UHF. The UHF problem was aggravated by the assignment of VHF and UHF stations in the same markets and by the continued manufacture of sets equipped to receive VHF only. Given this situation, the business interests of national advertisers, and hence of the networks, dictated primary reliance on VHF facilities.

Another criticism of networks has been their alleged unwillingness to affiliate with stations in small markets. As in the case of UHF, a conflict exists between the public interest in maximizing the number of communities with

local TV outlets and the economic interests of network advertisers. Network advertisers are most concerned with access to the top 75 markets; their interest in markets below this level decreases proportionately to market rank. As a result, it may be unprofitable for networks to affiliate with stations in some of the smaller markets. Even if the small-market stations do obtain affiliation, they are ordered for, and therefore receive, only a minor proportion of the network's commercial programs. CBS and NBC have established plans designed to extend affiliation to small market stations and to increase the opportunities for these and other affiliates to carry network programs. In some respects, however, they illustrate the underlying economic difficulties of aiding small market stations and of increasing the access of affiliates to the network's commercial program service.

Network Affiliation Criteria Reviewed

Another issue is the soundness of the network criteria governing affiliation with stations in communities within service range of affiliates located in nearby communities. Unavailability of affiliation may deprive "overshadowed" communities of local television outlets, despite the fact that these cities may be of substantial size. There is some doubt whether the networks have followed well-defined and consistent affiliation criteria in these cases. There is a question whether the influence in these affiliation decisions of discussion with existing affiliates in the "overshadowing" communities is consistent with the Commission rule requiring that network affiliation in such cases be a unilateral decision. In addition, there is a question whether appropriate measures of overshadowing are used; whether, for example, consistent consideration is given to the quality of service available to the public, or undue attention is given to protecting the service areas of basic stations.

In choosing among stations competing for affiliation, the networks, particularly CBS and NBC, have, as a matter of policy, strongly preferred those television licensees who were also their radio affiliates in the same market. This policy has served the radio and television interests of the networks and of their radio affiliates. However, the joining of radio and television interests in the affiliation process has not served to promote competition among stations for network affiliation, nor among networks for affiliates. Thus, the late DuMont Television Network, which was not in radio "networking," was at a competitive disadvantage in seeking access to television stations which were also long-time NBC or CBS radio affiliates.

At least one of the networks has demonstrated, in its affiliation criteria and decisions, a preference for multiple-station owners over single-station owners. The basis for this preference is the advantages that may accrue to the network from affiliation with other of the stations held by the multiple owner. This preference is contrary to the Commission's policies of promoting local ownership and the widest diversification of ownership in the television medium. Also, the preference granted to multiple owners effectively hinders competition among stations for affiliation; a licensee having a scarce facility in one community thereby obtains an unwarranted advantage in the competition for affiliation in another community.

A network expects its affiliates to cooperate in clearing time for network commercial programs. This cooperation is well understood by the stations entering into an affiliation agreement. On some occasions, however, at least one of the networks has sought to exact a promise from a prospective affiliate in a market with scarce facilities that he would serve as a "primary" affiliate of that network and grant the bulk of his clearances to it rather than to other networks. This practice appears to contravene the intent of Chain Broadcasting Rule Sec. 3.658(a) which prohibits any agreement or understanding, express or implied, preventing or hindering a station from accepting programs from more than one network.

Another issue closely tied in with the general affiliation process is what the length of the term of affiliation should be. The Commission currently prescribes that each term shall not exceed two years, although no limit is placed on the number of times the contract may be renewed. Each of the networks has different policies with respect to the effective term of its contracts, both in the "standard" contracts and in the many exceptions that are made. Some persons in the industry have expressed the view that the Commission should permit a longer affiliation term. At issue are two different policy approaches. On the one hand, a longer affiliation term is advocated, by some stations, on two grounds: it would provide the affiliate with greater security, so that he could make the long-term capital investments necessary for programming in the public interest; and it would strengthen the bargaining position of affiliates in relation to the networks. On the other hand, a longer contract term tends to lessen the competitive opportunities for changes in affiliation. A two-way competition among networks for affiliates and among stations for network affiliation should stimulate networks and stations to improve their service to the public.

Network affiliation contracts grant the affiliate a "right of first call" with respect to network programs offered in its community. The intent of this policy is to have the affiliate serve, insofar as possible, as the exclusive distributor of network programs in the station's coverage area. An affiliate is, in effect, the network's "chosen instrument" in a community. While this relationship serves the interest of both network and affiliate, it severely limits the access of unaffiliated stations to network programs. In the view of the Network Study Staff, the "right of first call" is an essential feature of network operations, and elimination of it might undermine the network system and jeopardize the supply of popular and public service network programming. On the other hand, once a program has been rejected by the primary affiliate, it should be made available to another station in the market if the network advertiser so desires. In these circumstances, the networks have sometimes sought to discourage the advertiser from placing his program on another station in the market. Occasionally, the networks have had discussions with their primary affiliates with respect to such program placement that appear to be incompatible with the Chain Broadcasting Rules. Similarly, the networks attempt to protect the territorial exclusivity of their affiliates by discouraging advertiser placement of the same program on more than one station in the same general area.

F. Option Time

The standard affiliation contracts provide that the affiliate will accept and broadcast all network programs offered to it during certain hours of the broadcast day, known as network "option time." Under Section 3.658(d) of the Commission's Chain Broadcasting Regulations, network option time is restricted with respect to the number of hours that may be made subject to the network option, the amount of advance notice required before the option may be exercised, and the rights of the affiliate to reject network programs for specified reasons or to substitute therefor a program of outstanding importance. Also, a network cannot exercise the option right to preempt time in which the station is broadcasting the programs of another network.

The option-time arrangement has been the subject of considerable controversy. Film syndicators, national station representatives, and an independent station manager have appeared before Congressional Committees or the Network Study Staff to attack the practice as a *per se* violation of the antitrust laws or as a competitive restraint. The three networks, and representative groups of their affiliated stations, have defended option time as essential to the functioning of the existing system of network broadcasting and as consistent with the station's responsibilities to program in the public interest.

The option time right of the networks is a limited one. Only three hours in each of the four segments of the broadcast day may be optioned by a station to any or all networks. Legally, the station retains the power to reject network programs if deemed unsatisfactory, unsuitable or contrary to the public interest. In practice, network programs are frequently rejected without any specification of the reasons involved. Programs straddling option and station time fall into a special category. Technically, problems of time zone differences and daylight saving time make it difficult to utilize the option-time hours to maximum advantage in some markets.

The networks very seldom invoke their option-time rights, and there has never been a legal contest of these rights. Option time does not generally play an important part in the network's efforts to obtain station clearances for its programming, for a variety of reasons. From a mechanical standpoint, option time has no appreciable effect on the time required to complete the clearance process. Emphasis on option time might complicate the network's efforts to arrange clearances for its programs originating outside of option-time hours. Also, the network is aware that stations have many affirmative reasons for desiring a large schedule of network programs, and in this situation it has other and, in the aggregate, more influential bargaining powers in its efforts to effectuate clearance. Finally, the network-affiliate relationship is, to some extent, looked upon by both parties as a "partnership" arrangement. Mutual cooperation is required, and this necessitates that the option time clause be administered, flexibly.

Option Time and Clearances

Despite these qualifications, most affiliated stations feel a stronger obligation to clear for programs originating in option time than for those originating in station time. Option time is more frequently alluded to in station responses to network requests for clearance, and is used by the stations as a means of safeguarding the hours specified as station time from further "encroachment" by network programming. Option time, therefore, has some effect on the network's ability to arrange program clearances, as is confirmed by a comparison of average program clearances during option and non-option hours. However, it does not appear to be the most important factor in the clearance process. Program quality and the programming of competing networks bring about substantial variations in the clearance record of individual programs, both within and outside of the option-time hours.

Since the contractual provision of option time has created some obligation on the part of affiliated stations to clear for network programs, the station licensee is not entirely free to exercise his judgment with respect to program selection. Most stations do not simply "plug into" the network but act with considerable discretion in accepting or rejecting network and other programs. Nevertheless, as a result of the option time provision, affiliated stations accept some network programs that they would not otherwise carry, or else that they would otherwise carry on a delayed basis. To this extent, the station licensees have relinquished some of their programming responsibility to the networks. If this were not the case, option time would be of no effect in the clearance process and the networks would have no reason for including option time clauses in the affiliation contract.

Other business groups competing with the networks or with advertisers using network television have been placed at a competitive disadvantage through network option time. Producers and distributors of syndicated film programs (designed specifically for television) have had only very limited access to the broadcast schedules of affiliated stations during the most desirable viewing hours. For this and other reasons, these producers and distributors have tended to favor direct sale to the networks or to network advertisers, and the quality and quantity of syndicated film programming have been reduced below what they would otherwise be. Similarly, national station representatives have been handicapped in their efforts to sell program time periods in competition with the networks, since the most desirable periods are under option to the networks. National, regional, or local advertisers seeking access to television in competition with network advertisers have also been placed at a competitive disadvantage. Although other (and in some cases more important) factors are also involved, option time has acted to some extent to restrain competition in a manner contrary to the public interest in each of these areas.

It is not apparent that option time is necessary or essential to network operations. Since stations clear more readily during the option-time hours, the arrangement is clearly a business convenience of some usefulness to the networks. That it is not essential is evidenced, among other things, by the fact that both CBS and NBC are now programming to a considerable extent in station-time hours. Some "erosion" of clearances might occur without option time, as stations made their programming decisions with greater freedom. On the other hand, there are many reasons for believing that program clearances would remain at high levels, particularly if the quality of network programming is maintained. Relatively few programs require the simultaneous live clearances for which option time is most useful. It is also possible that network clearance outside of option time would be improved if the distinction between "network option" and "station time" were no longer recognized.

Acceptance of the argument that option time is "essential" to networking would necessitate various forms of direct network regulation—however undesirable some of them might appear—to make certain that the quasi-monoply power conferred on the networks was exercised in the public interest.

An antitrust analysis of option time on the basis of court decisions reached subsequent to the promulgation of the Chain Broadcasting Rules indicates at least a strong possibility that it would be found to be a *per se* violation of Section 1 of the Sherman Act on analogy to the motion picture "block-booking" practice condemned in the *Paramount* case. Substantial support for each of the elements of the "block-booking" formula can be demonstrated. While there is clearly a large area of mutuality of interest in network-affiliate program transactions, there is also an area of conflict. At least a limited number of network programs are apparently forced upon some stations. This situation might prove sufficient to satisfy the elements of the "block-booking" doctrine.

For the reasons given above, the Network Study Staff has concluded that the option time arrangements have operated in television in a manner contrary to the public interest.

G. Rates

One of the most significant functions attributed to networks under the affiliation contract is that of establishing the time rate of each affiliate for sales to network advertisers. The network setting of rates raises a number of important policy issues, the first of which is whether it is appropriate or necessary for the networks to exercise this function. The Network Study Staff concludes that network determination of the level of network rates appears to necessary for several reasons: to handle overlapping circulation between affiliated stations so that the advertiser does not pay twice for the same circulation; to provide a uniform method for estimating circulation in order to avoid arbitrary rates on the part of individual stations which might prejudice the interests of other affiliates; and to translate circulation data into a rate structure that is competitive with other networks and other advertising media. At the same time, the financial stake of the network in obtaining the highest possible level of network rates provides some assurance that it will set rates in a manner compatible with the general interests of the affiliates as a whole.

Another issue considered is whether the networks act arbitrarily with respect to individual stations or otherwise against the public interest in their determination of the network time rates of affiliated stations. The available evidence indicates that networks have attempted to establish objective bases for measuring circulation and translating circulation data into rates through the use of a rate formula. In addition, the networks have taken into account various other qualitative factors in setting rates, and these factors have influenced both the timing and magnitude of particular rate changes. Some of these factors, such as the competitive situation with respect to other networks and advertising demand, appear to be reasonable. However, the practice, extensively followed by each of the networks, of using rate decisions as a lever for obtaining clearances from affiliates is, in the view of the Network Study Staff, contrary to the public interest. Moreover, it appears that the networks, on occasions, have used their rate-making powers to influence affiliates in respect to their clearance of programs of competing networks. Such a practice appears to be contrary to Section 3.658(a) of the Commission's rules. In addition, networks do not appear to have kept their affiliates adequately informed of their rate criteria and rate procedures. Some stations have engaged in the practice of making the acceptance of a network program or programs conditional on the granting of a network rate increase; this practice is also inconsistent with the public interest.

Rate-Fixing Restrictions

As a result of the Chain Broadcasting Investigation of 1938-41, the Commission adopted a rule prohibiting a station from entering into any contract or agreement with a network that hindered it from fixing or altering its national spot or local rates. The broad purpose of the rule was to prevent the networks from taking actions that would influence or restrict the freedom of the station to fix independently its rates for competitive non-network business. All of the networks have engaged in practices which are contrary to the broad purpose of this rule and to the public interest in the maintenance of free competition. These practices have acted to restrict the freedom of the station to fix its national spot rate at will and to enter into competition with the network should it choose to do so. In the case of CBS and ABC, evidence exists that the networks have used their power to fix network rates in order to influence the level of the stations' national spot rates in a manner which raises a question with respect to violations of the Chain Broadcasting Rules, and possibly also of the antitrust laws. In addition, NBC and CBS have adjusted the level of national spot rates of their owned and operated stations in order to influence the national spot rates of their affiliates.

In attempting to influence, directly or indirectly, the level of national spot rates fixed by their affiliated stations, the networks have had two objectives in view: 1) to reduce competition between national spot and the networks for the business of national advertisers; and 2) where a direct loss of business to national spot was not involved, to maintain a rate relationship that would not provide network advertisers with a basis for seeking a reduction in the level of rates set by the network.

There is no specific Commission rule with respect to rate competition among the networks, but the relevant portions of the antitrust laws are applicable to network activities in this area. The CBS and NBC networks compete freely with each other with respect to the establishment of network rates. The Network Study Staff has found no evidence of any understanding or agreement between the networks that would interefere with or restrain this competition. The ABC network competes with CBS and NBC by setting lower rates for its affiliated stations. ABC has sometimes engaged in the practice of consulting with the other networks with respect to their rate plans prior to taking action on the network rates of its own affiliates. The other networks have cooperated in providing the desired information. This practice among the three networks is not compatible with the Commission objective of preserving free competition and may have antitrust implications.

H. Compensation

The revenue obtained from network time sales is shared between the network and its affiliates on the basis of a compensation formula which is specified in each affiliation contract. Typically, the station agrees to waive compensation for a designated number of commercial broadcasting hours, called "free hours." After the free-hour waiver, the station receives a specified share of the gross network time billings or of its card rate for commercial-network broadcasts. Each network has one or more "standard" compensation formulas, to which a number of exceptions are made in particular cases.

It has sometimes been alleged that the networks, by virtue of their bargaining position, retain an unreasonably large share of the receipts from network time sales. On the average, the station receives less than 30% of the proceeds from the sale of its time by the network. However, from the network's share must be deducted discounts to the advertisers, commissions to the advertising agency, and the substantial costs incurred by the network in leasing the interconnection facilities of the A. T. & T. In addition, the network incurs financial losses in its program service, most of which is provided to the station without direct charge. Network affiliated stations in the large markets of the country have earned substantially higher profits than the networks, or than the networks and network-owned stations combined. The available evidence, therefore, does not indicate that the network's share of network time sales is unreasonably large.

The differences in compensation arrangements within each network have resulted in some cases in substantial differences in revenues received by individual stations. To some extent, these differences are based on the relative cost, or on the relative profitability, of the station to the network. The networks tend to provide more favorable compensation to the larger stations, from which they, in turn, earn a larger profit. However, there is no systematic relationship between cost and/or profitability to the network and the observed variations in compensation provided to particular affiliates. Other considerations are also involved, which relate to the bargaining strength of particular affiliates and to the competitive situation with respect to program clearances. Affiliates in important single-station markets, as well as large multiple owners, have succeeded in obtaining more advantageous terms than the standard formula. The networks have agreed to these terms, or in some cases initiated them, in order to protect and improve their station clearances at the expense of competing networks or other program sources.

To some extent, preferential compensation arrangements are inherent in the business framework of the industry, and all differentials in compensation provided to individual stations could not be eliminated without imposing a serious competitive handicap on the smaller networks and network-type organizations. On the other hand, preferential compensation arrangements can have practical competitive disadvantages, as when they are given to multiple-station owners. In addition, there is an objection in principle to having program clearances based on financial rewards rather than program suitability in the public interest. Sliding-scale or "incentive" types of compensation formulas—which, except for the "free hours" arrangement, are thus far used by the networks only to a limited degree—are potentially open to serious abuse through their effect on the programming freedom of the station licensee.

I. "Must Buy"

The CBS and NBC networks have a sales policy that requires network advertisers to order a specified minimum group of stations. These are referred to as "basic" or "basic required" stations, and the sales practice is commonly known as the "must buy" policy. The ABC net-

work has a somewhat different arrangement, called the "minimum buy" requirement. The latter requirement is fixed in terms of gross dollar cost, that is, the network advertiser must purchase stations the aggregate rates of which are at least equal to the prescribed dollar minimum, but is not required to purchase any designated station.

The "must-buy" practice dates from the early days of radio. With the rapid economic changes in the radio medium since the war, the radio networks have virtually abandoned the practice. Recently the "must-buy" requirement of network television has been criticized as a violation of the antitrust laws and a restraint upon the advertiser and the independent station. The question has also been posed whether the network's power to select the affiliates to be included in the "basic" group has been used in a manner consistent with the public interest. Whether or not the "must-buy" requirement may be considered to be "essential" to the network operation is also a pertinent question.

NBC and CBS have established objective criteria for the selection of the particular affiliates that comprise the "basic" groups. These criteria, which relate primarily to the importance of the station as part of a national advertising medium, are followed closely in most cases. A few stations have been included in the list although not qualified under the principal standards. Exceptions to the requirement have been granted to individual advertisers, in infrequent instances.

NBC and CBS Basic Groups

The large majority of network advertisers order substantially more than the required minimum number of basic stations. A few network advertisers have probably been required to order a somewhat larger line-up of stations as a result of the "must-buy" policy. However, these advertisers are clearly in the small minority. A greater problem for advertisers has been created by the requirement of NBC and CBS that a designated group of basic stations be purchased. In some cases, the basic stations have been selected by the network on grounds that do not reflect the relative value of the station to national advertisers. Also, not all national advertisers have sufficient distribution in all of the basic markets to warrant their inclusion in the network order. However, the large majority of network advertisers are willing to order the large majority of the basic stations.

Small national advertisers may be placed at a slight additional handicap relative to larger national advertisers as a result of the "must buy" and "minimum buy" requirements. Fundamentally, however, there are other and more important economic reasons why relatively few small advertisers use network television.

The final decision regarding the inclusion of stations in the basic list rests with the network. There may be considerable discussion with individual stations concerning their inclusion in the list. Except in the largest markets of the United States, stations receive more orders as a result of their inclusion in the basic group than they would otherwise. Stations are therefore anxious to be included and retained on the list. This situation gives the network an additional bargaining advantage in its relationship with affiliated stations, an advantage which the network may use in order to obtain better clearances for network programs. As a consequence, some affiliates are led to accept network programs that they might not otherwise be disposed to carry, or would otherwise carry only at a delayed time.

There is no evidence that independent stations are placed at a competitive disadvantage to a significant degree as a result of the "must buy" policy. The principal reason that most independent stations have very little opportunity to carry network programs is that the network's primary affiliate in the area has a right of first call with respect to all network programs.

The networks have taken the position that the "must buy" practice is necessary in order to define the contours of a national network and to prevent the fragmented sale of the network on an uneconomical basis. Little support can be found for this position. While fragmented sales that would not permit recovery of the network's fixed costs would clearly be uneconomical, it is not the "must-buy" policy that prevent such sales from taking place. The size of advertiser orders is determined primarily by the economics of the television market, and has little to do with the basic-required policy. At present, most network advertisers voluntarily order considerably more than the required line-up. If most advertisers were prepared to order only much smaller line-ups, the networks could not, through the "must-buy" practice, compel them to do otherwise. Without the "must-buy" requirement, networks would still be free to require that all orders must be acceptable to the network. Presumably only orders which represented a reasonable national coverage would be acceptable.

There is no direct relationship between the revenue from the basic-required list and the fixed costs of the network operation. The list is selected on the basis of criteria unrelated to these costs, and the revenues obtained are in fact far in excess of the overhead or fixed costs of networking. In general, there is no apparent need for the network to select the particular affiliates to be included in the required group. The principal reason for originally doing so—the need to recover the expense of costly segments of the transcontinental cable—ceased to be an important factor several years ago. It is possible that there is a somewhat greater need for the network to be able to designate required stations in connection with multi-weekly programs sold in small time segments and sponsored by a considerable number of different advertisers.

An anti-trust analysis of the "must buy" practice creates serious doubt as to its legality. At least three doctrinal variations of a *per se* violation under Section 1 of the Sherman Act appear applicable to the "must-buy" practice: "tie-in" arrangements as described in *Times-Picayune Publishing Co. v. U. S.;* "tie-in" arrangements as described in *United States v. Northern Pacific Railway Co.;* and the "block-booking" formula of *United States v. Paramount Pictures, Inc.*, based on the finding that the grant of a broadcast license involves the conferral of a limited monopoly. The "must-buy" practice, therefore, presents a substantial antitrust question.

It cannot be said that the "must-buy" practice constitutes a major problem, from the point of view of networks, stations, advertisers, or the public. Nevertheless, the practice has been found to be a restraint on the freedom of some advertisers. Of particular significance, it has given the network a bargaining power in its relationship with affiliated stations that has not always been exercised in a manner consistent with the public interest.

J. Network Representation of Stations in National Spot Sales

NBC and CBS operate spot sales services in radio and television. These spot sales organizations represent the networks' owned and operated stations and a small group of affiliated stations in national spot business. ABC does not have a spot sales organization. In the national spot field its owned and operated stations are handled by independent national representatives.

The propriety of network representation of stations (other than network owned and operated) in national spot business was not discussed during the Chain Broadcasting Investigation of 1938-41 and is not the specific subject of any Commission rule. In 1948-1949 the Commission held a hearing pursuant to a complaint from the National Association of Radio Station Representatives to the effect that network representation in national spot sales was contrary to the purposes of the Chain Broadcasting Rules and otherwise against the public interest. The Commission decided that no violation of the rules was involved, but made no finding as to whether the practice was otherwise contrary to the public interest or whether new rules should be adopted.

The broad policy issue involved is whether the public interest is served by having the networks engage in the representation of stations in the national spot field, which

is in direct competition with network television for the business of national advertisers. In this connection, two issues are examined: a) whether the networks, by virtue of their strong bargaining position in relations with affiliated stations, restrain competition with independent national representatives for the business of representing affiliated stations, in a manner contrary to the public interest; and b) whether the networks restrain competition for national advertising business by their national spot activities with respect to rates and/or programming, in a manner contrary to the public interest.

The networks do not occupy a dominant position in the national spot representation business. Only a small number of stations are represented by the networks, about half of which are network owned and operated stations. Because of their strong position in affiliation and other relations with many stations, the networks are clearly in a position potentially to restrain competition by soliciting or accepting the representation of substantially more stations than at present. As a matter of deliberate policy, first enunciated by CBS in 1948-1949, the networks have not exercised this latent power and have never represented more than 15 TV stations.

No affirmative reasons have been found for permitting networks to engage in national spot representation other than for their owned and operated stations. The networks state that their national spot and network organizations are administered separately and compete actively with each other. There is a strong *prima facie* case that a corporation cannot compete effectively against itself. In practice, the spot sales and network units have worked together cooperatively on some rate matters. In the case of CBS, this cooperation embraced a "campaign" to equalize national spot and network rates for the purpose, and with the effect of restraining competition between network and national spot sales. In these instances the network's spot sales organization was acting in the interest of the network and contrary to the interest of the represented stations. There is no evidence that a similar situation has prevailed with respect to the limited part played by the networks' spot sales organizations in station programming decisions.

K. Interconnection

A central element in networking is the interconnection of stations, which permits simultaneous broadcasting of network programs in communities throughout the nation. The networks, themselves, do not provide the interconnection facilities but are customers of the AT&T System, which interconnects most network affiliates by coaxial cables or by microwave radio relays. The three television networks in total paid approximately $35 million for use of these facilities in 1956.

The ready availability of program transmission facilities at reasonable rates is essential to the growth of "networking" and to the development of a competitive television industry. Stations in smaller communities and less populous areas must somehow economize on interconnection costs if they are to obtain network affiliation and network programming on a remunerative basis. A number of stations have objected both to the rate level and to the rate structure of the AT&T. In connection with the latter, it is alleged that the rate for occasional use is unduly high, thus hampering stations in obtaining network business and developing local, live, remote programming. Moreover, smaller networks and other organizations with limited program offerings appear to require a rate structure more closely tailored to the realities of their initial programming schedules, as well as equitable access to the interexchange facilities.

The reasonableness of the rate level and the rate structure of the AT&T for interconnection facilities are before the Commision in Docket No. 8963. As another solution, at least in part, for the need of smaller stations to economize on line costs, it is proposed in Docket No. 11164 that stations be permitted to construct and operate private relay facilities, despite the availability of AT&T facilities.

Since these matters are now before the Commission, the Network Study Staff has not attempted an appraisal of the conflicting views of the broadcasters and the Telephone Company with respect to the issues either of rates or of private relay facilities. The Study Staff is of the view, however, that the issues involved have substantial implications for network entry and access of stations in small markets for network programming. Hence, they merit Commision resolution at an early date.

L. Multiple Ownership

One of the principal problems confronting the Commission is that of determining the number of television stations which any one interest should be permitted to own.

A number of Commission doctrines point to a policy of limiting the extent of station ownership by any party. One such doctrine is that broadcasting stations should be locally owned. The Commission has sought to achieve for stations the character of local institutions having a "grass roots" interest in the service and program needs of the community. A second Commission doctrine limiting multiple ownership is that ownership of stations should be diversified in order that the variety of opinion, program, and service viewpoints may be maximized. Closely related to the diversification doctrine is a third Commission doctrine designed to prevent monopoly or concentration of economic power contrary to the public interest.

Carried to their logical conclusion, these doctrines would result in a "one to a customer" limit on station ownership. However, the Commission has balanced these doctrines with that of favoring an applicant having a sound record of past performance, and with other competing doctrines. This equipose of doctrines has resulted in the current Multiple Ownership Rule, under which a maximum of seven TV stations may be owned by one licensee, no more than five of which may be in the VHF band. Within this seven-station limit, the rule envisages consideration of applicants of station owners for the acquisition of additional stations on a case-by-case basis. In practice, however, no applicant having less than the prescribed maximum has been denied an additional station on multiple-ownership grounds. In part, this is due to the fact that in cases where a licensee seeks to purchase an additional station, the Commission is precluded, under the MacFarland Amendment, from considering the qualifications of other potential purchasers in a comparative hearing.

Notwithstanding the limitation imposed by the Commission multiple ownership of television stations has grown greatly and the trend is toward a multiple-unit system of station broadcasting. Of the 468 commercial stations on the air in November 1956, over 40 percent were held by multiple station owners. Multiple owners tend to concentrate their holdings in the top markets of the country, where station ownership is the most profitable. In the top 25 markets, serving half the population of the United States, 70 percent of the stations were held by multiple owners. Indications are that, to the extent permitted by Commission Rules, the proportion of multiple ownership in desirable markets will continue to rise. The image of an individual station owner, devoting his efforts in television to serving a single community which he has been licensed to serve, is a myth for most large cities, and, hence, for a majority of the listening public of the United States.

Multiple-station owners, by bargaining with networks, national spot representatives, and independent program suppliers for their group of stations as a whole, have been able to obtain more favorable terms, which give them a competitive advantage over single-station owners in the same communities. This is the principal manner in which multiple ownership has had an impact on competition in the market place. The competitive advantage of multiple owners may be one of the factors encouraging the trend toward multiple ownership and further concentration of control in the broadcasting industry.

While the capabilities of particular multiple owners to perform broadcasting service are difficult to appraise em-

pirically, or to compare with those of single-station owners, there is not strong evidence that multiple owners, *per se*, serve the public interest more effectively than single-station owners. The character, ability, resources, and interest in the community served may be of greater significance than the broadcaster's status as a multiple- or single-station owner. Any realistic comparison can be made only in a factual setting involving a comparative contest between a multiple- and a single-station owner for a station license in a specific market. All broadcasters were at some time inexperienced persons seeking entry to this field of service. While it is appropriate to give some weight to past favorable performance, this should not be given such weight that multiple ownership is increased and other entrepreneurs desiring to make a contribution to broadcasting are denied entry. Permitting licensees to own two UHF stations in addition to the five VHF stations has not resulted in an encouragement of the UHF system to a significant degree.

Networks are now subject to the same Multiple Ownership Rule which applies to non-network multiple owners. The networks state that network ownership of stations is essential because of the need to obtain a stable source of financing to support high-risk networking operations. Network-owned stations are also said to be laboratories for program ideas and talent, and are said to serve the local community interest well.

On the other hand, there may be an area of conflict of interest between the networking operation and the network's ownership of stations which it would be in the public interest to avoid. Also, network ownership of stations may impede the entry and growth of new networks and program services. In addition, since the network-owned station automatically becomes the network's outlet in the market, acquisition of a station by a network may result in the displacement of an existing affiliate even though it has been properly serving the network and the viewing public.

The need for income from station ownership in order to support the networking operation is much less apparent today, in the case of CBS and NBC, than it was during the developmental years of television. The substantial income earned by the networks on network time sales has more than offset the risks and losses in programming and made it possible to earn high profits on networking as such. Also, to the extent that additional capital resources may be required, conventional means of financing and the resources of the parent companies of the networks are available. On the other hand, the need for station ownership as a source of income to support networking may be greater, at least temporarily, in the case of ABC or new networks or network-type organizations seeking entry. Also, it is important that caution be exercised lest the ability of the networks to provide quality programming and to experiment with new program concepts be reduced below a level consistent with the public interest.

M. Radio

The Network Study Report has been concerned primarily with television because of its relative newness, the urgency of the problems associated with it, and the absence of any Commission regulations designed especially for television.

A cursory review of changes that have occurred in the field of AM radio broadcasting since 1938 reveals a very marked increase in competition. In the case of radio stations, increased competition has resulted both from a large increase in the number of stations and from the development of television. In the case of radio networks, increased competition has come from the growth of television and the greater independence of radio stations as a result of low-cost program alternatives to the networks.

The kind of competition that has developed appears to be healthy. While it has reduced the power of networks, there appears to be nothing in the current situation to suggest the demise of radio networks. It is reasonable to believe that the ingenuity of networks will provide new methods for servicing station affiliates and the radio listening public—and at a profit to themselves.

The Congress and the Commission have historically placed major dependence upon competition as a regulator of radio broadcasting in the public interest. In the case of radio, it has been possible to provide a plentiful supply of frequencies for local use. These have been available to qualified entrepreneurs willing to compete with others for audience and advertiser favor. Results of the past several years would indicate that rules established by the Commission have helped to provide an environment which has been conducive to effective competition. It should be recognized, however, that the Network Study Staff has not undertaken an exhaustive study of the current status of radio and all of its components. There are important problems in the radio field that require detailed study by the Commission.

N. Application of Commission Rules and Regulations to Network Organizations

The Chain Broadcasting Rules apply directly to stations and indirectly to networks. However, they are intended, for the most part, to achieve for stations freedom from undue network influence in designated respects, so that the stations may exercise their duty to broadcast in the public interest. An issue has arisen as to whether the Commission's public interest objectives can be achieved by applying its rules to stations or whether they can only be achieved by applying them directly to networks.

Various Commission policies are infringed in some degree by the network structure and practices. For example, the responsibility of stations to broadcast in the public interest is affected by network practices which contribute to the very high percentage of station time occupied by network programming, particularly during prime viewing hours when the audience is greatest. The Congressional and Commission policies of achieving regulation through competition among components of the industry are affected by the strong position of the networks in bargaining with many affiliates, by the technical barriers to new network entry due to the scarcity of viable VHF outlets, and by the limited opportunities for competition between network and non-network program sources due in part to the option time and other network practices tending to restrict competition. While some network activities have helped to develop a nationwide television system, others have operated in a contrary direction.

The touchstone of Commission policy is encouragement of broadcasting in the public interest. Just as the stations serve a public interest of their communities, the networks serve a national public interest in broadcasting.

The Chain Broadcasting Rules are addressed specifically to stations in some instances. They provide for the revocation of a station's license if, in effect, the station permits itself to be influenced by a network in designated respects. The proscribed conduct is, with few exceptions more likely to be initiated by a network than by a station. The recommendations in this Report for amendment to the Rules or adoption of additional rules, are likewise directed, for the most part, to conduct or potential conduct of networks. There are administrative and practical difficulties in effectuating Commission policy through application of some of these recommended rules to stations. With respect to the recommended rules relative to "must buy," there are legal difficulties, as well, in the absence of authority by the Commission to apply the rule to networks. There are similar difficulties in connection with any rule which might be proposed, as the result of a subsequent study of programming, in connection with the national public interest served by networks. Moreover, effective enforcement of rules is made more difficult when the party to which the sanction applies, the station, is not the party responsible for the conduct, and when the stations may be obliged, in the interest of the affiliation relationship, to submit to the inducement of the networks.

Power and responsibility go hand in hand; not weakness and responsibility. Decisions are more responsible when those who make them are answerable to those affected

by the decision and to the public. The networks, which are the strongest decision making component in the television industry, should be answerable to the viewing public through Commission policies expressing the public interest.

Application of Commission rules directly to networks does not affect the jurisdiction of the Department of Justice in anti-trust matters. However, it may have the practical effect of making antitrust actions more difficult to prosecute. This is because approval of industry practices through promulgation of rules by the agency charged with regulatory responsibility is a factor to which a court or jury is likely to give conscious or sub-conscious weight in determining whether such practice constitutes a violation of the antitrust laws. However, the Commission not only recognizes that it is under the obligation of maintaining a broadcasting system compatible with the antitrust laws, but also to promote the broader degree of competition among various components which assures the development of the broadcasting industry in the public interest. The gain from maintaining this public interest level of competition outweighs the possible loss in effectiveness of antitrust prosecution which application of Commission regulations to networks may entail.

Application of Commission rules to networks should be made only in those areas in which Commission objectives are infringed by network structure and practices. Whether effectuation of Commission policy requires a rule in a particular public interest area depends upon the circumstances in the industry, which undergo continual change. Hence, it is not possible to predict the complete range of potential future regulation. However, it would not appear that application of Commission rules to networks would involve the establishment of station rates, the division of compensation between networks and stations, or rules relevant to programming which go beyond balanced programming within the national public interest context.

It is very doubtful that the Commission has authority to apply rules and regulations directly to networks. In view of this and the fact that the Commission has for the past 15 years disclaimed this authority and has regulated networks indirectly through rules addressed to stations, the Commission rules should not be applied directly to networks unless and until the Congress expressly authorizes the Commission to do so.

The Network Study Staff concludes that the Commission's rules and regulations relating to network-station relations should be applied both to stations and networks; those applying only to network conduct should be applied exclusively to networks. Because of the problem of overlapping jurisdiction of the Department of Justice and the Commission relative to Communications matters having antitrust aspects, it is suggested that the official views of the Department of Justice be requested. Unless the adverse effect on prosecution of antitrust matters is greater than anticipated in this study, the applicable parts of the Commission's rules should, after appropriate authority has been obtained from Congress, be applied directly to networks.

II. RECOMMENDATIONS

In formulating the general philosophy underlying its evaluation and recommendations in the various areas under study, the Network Study Staff has been guided by the several doctrines through which the Commission, in the course of its administration of the Federal Communications Act, has given substance to the "public interest, convenience, and necessity." The fundamental objective of Commission policy is the best possible service to the public. The implementation of this primary objective has been sought through the policies of: 1) promoting competition and preventing undue concentrations of economic control; 2) diversifying ownership and control of broadcast facilities, and 3) fortifying the independence of station licensees in order that they may exercise a high degree of discretion in providing a service consistent with the needs and desires of the community reached by their broadcasting. In implementing these objectives, the framework of certain physical and operational conditions existing in the industry must be recognized. These are: 1) that television channels are limited, and that, in all probability, the present VHF structure constitutes the major portion of available broadcast facilities, 2) that the television industry will continue to be supported by advertising revenue, and 3) that the interconnected network organization will continue to be an essential component of the TV broadcast system. The task becomes one, therefore, of adjusting the primary regulatory policy objectives to the limits imposed by these basic conditions in order to attain optimum performance in the public interest.

The Commission's doctrines emphasize competition as the means through which the public interest in broadcasting can best be assured. The dominant theme of this Report is the importance of achieving or maintaining the conditions necessary for effective competition in the television industry. To this end a number of recommendations are made for the removal of practices, principally on the part of networks, which restrain or otherwise interfere with the free play of competitive forces. The option time and "must buy" practices, and the use of network rates, including those of network-owned stations, to influence national spot rates are examples of practices of this kind. Some of the proposals of the Network Study Staff with respect to the prohibition of competitive restraints are designed to promote competition among the existing networks and to increase the possibility of competition through the entry of new networks. Other proposals are designed to increase the effectiveness of competition between "networking" and the national spot "system" of telecasting. Since there are only three major national networks, with little prospect for a fourth in the near future, the principal thrust of policies aimed at providing more effective competition must be in this direction.

FCC Rate Regulation Rejected

Consistent with this basic reliance on the competitive process as the best means of safeguarding the public interest, the Network Study Staff has recommended that the Commission not become directly involved in reviewing, with the purpose of approving or disapproving, the detailed business decisions of the networks. The Staff believes that such day-to-day judgments must be left to the forces of the market place, and that the role of the Commission should be confined, to the extent possible, to the prohibition of practices which restrain competition or are otherwise contrary to the public interest. Thus, the Network Study Staff has rejected such alternative recommendations as a rationing of the time of stations among the existing networks and other program suppliers, and Commission review of individual network decisions with respect to network rates, compensation arrangements, and affiliation or disaffiliation actions.

It must be recognized, however, that even if all of the existing competitive restraints were removed, the bargaining positions of the various parties would remain disparate. Although networks and their affiliated stations have a large area of mutual interest or "partnership," they also have conflicting interests. In this area of conflict, where use of the stations' facilities for competing with non-network groups may be involved, the major networks are likely to be in a strong bargaining position in many market situations. When disparate positions exist, it is imperative to insure that bargaining power is not used in ways that are incompatible with the public interest and impinge upon Commission policy. The prohibition of restrictive practices, as summarized below, will serve this end. In addition, the Network Study Staff has recommended that the salutary effect of publicity of network policies be used, in lieu of specific regulations prohibiting restraining practices, whenever it appears that publicity will achieve the objectives of the public interest. The possibility of arbitrary, discriminatory or restrictive action in such areas as affiliation, disaffiliation, rates, and compensation can be substantially reduced if adequate publicity is given to network actions. In this way, these in-

dustry practices will tend to be self-regulating, and bargaining power may be kept within reasonable bounds without further Commission action.

Another fundamental Commission doctrine, to which the Network Study has sought to give added strength through its recommendations, is that the station licensee must ultimately bear the responsibility for programming in the public interest the facilities licensed to him by the Commission as a public trust. This responsibility cannot be delegated to another party, nor should it be restrained by contractual or other relationships which interfere with its free exercise by the station licensee. Specific recommendations with respect to the option time and "must buy" practices and to network-station relations in the rate area reflect this underlying philosophy. Also, it has been recommended that, through its policy on the renewal of station licenses, the Commission insure that this responsibility is exercised in a manner consistent with the public interest.

A third Commission objective on which particular recommendations of the Network Study Staff are based is the establishment of a nationwide television system, providing the largest possible proportion of the population with at least one facility and as many additional communities as possible with two or more facilities. To a major extent, the establishment of a nationwide television system along these lines depends upon allocation policies with which this Study has not been concerned. Within the scope of the Study, attention has been focused on preserving the essential features of the "networking system," which has provided the best basis for extending a quality program service to stations reaching a very high proportion of the nation's television homes. This consideration underlies, for example, recommendations made with respect to the "right of first call" of network affiliates, to the "must buy" policy, and to the network ownership of stations within prescribed limits. In addition, various proposals are made concerning the access of independent stations and of stations in smaller markets to network programs and Commission action on the structure of AT&T rates with the intention of strengthening the financial and programming base of some of the station outlets required for a nationwide television system.

Another set of Commission doctrines with respect to the public interest have guided recommendations addressed to the growing problem of multiple ownership of stations. This includes the doctrine that the station, in order to fulfill its role as a local community institution, should be owned by local interests with roots in the community to be served; the doctrine that the public interest is best served by a diversity of opinions and program sources; and the doctrine that a concentration of economic control in the hands of a small number of ownership units is inconsistent with the public interest.

Against this background of the "public interest," the following recommendations are made with respect to Commission policies and procedures in the various areas embraced in this Study:

A. Affiliation

1. Networks should be required by rule to file with the Commission a full and detailed statement of the criteria governing their affiliation policies.

2. Networks should be required by rule to file reports with the Commission setting forth changes in affiliation as they occur and the basis of each change. The networks should also be required to report to the Commission all requests for affiliation and the disposition of such requests, including the specific factors used by the networks in granting or denying the requests.

3. A rule should be drawn specifying that networks may not use as a basis for affiliation the fact that a licensee is a multiple owner of television stations.

4. In connection with the proposed study of radio networking, particular consideration should be given to the effects on competition of the practices of the networks of holding open regular television affiliation until their radio affiliates have obtained competitive television facilities.

5. The practice of one of the networks of requiring certain applicants for affiliation to promise to serve as its primary outlets, to the exclusion of other networks, should be referred to the Commission for appropriate inquiry in the light of Section 3.658(a) of the Commission's rules. Similarly, further inquiry should be made by the Commission as to the policies and practices of the networks with respect to holding discussions with existing affiliates concerning the granting of affiliation to other stations.

6. The Commission should seek comments from all interested parties with respect to a proposal that networks be required to provide affiliated stations in markets not ordered by the advertiser the opportunity to carry the program with commercials deleted, upon reasonable payment by the stations to the network and the advertiser.

7. The Commission should not extend the present two-year maximum affiliation term.

8. The networks should be required by rule to report to the Commission their specific criteria for disaffiliation and should report each disaffiliation action and the bases thereof.

9. Pursuant to Recommendation numbered 3 above, the Commission should require by rule that networks may not use the criterion of multiple ownership as a factor in disaffiliating with a station, in order to affiliate with another station held by a multiple-station owner.

10. The networks should be permitted to continue to grant first call and territorial exclusivity rights in a community to an affiliated station.

11. The Commission should require by rule that if an affiliate is ordered for a network commercial program, but does not provide clearance satisfactory to the sponsor, the network in good faith should undertake to place the program in another station in the community, if the sponsor so chooses. If a clearance suitable to the advertiser can be obtained, the network should not, for a reasonable period of time, be permitted to recapture the program in order to place the program on its regular affiliate.

12. The Commission should require by rule that if an affiliate is carrying a network commercial program, but the advertiser wishes to have the program carried also on a station in another community, the network should undertake to place the program on the other station.

13. The practice of the networks of discussing with affiliated stations the proposed placement of network programs on non-affiliated stations should be examined by the Commission to determine whether such practice is consonant with Section 3.658(b) of the Commission's rules.

B. Option Time

14. The option-time arrangement between networks and affiliated stations should be prohibited by Commission rule. The proscription of option time should not be accompanied with any proposal to ration or otherwise limit the amount of programming that a station licensee may accept from any source. The language of the Commission rule should be phrased so as to preclude similar or more restrictive arrangements which might appear if option time is abolished.

C. Rates

15. A rule should be adopted requiring the networks to publish currently their rate-making procedures, including the circulation credited to each affiliate, the formula used for rate purposes, and all changes made in the network rates of individual affiliates.

16. The Commission should watch the development of the rate situation closely and continuously, but assume no responsibility for reviewing individual or general network rate decisions at this time.

17. New rules should be adopted, or current rules expanded, to prohibit any attempt by a network organization to influence the non-network rates of affiliated stations, and any attempt by a network to use the setting of network rates to influence station decisions with respect to program clearances.

18. The evidence with respect to possible infractions of Chain Broadcasting Rules 3.658(a) (through the use of

network rates to influence the station's acceptance of programs from another network) and 3.658(h) (through the use of network rates to influence the national spot rates of affiliated stations) should be referred to the Commission for appropriate action.

19. The evidence concerning possible violations of the antitrust laws with respect to network-national spot rate competition and inter-network rate competition should be referred to the Department of Justice.

D. Compensation

20. The Commission should make public the affiliation contracts which licensees are required to file with it, including the compensation provisions of these contracts.

21. The Commission should make a regular and continuous study of compensation arrangements between networks and their affiliated stations. While a potential for abuse exists, the present compensation practices of the networks do not require the adoption of a more specific rule at this time.

E. "Must-Buy"

22. The "must-buy" requirement of the CBS and NBC networks should be prohibited through a Commission regulation. No objection should be raised to the adoption of some form of "minimum-buy" analogous to the present ABC practice. In the course of rule making, the Commission should consider whether or not an exception would be desirable permitting the "must buy" practice in the case of multi-weekly programs sold in small time segments to a considerable number of different advertisers. The opinion of the Department of Justice should be requested on this subject.

23. The Commission should not undertake at this time to regulate the particular minimum requirements adopted by the networks. However, the situation should be followed closely and continuously, so that the Commission will be in a position to take action promptly at a later date, should the "minimum-buy" practice require regulation.

F. Network Representation of Stations in National Spot Sales

24. The Commission should adopt a rule prohibiting the networks from representing stations other than their owned and operated in national spot sales. A reasonable period of time, such as two years, should be allowed for the stations to transfer their representation to a non-network organization.

G. Interconnection

25. The Commission should resolve at the earliest practicable date the issues involved in Docket No. 8963 and Docket No. 11164.

26. The Commission should examine closely the procedures for allocating scarce AT&T program transmission facilities to determine whether they are fair and equitable and otherwise in the public interest.

H. Multiple Ownership

27. In the long run, the Commission should seek through its regulation a pattern of ownership which approaches as closely as circumstances permit the objective of limiting station ownership to one station for each licensee.

28. With respect to the grant of original applications for station licenses, the Commission should promulgate a rule relative to local ownership and diversity of ownership which establishes presumptions that a local applicant will serve the community interest better than an absentee licensee and that an applicant who owns no other station will be in a better position to serve the local community than an applicant who is already licensed to serve one or more other communities.

29. In connection with the renewal of station licenses, a similar presumption should not be established. However, in instances where a multiple owner is providing only marginal service and other entrepreneurs are contesting for the channel at renewal time, the Commission should give appropriate weight to the local ownership and diversity of ownership factors.

30. With respect to the transfer of station licenses, the Commission should recommend to the Congress the repeal of the MacFarland Amendment so that applicants other than the proposed transferee may also be considered in a comparative hearing context. If the Amendment is repealed, it is further recommended: a) that the Commission apply in such cases the presumption in favor of local ownership and diversity of ownership, mentioned in recommendation numbered 28 above; and b) that the Commission require that all proposed sales of stations to existing station owners be on a cash basis, so that other applicants may have the opportunity to make a comparable offer.

31. The Commission should require that each person acquiring a television station be limited in ownership to one television station until such station had been operated for a full license term. Thereafter, the owner might apply for an additional station each year, subject to the other limits of the Multiple Ownership Rule, including the presumptions recommended herein.

32. The present numerical limitation that no licensee may own more than 5 VHF stations and 2 UHF stations should be retained. In addition, it is recommended that the Multiple Ownership Rules be amended to provide that no licensee be permitted to own more than 3 VHF stations in the top 25 markets of the United States. To the limited extent that divestiture is required by this proposed rule, a reasonable period of time, such as three years, should be permitted for the sale of the stations.

33. Networks should be treated on the same basis as other multiple-station owners with respect to all of the above-recommended rules. However, in the event that networks, having disposed of station holdings in excess of three in the top 25 markets, should seek to acquire additional stations in lower-ranking markets up to the permissible limits of 5 VHF and 2 UHF stations, the presumptions against a network multiple owner on local ownership and diversity grounds should, in a comparative hearing context, be overriding unless it can be demonstrated that acquisition of the station or stations is essential to the financial welfare of the network and that financing from conventional capital sources is not available.

I. Radio

34. The Commission should undertake a detailed study of network radio and of other components of the radio industry.

J. Application of Commission Rules Directly to Networks

35. The Commission should recommend to Congress that it be expressly authorized to apply the pertinent parts of its rules and regulations directly to networks. The official views of the Department of Justice should be requested before such a recommendation is made.

36. Pending any such recommendation or express grant of authority to apply its rules directly to networks, it is recommended that the existing Chain Broadcast Rules continue to be applied to stations, and that all changes in the rules or new rules recommended in this Report be made applicable to all stations, or to stations owned by the networks, as the circumstances warrant.

37. Should express authority be granted to the Commission by the Congress to apply its rules directly to networks, the Commission should then review its Chain Broadcasting Rules, as they may have been amended or expanded, with a view to making them applicable to networks only, to both networks and stations, or to stations only, as the conduct reached by each rule indicates.

III. ENFORCEMENT

It is axiomatic that no rule can be effective unless it is properly enforced. In the past, several factors have complicated the Commission's task of effectively enforcing the existing Chain Broadcasting Rules. One of these factors is that the sanctions applicable under the rules have not

generally been suited to the types of infractions against which the rules are addressed. This problem has two aspects: some of the rules are directed against the injured parties rather than against the parties most likely to have been responsible for the infraction of the rule; and the penalties imposed under the rules are excessive for most of the infractions involved. Another factor is that the Commission has been able, because of other and more pressing tasks, to devote only limited staff and funds to the continual observation of industry practices necessary for effective rule enforcement.

As has already been pointed out, the Chain Broadcasting Rules are framed in terms of station licensees, and provide that no license shall be issued to a station which engages in any of the proscribed practices. The types of practices against which the rules are directed generally involve a contract, understanding, or agreement between a station and a network, and the rule could thus be directed against either party. In practice, however, there is little reason why a station should wish to engage in most of the proscribed practices, while there is a greater incentive for a network to do so in order to limit competition from other networks or from non-network sources. In cases where a station licensee has violated a Commission rule at the instance or insistence of a network organization, penalization of the station rather than the network clearly poses a problem of equity which can interfere with effective rule enforcement. A rephrasing of some of the existing and proposed rules to address them to networks as well as, or in lieu of, stations, as recommended in Chapter 14 of this Report, would make it possible to apply sanctions directly against those parties most likely to be the moving parties in violations of some Commission rules.

Regulations directed against stations may have a considerable, if indirect, influence on the networks with which they are affiliated. In instances where a rule infraction has been initiated by a network organization, it would presumably not require revocation of many station licenses for strong pressures to be brought to bear by affiliates on the network to discontinue the practice in question. Nevertheless, the Commission may understandably be reluctant to revoke the license of a station in such circumstances. On the other hand, if the evidence should indicate that the network had instigated the rule infraction, this would presumably reflect on the network's qualifications as a licensee of its owned and operated stations. This raises the question, however, whether the penalties involved are appropriate for rule infractions, by stations or networks.

Revocation "Drastic"

There can be no question that revocation or non-renewal of a station's license, whether the license is held by a network or by a non-network organization, is a drastic penalty for the Commission to impose. Such action clearly reflects on the character of the licensee and his ability to perform in the public interest. The financial penalty involved may be quite substantial. In most cases the licensee will have made a substantial investment in plant and facilities, program materials, etc. It is not unlikely that there would be a financial loss in the forced sale of the station's facilities to the new licensee authorized by the Commission to operate on the assigned frequency. As previously indicated, in the *Don Lee* case in which the Commission was dealing with clear-cut violations of the Chain Broadcasting Rules by a radio network, the Commission concluded that revocation of any of the station licenses of the network would be too extreme a penalty.

In addition to its power to revoke, or not to renew, a station's license, the Commission, under authority granted to it by the 1952 Amendment to the Act § 312(s) may issue a "cease and desist" order in cases when the licensee has violated any provision of the Act or any Commission rule or regulation. The "cease and desist" order, in certain circumstances, can be a useful tool in rule enforcement. The effectiveness of this sanction may be limited, however, for the reason that the only remedy provided by the Act for failure to observe a "cease and desist" order is the extreme penalty of license revocation. Also, this penalty applies to failure to observe the "cease and desist" order, rather than to engagement in the practices violative of the Commission's rules, which are the subject of the order.

It appears, therefore, that the Commission's vital function of effective rule enforcement would be aided if it were impowered to impose penalties (other than revocation of a station's license) for practices which, after proper investigation by the Commission, were found to be infractions of the existing rules. In any case where the Commission is authorized, pursuant to § 312(a)(b) to revoke a license, or to revoke a permit, or to issue a cease and desist order, the Commission, after the hearing required by subsection 312(c), or waiver thereof, in lieu of revoking a license, or revoking a permit, or issuing a cease and desist order, or in addition to issuing a cease and desist order, should be authorized to order the licensee or permittee to forfeit to the United States a specified sum for each day during which the Commission finds that any offense set forth in the order to show cause issued pursuant to subsection 312(c) occurred. Since the magnitude and importance of the rule infractions are likely to vary from case to case, the Commission should be permitted some latitude, within prescribed limits, in relating the amount of each forfeiture to the nature of the infraction and the particular circumstances involved. Such a system of forfeiture would give the Commission more flexibility in applying its rules to varied and changing situations.

The Network Study Staff therefore recommends that the Commission request Congressional legislation that would impower it to adopt a system of forfeitures in the case of demonstrated infractions of Commission rules. This procedure for handling alleged violation of Commission rules is preferable to considering such complaints in the license renewal context.

Continued Surveillance Recommended

In the past, the main thrust of Commission activity in the broadcasting area has necessarily been in the assignment of frequencies for the development of radio and television broadcasting and in licensing of stations to operate on the assigned frequencies. These were clearly the most urgent of the Commission's tasks and, with the limitations of budget and staff, required a heavy concentration of Commission personnel. Now that the Commission has succeeded in getting a substantial number of television stations on the air, and has issued licenses for virtually all commercial assignments in the VHF portion of the spectrum, it is possible for the Commission to devote more of its resources to some of the other problems before it. With respect to a number of practices which it has examined, the Network Study Staff has discovered apparent violations of existing Commission rules. The mutuality of interest between stations and networks in many areas, and the overriding importance to stations of affiliation with a network, may make it unlikely that some stations will inform the Commission in cases where the network has been seeking to influence station behavior in ways that may be contrary to the Commission's rules. For these reasons, the Network Study Staff concludes that continued and close surveillance by the Commission of such practices is essential, including field investigations, where appropriate, in connection with alleged violations.

Television is a dynamic industry, and its structure and practices will undoubtedly undergo numerous changes with the passage of time. The Network Study Staff therefore recommends that the Commission take such administrative steps as it considers necessary in order to insure an adequate staff organization both for the effective enforcement of the existing and proposed rules and for a continued reexamination of the rules in the light of their impact on the industry and of other developments. Only in this way can the Commission insure a broadcasting system that is serving the public interest through effective competition.

IV. CONCLUSION

The Report on Network Broadcasting recognizes the great contribution of the networks to television. It was the nationwide, interconnected network system of broadcasting, providing free program service through national advertiser support, which made possible the phenomenal growth of television. In this way, national program service was brought to virtually all our people in a brief span of years. Through this system, public service programming as well as popular entertainment is provided and simultaneous broadcast to a nationwide audience of events of national interest is made possible. The network system also provides a vital means of linking together our people in the event of national emergency. In these and other respects, network activities are consistent with, or help to promote the public interest and to effectuate Commission policy.

On the other hand, there are respects in which the networks' concentration of control, and the practices in which they engage, have been found incompatible with the public interest. An important Commission policy impinged upon by network structure and practices is that of making the station licensee responsible for broadcasting in the public interest. As has been seen, stations are highly dependent on the network program service, and the network affiliate carries a large schedule of network programs. The networks, through their use of the contractual right of option time, and other practices, have persuaded affiliated stations to accept a larger schedule of network programs than they would otherwise be disposed to carry. In this way, network practices have, to some extent, restricted the programming responsibility of the station licensee and limited the licensee's opportunities to program according to the specific needs of his local community. They have also curtailed the availability of alternative program sources to the station and thus to the public which it serves.

Another statutory and Commission policy directly affected by networking is that of preserving effective competition in broadcasting. Networks have a high concentration of control over important facets of the telecasting industry. The principal factors accounting for the high concentration of control by networks are the shortage of competitive station facilities in the VHF spectrum and the economic advantages, to networks and stations, inherent in the affiliation relationship. Despite the very high network profits of CBS and NBC, there is little prospect for the immediate entry of a fourth network. While the three existing networks compete among themselves in many areas, the small number of networks and the formidable barriers to new network entry are limitations on the effectiveness of competition at the network level. The encouragement of greater competition between networks and national spot telecasting, therefore, holds out the principal hope of providing more effective competition in the public interest. However, a number of network practices have served to restrain competition between network and national spot advertising and to place the station representatives, program suppliers, and advertisers using national spot, at a competitive disadvantage. These practices, in combination, have restrained competition between networking and the national spot "system" to a significant degree.

A third policy of the Commission is that of providing a nationwide television system, with one or more broadcast services available to as high a proportion as possible of the people of the United States. The network system has done much to foster the realization of this objective. But some practices of the networks designed to protect the area of their primary affiliates, especially in the larger and more profitable markets, have impeded rather than assisted this Commission policy.

This Report accepts the network system as a necessary and highly desirable component of the American broadcasting system. The recommendations which have been made are designed to provide effective competition in television by removing those competitive restraints which impinge upon Commission policy relating to the public interest in broadcasting. It is the opinion and hope of the Network Study Staff that the present system of broadcasting, in which the networks play so large a role, will be rendered more competitive by adoption of these recommendations, and thus will better serve the interest of the public at large.

It should be recognized, however, that the high concentration of control exercised by networks, the barriers to the new network entry, the strong bargaining position of the networks in their relations with stations in many markets, and the limited opportunities for non-network groups to compete, present in combination a serious problem for the realization of the objectives of the Commission. Should measures recommended in this Report, together with technological change in the industry within the next few years, not achieve effective competition in the broadcasting system, it may be necessary to consider basic structural changes in the system. The changes which might have to be considered under these circumstances include such alternatives as: a national television service available to any subscribing stations, as national news sources now make their services available to all newspapers; rationing of station time among program suppliers and advertisers; Commission regulation of rates; recapture of monopoly profits or economic rent in the use of valuable frequency channels allocated to the large commercially desirable markets; and recapture of the value of the frequency itself upon the sale of scarce, viable, station facilities.

Designed to Improve Structure

In lieu of considering such basic structural changes, the Network Study Staff has followed the policy of working within the framework of the existing network system and recommending the minimum changes necessary to remove competitive restraints and to effectuate Commission policy relative to licensee responsibility, diversity of ownership and control, and broadcasting in the public interest. Thus, it has been recommended that the self regulating value of publicity as to affiliation practices, rates, and compensation be relied upon to the extent possible. Where this is not feasible, it has been recommended that the restraints on station freedom and the competitive opportunities for non-network groups, resulting from option time, "must-buy," the use of affiliation and rate decisions to influence station behavior and other practices, be prohibited or further limited. The recommendations are designed to improve upon the existing structure rather than to provide a substitute for it.

Through these recommended changes, stations will have additional freedom in programming to meet the needs of their local communities; there will be somewhat greater opportunity for access to the valuable television medium of non-network groups, such as program producers and national station representatives provided a wide range of program choice; some greater access of local and regional advertisers to television will be provided; multiple ownership will be reduced and more entrepreneurs will be brought into broadcasting, thus increasing opinion sources and the opportunities for local community service; and the networks will be subject directly to the Commission's rules so that any restraining conduct in matters affecting the public interest may be more effectively administered. Adoption of the recommendations should result in a greater degree of competition in broadcasting, programming which is more responsive to community needs, and a more nearly nationwide service. The viewing public would have available a wider variety of television services and a more varied program fare.

In the opinion of the Network Study Staff, these recommendations, if adopted, will bring about important and substantial improvements in television broadcasting service to the people.

II—NETWORK STUDY REPORT, WHAT IT MEANS: No one in Washington—or at the networks—is attempting to minimize importance of Barrow report as portent of stepped-up drive to substantially stiffen network and multiple-ownership rules.

By same token, it goes almost without saying that any major administrative or legislative proposals would probably take years to put into effect—either via FCC rule-making or Congressional law-making.

Report is classified as "unofficial"—not a report OF the Commission, but TO the Commission, or more properly to Commission's Network Study Committee (consisting of Comrs. Doerfer, Hyde & Bartley). This Committee could accept report, change it, order more study, pass it on as is to full Commission—even sit on it.

But despite its unofficial status, Barrow report carries much weight: It was administered by outside experts selected by ex-Chairman McConnaughey, on express mandate from Congress, which twice appropriated funds for the network study. You can expect legislators to take proprietary interest in it, to prod & poke Commission to start translating recommendations into rules.

And you can expect introduction of legislation to carry out some of the proposals almost as soon as Congress reconvenes—from Congressmen who don't choose to wait until FCC decides whether to "request" changes in Communications Act.

■ ■ ■

Impact of report is multiplied when considered in terms of cumulative effect—coming on top of Senate Commerce Committee's Plotkin and Jones reports of 1955 (Vol. 11:6-8), testimony by Justice Dept. officials concerning possible network anti-trust violations in 1956 (Vol. 12:9, 37), House anti-trust subcommittee's Celler report and Senate Commerce Committee's Cox report in 1957 (Vol. 13:23, 26).

Barrow report shows more similarity to the extremely tough Plotkin report than any of the others—though in some cases (i.e., return to "Avco procedure") it goes beyond Plotkin, and in others (rejection of principle of rationing station time among networks) it doesn't go as far. Many of Barrow's recommendations are common to most of the previous "network practices" reports.

Current FCC network study report is far more carefully documented, more thorough, than any to date—and fact that vast 2-year study reached many of same conclusions will add considerably to its influence, particularly in Congress.

■ ■ ■

Like all previous network researchers, Barrow found one area in which he was unable to reach any conclusions—the allegations of network tie-ins of time sales with program sales. This is one field of inquiry in which Justice Dept. has been most active—and is known to be one of focal points of its network anti-trust investigation. It's understood Justice feels it has already uncovered extremely significant information in this area.

■ ■ ■

All networks declined immediate comment on Barrow's report or recommendations, stating they hadn't had time to study it completely.

Congressman Celler is known to be extremely pleased with it.

Former FCC asst. gen. counsel Harry Plotkin—as might be expected—thought report "excellent," and added: "The Commission is not going to have much choice" but to go along with recommendations.

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Barrow's group worked in extreme secrecy, shunning the usual "leaks" and trial balloons so common in Washington. Indicative of his way of working is fact that he never permitted any member of his staff to accept free lunch from anyone in industry.

Dean Barrow returned this week to his post as head of U of Cincinnati law school. Value of his contribution to theory and practice of TV regulation will be hotly debated for many months—but there's no question that it is destined to become the new rallying point for those in and out of Congress who would chip away at power of the networks.

NEW DEAL FOR RCA TV PATENT LICENSEES: In wake of settlement of bitter 11-year RCA-Zenith patent litigation (Vol. 13:37-38), all TV-radio manufacturers who hold RCA "package" patent licenses received this letter, signed by RCA commercial dept. v.p. R. A. Correa:

"Subject: Broadcast receiving set licensing agreement.

"This is to advise you that changes in our patent licensing are now under active consideration by us and we hope to reach a conclusion in the near future.

"The purpose of this letter is to inform you that as soon as a conclusion is reached we will promptly communicate with you and advise you of the manner in which our licensing relations with you may be affected. We believe you will find our proposal of benefit to your company."

Big RCA, TV-radio industry's patent landlord, thus confirms industry speculation that Zenith settlement is prelude to liberalization—and perhaps some rather drastic changes—in its licensing procedures (Vol. 13:38).

As is traditional when questioned about patent matters, RCA sources are refusing any comment on subject—but it's believed new proposal is just few weeks away, despite fact that current "package" licenses don't expire until end of 1959.

■ ■ ■

All litigation between RCA & Zenith now has been dismissed ("with prejudice") in both Chicago & Wilmington Federal courts. Terms of settlement, though not filed in courts nor made "public record," conform closely to earlier reports.

Some set makers looked at this clause in settlement agreement as possible clue to RCA's future licensing intentions:

"RCA to grant Zenith & Rauland, and Zenith & Rauland to grant RCA, royalty-free licenses for radio & TV receiving sets, including tubes therefor (except color TV, color tubes and Phonevision) for a term beginning on the dates hereof and extending to Jan. 1, 1963, under all U. S. & foreign patents issued prior to Sept. 1, 1957, to the extent to which each of them has the right to grant such licenses [other than licenses granted to Zenith & Rauland by GE & Western Electric under terms of settlement]."

To settle past claims for infringement between RCA & Zenith, agreement proposes that Supreme Court Justice Minton "or a man of comparable standing" be selected as arbitrator.

Still not revealed is how much of the $10,000,000 payment to Zenith is to be paid by RCA, how much by GE & Western Electric. Latter company has already paid to bank which is handling transaction the full amount required of it; other 2 companies will make 10 yearly payments. There has been some "educated guessing" that 85-90% of total amount will be paid by RCA.

■ ■ ■

RCA pres. John L. Burns this week confirmed some more industry speculation: He said RCA hopes to clear up litigation in which it is involved—but each dispute will be considered separately and no settlement will be accepted which conflicts with best interests of stockholders or industry.

GOVT. WINS 1ST ROUND IN FTC VS. TV ADS: Milestone FTC unfair-TV-advertising case, first to be tied directly to "visual deception" by commercials, reached govt. hearing phase this week in what promises to be long litigation—and FTC won initial point.

Over strenuous objections by defendant American Chicle Co., FTC examiner John D. Poindexter ruled that two 60-sec. TV spots, picked out of program content, constituted evidence in themselves to support charges by FTC's monitoring unit that advertiser misrepresented Rolaids alkalizer and falsely disparaged competitors (Vol. 13:20, 33).

FTC is trying to establish guilt by implications which viewer might draw from spots alone, without reference to whole continuity on TV screen, argued defending attorney H. Thomas Austern.

Asserting that any TV commercial must be judged within context of program, Austern said that "projection of a fragment of a TV presentation is a complete departure from what the TV viewers see,

hear, and read, and therefore cannot be made the basis for determining what, if any, fact representations are impliedly made by any TV continuity."

This argument was called "reductio ad absurdum" by FTC counsel Daniel J. Murphy, who said Rolaids commercials alone were in issue.

But Austern entered vigorous exceptions for case record when examiner Poindexter ordered spots screened for him in hearing room. One showed man in white coat, addressed as "doctor," who extolled remedy as preferable to "old-fashioned alkalizers." Other showed "beaker test" for "stomach acid." Question of claims for Rolaids wasn't reached at hearing, which continues next week.

Personal Notes: Edward P. Shurick resigns as CBS v.p. & station relations director to join Blair-TV as exec v.p. . . . Martin Codel, publisher of *Television Digest*, has returned to his desk following a long illness . . . Dr. George Gallup & Dr. Claude E. Robinson step down as chairman & pres., respectively, of Gallup & Robinson Inc., succeeded by v.p.'s L. E. Purvis & Dr. Paul I. Lynes . . . Robert Lemon, ex-WTTV, Bloomington-Indianapolis, named program director of WRCV-TV, Philadelphia; Bob Benson promoted to program director of radio WRCV . . . John H. Hanna named business mgr. of WTIC-TV, Hartford . . . John Scuoppo promoted to field exploitation mgr., NBC . . . George C. Castleman, new TV business development mgr. of rep Peters, Griffin, Woodward, elected a v.p. . . . Robert S. Jones, ex-CBS, joins MBS as midwest operations mgr., Chicago; John Irish promoted to field representative, headquartering in N. Y.; Norman Baer, ex-Lewin, Williams & Saylor and AP & INS, joins exec. staff to handle special events & sports programs . . . Charles H. Phillips, ex-Petry, joins WCKT, Miami, as national sales mgr. . . . Ted Sack, ex-CBS-TV producer and creator of *Let's Take a Trip*, joins WTVJ, Miami, as operations director . . . Fred M. Whiting, ex-NBC, Chicago, promoted to asst. dean of Medill School of Journalism, Northwestern U . . . Henry G. Kirwan resigns as secy.-treas. of radio WINS, N. Y. to re-establish CPA firm specializing in TV-radio & theatrical accounts . . . Leslie A. Hollingsworth resigns as public relations mgr. of WPIX, N. Y. . . . Stanley Raiff, ex-WHEN-TV, Syracuse, and WMAL-TV, Washington, joins NARTB public relations staff . . . Arthur M. Mortensen named mgr. of KERO-TV, Bakersfield . . . Gene P. Loffler, ex-mgr. of KMMT, Austin, Minn. named v.p. & mgr. of KICA-TV, Clovis, N. M. . . . James R. Keen promoted to program mgr., WFIE-TV, Evansville . . . Ken Corbitt, program mgr. of WTIK, Durham, named director of promotion & publicity of WTVD, same city . . . Russell Furse, ex-Los Angeles TV consultant, appointed exec. asst. to pres., CHEK-TV, Victoria, B. C. . . . Frank A. Balch, mgr. of radio WJOY, Burlington, elected pres. of Vt. Assn. of Radio & TV Broadcasters . . . Wm. E. Young, ex-Unity TV Corp., named north central div. mgr. of Screen Gems; Gene Plotnik promoted to publicity mgr. . . . Wm. C. Brearley named eastern sales mgr., George P. Hollingbery Co. . . . Samuel G. Henderson Jr. promoted to mgr. of WGAN-TV, Portland, Me.

Obituary

Charles E. (Ned) Midgley Jr., 51, TV-radio mgr. of Ted Bates & Co. who became a v.p. of agency in Aug., died Oct. 1 at home in Yonkers, N. Y. He joined Bates in 1950 after 9 years with CBS, for which he was sales service mgr., and in 1948 published book, *The Advertising & Business Side of Radio*. Earlier he was sales service mgr. of BBDO. Surviving are widow and 2 sons.

Frank Finney, 84, co-founder of Street & Finney, one of oldest N. Y. ad agencies, died last week at Summit, N. J.

ADVERTISING AGENCIES: Henry Halpern promoted to v.p. of MacManus, John & Adams, in charge of media & research, N. Y. . . . John Egan, in Compton Adv. TV-radio programming dept. since 1951, promoted to v.p. . . . John Hoagland promoted to TV account executive, BBDO, N. Y., Don Rowe to TV-radio account executive, Hollywood.

Add agency mergers: Chambers & Wiswell Inc., and Shattuck, Clifford & McMillan Inc., both Boston, become Chambers, Wiswell, Shattuck, Clifford & McMillan Inc. Nov. 1. Announcement says combined agency, which will have annual billings of more than $3,000,000, expects to "offer stiff competition to N. Y. agencies which have been attacking the New England markets."

Progress Medal Award of SMPTE, organization's highest honor, was presented to director Ralph M. Evans of Eastman Kodak's color technology div. at 82nd semi-annual convention Oct. 4 at Sheraton Hotel, Philadelphia. He was cited for achievements in motion picture color film development and color photography generally. Other SMPTE prize winners: Charles P. Ginsberg, Ampex, David Sarnoff Gold Medal Award for technical contributions to TV; Col. Richard H. Ranger, Rangertone, Herbert T. Kalmus Gold Medal Award for color film processes for TV & theatres; Earl M. Lowry & J. Gordon Jarvis, Eastman, *Journal* Award for best paper.

John Hay Whitney, whose J. H. Whitney & Co. owns 4 TV & 2 radio stations managed by Corinthian Bcstg. Corp., went into newspaper business this week by making "an investment" in *N. Y. Herald Tribune*—reportedly $1-$2,500,000. Announcement by pres. & editor Ogden R. Reid of *Herald Tribune* didn't mention amount involved, but quoted Whitney, now Ambassador to Court of St. James: "Until such time as I become a stockholder of the paper, I will have no connection with its management or its editorial policies."

ARB establishes Chicago sales office in Tribune Tower, headed by Elliot Johnson, ex-A. C. Nielsen and Foote, Cone & Belding. At same time, N. Y. general sales office is moved to 400 Park Ave., advertiser service dept. remaining at 341 Madison Ave.

Edison Amateur Award nominations for 1957 were opened by GE this week for nation's 150,000 amateur operators. Jan. 3 is deadline for nominations submitted to GE award committee, Owensboro, Ky. Trophy and $500 will be presented to winner at Washington banquet in Feb.

New reps: WSBA-TV, York, Pa. to Jack Masla & Co. Inc. (from Edward Petry & Co.); WXEX-TV, Petersburg-Richmond, Va. to Simmons Assoc. Nov. 15 (from Forjoe-TV Inc.).

Fleet Adm. Wm. F. Halsey resigns from boards of IT&T subsidiaries Mackay Radio and All America Cable to devote efforts to preservation of carrier *Enterprise*.

Joseph M. Sitrick, legislative asst. to FCC Chairman Doerfer, adds duties of security officer.

Network Profit Figures: CBS showed before-tax profit of $40,733,000 on broadcast operations (network & owned stations) in 1956, NBC made $34,910,000 and ABC $9,727,000—each showing substantial increase over 1955. These figures are revealed for first time by FCC network study staff report (see pp. 1-3 & Special Report), in table showing that since 1955 all networks have realized profit from network operations as such—as well as from operation of their owned stations.

Table breaks down percentage of profit realized from o-&-o stations in 3 biggest cities as compared with all o-&-o stations. Interesting sidelight is fact that after one unprofitable year, CBS in 1956 made slight profit on operation of its 2 uhf stations (WXIX, Milwaukee & WHCT, Hartford), while NBC's uhfs (WBUF, Buffalo & WNBC, Hartford-New Britain)—acquired more recently than CBS's, were still quite deeply in loss column last year.

The table indicates that o-&-o stations in 1956 accounted for 73.9% of ABC's total TV broadcast income, 45.1% of CBS's and 47% of NBC's.

Individual network profit figures for 1953-1955 had been revealed previously (in 1956) by Sen. Bricker (R-O.) & Rep. Celler (D-N. Y.)—but 1956 & 1950-52 figures have hitherto been kept confidential. (Complete 1953-1955 network revenue-expense-earning table will be found on p. 45, Spring-Summer 1957 *TV Factbook No. 24.*)

The network profit table, reprinted from FCC network study report (add 000 to dollar figures):

		ALL O-&-O STATIONS		STATIONS IN N. Y., CHICAGO & LOS ANGELES		
Year	Broadcast income, network & o-&-o stations	Broadcast income	% of total income of network & o-&-o stations represented by o-&-o stations	Broadcast income	% of income of network & o-&-o stations	% of income of o-&-o stations
			ABC [1]			
1950	$(1,931)	$ 1,522	—	$ 1,334	—	87.6%
1951	(664)	1,679	—	979	—	58.3
1952	(2,178)	2,041	—	880	—	43.1
1953	(1,906)	2,478	—	542	—	21.9
1954	(2,504)	4,319	—	2,601	—	60.2
1955	5,589	5,108	91.4%	2,945	52.7%	57.7
1956	9,727	7,186	73.9	4,942	50.8	68.8
			CBS			
1950	(2,337)	[2]	—	[2]	—	—
1951	4,280	[2]	—	[2]	—	—
1952	3,239	3,708	114.5	3,708	114.5	100.0
1953	11,885	7,008	59.0	7,008	59.0	100.0
1954	25,378	12,276	48.4	12,276	48.4	100.0
1955	34,870	14,505[3]	41.6	14,635	42.0	100.9
1956	40,733	18,362[3]	45.1	18,276	44.9	99.5
			NBC			
1950	(3,894)	1,272	—	1,195	—	93.9
1951	8,645	5,639	65.2	4,641	53.7	82.3
1952	9,888	7,969	80.6	6,418	64.9	80.5
1953	8,846	8,464	95.7	7,388	83.5	87.3
1954	16,036	12,018	74.9	9,918	61.8	82.5
1955	30,179	15,577	51.6	12,408	41.1	79.7
1956	34,910	16,420[4]	47.0	13,592	38.9	82.8

() Indicates loss.

[1] Profits of ABC stations for 1954-1956 are not fully comparable to those for earlier years due in part to changes in allocations of costs as between the stations and the network.

[2] Included in network.

[3] CBS had a loss of $130,000 in 1955 and a profit of $86,000 in 1956 from its uhf station(s).

[4] NBC had a loss of $515,000 from its uhf station in 1956.

Source: FCC Form 324.

Watchdog Muzzled? "Concerted plan" by 6 federal regulatory agencies to thwart House Commerce "watchdog" subcommittee investigation of them (Vol. 13:38) was alleged Oct. 4 by chairman Moulder (D-Mo.). He called in newsmen to complain that CAB already had instructed its staff to withhold needed files from subcommittee investigators, that he thought this meant "first step" by chiefs of all agencies, including FCC, to prevent full probe to see if they are being administered properly. Moulder summoned CAB to hearing Oct. 17 to explain attitude which he described as "arrogant & shocking"—tantamount to taking "high-class classified 5th Amendment."

FCC musn't investigate any religious faith, counsel for Oral Roberts Evangelistic Assn. Inc. warned Oct. 3 in filing comments with Commission on NAFBRAT complaint seeking revocation of license of KCOP, Los Angeles, for purported violations of "minimum program standards" (Vol. 13:37). Counsel Saul A. Yager and Cohn & Marks said that worth of Roberts faith-healing program, carried by KCOP and cited by NAFBRAT as objectionable, had been established by "impartial observers & investigators." But in any event, they said, any attempt by federal agency to judge any faith would "undermine the religious freedom of all Americans guaranteed by the First Amendment." In its reply to complaint, KCOP said NAFBRAT's attack on station was nothing more than attempt at censorship, that no violations of FCC rules had been shown. KCOP urged summary rejection by FCC of complaint.

President Eisenhower thinks TV—as "tremendously important" news medium—deserves to be "treated on a completely equal basis with all other media of public communication." Quote is attributed by Oct. *Television* to White House press secretary James C. Hagerty, who added: "In a press conference, I think the camera has the same right as the pencil. The President shares these views." Hagerty also told magazine he had suggestions for TV networks: (1) avoid over-commercialization of programs generally, (2) cover only the highlights of political conventions.

Equal time demand by White Citizens Councils of America to answer President Eisenhower's broadcast last week on Little Rock school integration crisis was rejected Sept. 30 by FCC Chairman Doerfer. Protesting "one-sided explanation" of Arkansas trouble by President, chairman W. M. Rainach of segregation group asked FCC to persuade or order networks to give "nationally-recognized southern spokesman" time for rebuttal. Doerfer pointed out equal time rule doesn't apply to President's broadcasts when he isn't running for office.

Ban on giveaway shows which offer prizes for boxtops or other proof of purchase was invoked by CBC Sept. 30. Directive to Canadian TV & radio broadcasters said such shows are not in public interest, that any defiance of new policy would count as "an unfavorable factor" when CBC reviews station licenses. Not affected by directive were giveaways in which contestants must appear at station or in which written entries are judged on merit.

Deceptive statements in TV & radio commercials, newspaper & magazine advertising and other promotion is charged by FTC in complaint against Schick Inc., alleging that Jan.-May campaign this year misrepresented that "Lady Schick" shaver would be given free with purchase of "Schick 25" man's razor. Company is also accused of fixing prices illegally and discriminating among customers in prices, promotional allowances, demonstrator services.

Private microwave vs. common carrier economics and techniques are covered in detailed study submitted by GE's Wm. J. Morlock as exhibit in FCC's proceeding covering allocations above 890 mc.

Specifics Due on Pay TV: FCC gets down to toll-TV test consideration again next week, possibly week thereafter, and it looks as if it will finalize proposal to accept applications for tests. Big question: limitations.

Undoubtedly, pay proponents will term limitations too severe, while opponents label them lax—but some applications are expected, at any rate. Applications may be slow arriving at first, not only because Congress is picking up the ball but because it probably will take some head-scratching to answer FCC's questions about program supplier-franchiser-station-viewer relationships — including money involved.

Lawmakers' interest in dollars was emphasized this week when San Francisco's Board of Supervisors, goaded by theatre interests, conducted hearing designed to elicit wired pay-TV plans of Skiatron TV et al. Tone of questioning was set by board chairman Harold S. Dobbs, who told Skiatron representative Alan Lane that it was "an insult to the city" for Skiatron to refuse to disclose whether it has resources to carry out multi-million-dollar project. "I'm not going to be a party," he said, "to granting a franchise to any company that can't prove it has the finances to live up to the terms of the agreement." Lane protested that Skiatron had given N. Y. Giants $500,000; that "we are further committed to many millions of dollars"—that Skiatron's finances therefore should not be questioned. Dobbs also asserted telephone company should testify as to its proposed role. Upshot: Final action on San Francisco closed-circuit TV franchise further delayed.

But the Bartlesville cable-movie experiment has certainly prompted many movie and telecasting entities to make initial moves to protect themselves. In Houston, for example, there are now 7 applicants for franchises: Custom TV Inc., Austin Senators Baseball Club, Texas Bell Video, Trail Drive-In Theatre, Interstate Circuit, Loew's State Theatre, Bellaire Theatre. Denver has 3: KBTV, Gene O'Fallon (former owner of KTVR), McGee Briggs Enterprises.

Other subscription TV developments:

(1) 20th Century-Fox pres. Spyros P. Skouras explained why he hasn't released pictures for Bartlesville: "When we do go into something like this, I'll want a lot of money for our pictures, and guarantees, too."

(2) Writers Guild of America, West, refraining from asking pay increases from movie makers because of "depression" in film business, voted to ask for up to 7½% of pay-TV gross achieved with current movies, flat 10% on those made before Sept. 2, 1957.

(3) Wm. B. Lewis, pres. of Kenyon & Eckhardt ad agency, asking why commercials shouldn't be carried on pay TV, asserted: "People do not dislike advertising. They simply—and rightfully—resent bad advertising. It is a complete fallacy to state the people will not pay for something that has advertising in it."

(4) Big-city cable pay-TV systems are "technically impossible," FCC was informed by Robert J. Myers, pres. of Industrial TV, Los Angeles uhf translator installer. Former western district mgr. of DuMont TV transmitter div., he asserted that simplest and best way to provide subscription TV is to telecast picture without sound, let phone company supply sound via wire—similar to proposal of Sol Sagall (Vol. 13:38).

Exhibitor Again: Paramount Pictures Corp. is going back into theatre-operating business despite 1949 anti-trust consent judgment divorcing movie production & theatre activities, according to announcement Oct. 3 by v.p. George Weltner. He said producing company is acquiring Esquire Theatre, Chicago, as first-run outlet, but that "move represents no policy change" by Paramount in anti-trust restriction. It was pointed out that 1949 ruling permitted some optional leeway for motion picture companies to retain or acquire a few flagship theatres and that 20th Century-Fox, for example, owns Roxy Theatre, New York.

Rumors of purchase of Skiatron Electronics by Zenith were labeled "100% dope phony" by Skiatron spokesman, who extended his "unqualified denial" to include Skiatron Electronics licensee Skiatron TV. He stated that terms of Skiatron TV's license preclude it from merger or agreements with other companies without approval of Skiatron Electronics.

New community antenna systems being installed by Fred Welsh Antenna Systems, Vancouver, B. C., Jerrold distributor: Squamish, B. C., Reliance Distributors Ltd., 300 potential subscribers; Sarita River, B. C., Severson Sales & Service, 40 potential.

First convention of National Community Antenna TV Assn. of Canada will be held Oct. 18-19 at Alpine Inn, Ste. Marguerite, Que.—arrangements being handled by acting secy. Ken Easton, 6301 Park Ave., Montreal, Que.

Color TV sales in Colo. for 8 months of 1957 totaled 463, compared to 751 for all 1956 and 252 for 1955, according to Rocky Mountain Electrical League.

Quoteworthy Quotes: If the end aim of all advertising is sales—and I don't think that anyone will seriously quarrel with the fact that it is—we ought to rate media as we do salesmen. Print? Print advertising is good advertising, and millions of dollars are spent annually on its profitable use. Print is like the salesman who sits down and writes you a letter; he makes sales. Radio? This salesman picks up the phone and calls you; now, the added impetus of the human voice has been added. Television? He's the high-powered salesman who comes to see you; he demonstrates his merchandise, in actual use, right in your living room. That's television—sellovision—the only complete sales call in all advertising.—NTA Film Network v.p.-gen. mgr. Raymond E. Nelson, to Boston Ad Club.

ANA annual meeting will be held Oct. 28-30 at Chalfonte-Haddon Hall, Atlantic City, where theme sounded in opening speech by v.p. H. H. Dobberteen of Bryan Houston Inc. will be: "How to Get More for Your Advertising Money by Selecting Media in Relation to Your Markets." Highlights will include discussion of "mediocrity & imitativeness" in TV programming by Jack Cunningham, pres. of Cunningham & Walsh, workshop on "Creating the Radio Commercial," report on spot radio campaign by Universal CIT Credit Corp. ABC will produce show for banquet Oct. 29.

First Moscow-to-London live telecast is scheduled for New Year's Eve, on basis of arrangements made by Associated-Rediffusion, London commercial TV program contractor, with Russian govt. Ballet show from Bolshoi Theatre is scheduled to be sent by cable to Helsinki, to Stockholm and then to London by microwave & cable.

Allocations Cleanup: This week, FCC whittled away at its backlog of fights over its deintermixture and vhf drop-in actions. It turned down petition of WTVW, CP-holder of Ch. 7, Evansville, to make Evansville 4-vhf town, Louisville all-uhf—or to retain Ch. 7 in Evansville. Commission also ordered hearing on its proposal to shift WTVW's grant to Ch. 31. It turned down efforts of WSUN-TV, St. Petersburg, to get itself shifted to newly assigned Ch. 10, Comrs. Doerfer & Craven dissenting, and denied the petition of WAGM-TV, Presque Isle, Me. (Ch. 8) which had asked reconsideration of decision adding Ch. 10 to city.

New rule-making petition filed, by WKRG-TV Inc., Mobile, asked assignment of Ch. 13 to Panama City, Fla.

Competitive hearing for license renewal, between WMUR-TV, Manchester, N. H. (Ch. 9) and new applicant TV for New Hampshire Inc., was ordered—latest action in battle that started when Storer Bcstg. Co. sought to buy WMUR-TV and move it nearer Boston.

Commission resolved another fight by granting program test authority permitting WJMR-TV, New Orleans (Ch. 21) to telecast simultaneously on experimental KK2XFW. Authorizaton had been opposed by WJTV, Jackson, Miss. (Ch. 12) and KWTV, Oklahoma City—latter an applicant for Ch. 12 in New Orleans.

Warning for laggard CP-holders was issued by FCC in form of rules amendment delegating to chief of Broadcast Bureau the authority to declare forfeit expired CPs for which Commission hasn't given extensions.

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NTA Buys WATV: National Telefilm Assoc. closed long-pending deal at week's end for purchase of WATV, Newark-N. Y. (Ch. 13) with WAAT & WAAT-FM for approximately $3,500,000 from Irving Rosenhaus interests. Call letters will be changed to WNTA-TV, WNTA & WNTA-FM. It's understood NTA is paying present owners $2,500,000 for stock over fixed period of years, plus $1,000,000 out of station profits. Subject to FCC approval, sale will give NTA ownership in 2 TV stations, the film distributor having recently acquired 75% ownership of KMGM-TV, Minneapolis (Ch. 9).

Option for 50% of WIIC, Pittsburgh (Ch. 11) is being exercised by H. Kenneth Brennen & family, according to application filed with FCC. They're paying $500,000 under terms of merger agreement reached in 1955 (Vol. 11:23, 25). The other owner is P-G Publishing Co., publisher of *Pittsburgh Post-Gazette*, also owner of radio WWSW. Brennen family sold its Pittsburgh radio WJAS with WJAS-FM to NBC for $750,000 (Vol. 13:39), but retains control of radio WHJB, Greensburg, Pa. and Radio Advertising Co., Pittsburgh.

Bob Hope will own 50% of WREX-TV, Rockford, Ill. (Ch. 13), it's disclosed by transfer application filed with FCC. Other new owners in sale of station for $2,850,000 (Vol. 13:24) are Albert Zugsmith, 25%; Ashley L. Robison, 15%; Arthur B. Hogan, 10%. Aug. 31 balance sheet shows $242,363 surplus as of June 30, with net income for 2 months ending Aug. 31 being $27,073. It had $252,676 current assets, $340,867 accounts receivable, $276,100 fixed assets; $247,384 current liabilities, $105,000 capital stock.

Reports of Radio Station Sales: This week's station sales & transfers disclosed: KWFT, Wichita Falls, by Kenyon Brown for $300,000 to North Texas Radio Inc. (Ben Ludy, pres.) . . . WMOU, Berlin and WJWG, Conway, both N. H. by John W. Guider (who retains interest in WMTW, Poland Spring, Me.) for $165,000 to Richard P. & Virginia A. McKee, owners of KOWB, Laramie, Wyo. . . . KAIR, Tucson, by W. Dawkins Espey, Harold Lampel, Wm. J. Hyland III and James H. Duncan for $135,000 to Joe Dumond, once known as "Josh Higgins" during earlier radio days . . . KENL, Arcata, Cal. by Vern Emmerson for $100,000 to Mel Marshall . . . WDEB, Gulfport, Miss. by Denver T. Brannen for $80,000 to John Caraway, ex-Electronics Research Corp., Evansville, Ind. Brannen is also owner of KCIL, Houma, La., awaits FCC approval of purchase of WCOA, Pensacola & WDLP, Panama City (Vol. 13:34) . . . KJFJ, Webster City, Ia. by Mr. & Mrs. Charles V. Warren (also owners of KSMN, Mason City, Ia.) for $55,000 to Don Treu and Glen Barnett, both on staff of radio KAYS, Hays, Kan. . . . WCPM, Cumberland, Ky. by Edward F. Shadburne for $41,860 to Elmo Mills. Brokers: WMOU, KAIR, KJFJ, Allen Kander & Co.; KENL, Hamilton, Stubblefield, Twining & Assoc.; WDEB, Blackburn Co.

Radio station sales approved by FCC this week: WTMC, Ocala, Fla. by John H. Perry Jr. for $150,000 to R. H. Gunckel (Vol. 13:34) . . . KLYN, Amarillo, Tex. by Kenyon Brown for $110,000 to Boyd Whitney, co-owner of KLOS, Albuquerque (Vol. 13:27) . . . KHUB, Watsonville, Cal. by Wm. & Dorothy Morgan for $60,000 to F. T. Crennan (Vol. 13:32) . . . WSYL, Sylvania, Ga. by Robert H. Thompson Sr. for $45,000 to chief engineer & mgr. Edwin H. Bass (Vol. 13:36).

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KHVH-TV, Honolulu (Ch. 13) & KHVH are being transferred to Kaiser-Burns Development Corp., operator of Hawaiian Village Hotel, where stations are located. Kaiser-Burns buys out holdings of mgr. Hal Lewis who remains with stations. It pays Henry Kaiser $18,750 for his 75% of TV stock, assumes $186,000 in notes; Lewis gets $25,000 for his 25%. It also pays Kaiser $25,000 for his 50% of radio, assumes $80,000 in notes, and Lewis gets $100,000 for his 50%. Transactions carry proviso that Lewis is to pay Kaiser $6250 note owed on TV, $25,000 note on radio. July 31 balance sheet for TV lists $112,369 deficit. It had $22,857 current assets, $941,443 other assets (unamortized film costs, organization expenses), $162,279 in equipment; $317,979 current liabilities, $734,969 long-term debt, $186,000 notes due stockholders.

Martin Theatres of Georgia, buying WROM-TV, Rome, Ga. (Ch. 9), which has authorization to change to Chattanooga, pays $722,500 to group headed by Dean Covington. Owners told FCC they had sought financial assistance to build first-class outlet in Chattanooga after Earl W. Winger, owner of Chattanooga radio WDOD, cancelled option for 50% because of health, but were unsuccessful. Martin Theatres, headed by E. D. Martin, operates WTVM, Columbus, Ga. (Ch. 28). WROM-TV Aug. 31 balance sheet lists $62,774 deficit. It had $4963 current assets, $86,716 fixed assets; $40,467 curent liabilities, $72,986 fixed liabilities, $31,000 capital stock.

Mass communications revolution wrought by electronics will be covered by Dec. *Atlantic* in last of 3 special issues celebrating magazine's centennial. Oct. issue is devoted to "A Forward Look at Science & Industry," Nov. to arts, literature & politics. "Ideas as well as the products of science & industry might well be left languishing at their source" without mass communications, *Atlantic* points out.

Canadian IRE Convention: These TV papers will be featured at convention & exposition Oct. 16-18 at Toronto's Exhibition Park: Video recording tape, by L. F. Bennett, Canadian Military Electronics Standards Agency; system design of large TV stations, by A. L. Reeve, Canadian GE; modular TV transmitter design, by M. L. Falk & C. C. Nicholson, Canadian GE; vapotron, new cooling device for high-power tubes, by Mr. Beurtheret, CFTH (Paris) & H. G. Towlson, GE; design of single-layer coils for transmitters, by J. Soul, Canadian GE; TV signal strength meter, by S. J. Gabzdyl, Canadian Radio Mfg. Corp.; TV pattern generator, by A. B. Johnson, Canadair; design of 21-in. color set, by W. Kurz, Canadian Radio; 110-degree tubes, by S. F. Love, Radio Valve Co.; TV sync separator, by E. Luedicke, RCA Victor Ltd.

Canadian TV stations in 17 markets will show NTA's *Premiere Performance* film package starting Oct. 10, sponsored by American Home Products thru Toronto office of Young & Rubicam.

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Equipment shipments: By RCA—6-kw transmitter Oct. 1 to WRCV-TV, Philadelphia (Ch. 3), planning move to new site. By GE—50-kw transmitter to WCDA, Albany-Vail Mills, due to shift from Ch. 41 to 10; 5-bay helical antenna to WHYN-TV, Springfield-Holyoke, Mass., shifting from Ch. 55 to 40, together with single-bay helical for interim use while new antenna is being erected; used 5-kw transmitter to upcoming KWRB-TV, Riverton, Wyo. (Ch. 10), which hasn't reported target; 12-kw transmitter to WANE-TV, Ft. Wayne (Ch. 15); 6-bay batwing antenna to WDSM-TV, Duluth (Ch. 6), planning change to higher tower.

First "Orth Saver" units, Visual Electronics' device for extending camera tube life, were installed in stations this week.

World Series Color: Better than 2 years ago, but still variable. That's critics' consensus of NBC-TV's World Series colorcasts to date. Meanwhile, foreign viewing of Series was considerably extended and improved. New scatter link fed games to Cuba. Kines made on west coast were flown to Tokyo for day-later showing. Kines were also flown to Honolulu, Anchorage, Fairbanks, Guam, Venezuela, Puerto Rico, Mexico, El Salvador, Guatemala.

Cyprus TV station went on air Oct. 1 with first of series of bi-weekly programs—consisting of newsreels, movie about St. Barnabas (protector of Cyprus) and episode in *Robin Hood* film series. Operated by Cyprus Broadcasting Service (British Govt.), station concentrated on Greek-language programming in debut, will feature Turkish programs in next transmissions. Debut drew crowds to TV store show windows.

Misleading advertising will be subject of Practicing Law Institute forum Oct. 26 in Hotel Commodore, N. Y., for corporation lawyers and others concerned with marketing problems. Participants in panel on "Protection Against Unfair Competition" will include pres. Hugh R. Jackson of N. Y. Better Business Bureau, mgr. Albert G. Seidman of FTC's N. Y. office.

Rate increases: KMJ-TV, Fresno, Cal. Sept. 1 raised base hour from $550 to $600, min. remaining $150. WKOW-TV, Madison, Wis. Oct. 1 added Class AA hour (7-9:30 p.m. daily) at $280, min. at $56, Class A hour going from $250 to $224. KLRJ-TV, Henderson-Las Vegas, Sept. 1 raised hour from $225 to $275, min. $45 to $50.

Radio advertising clinic sponsored by RAB will be addressed by Sen. Morse (D-Ore.) at opening luncheon meeting Oct. 8 in Waldorf-Astoria Hotel, N. Y.

WNEM-TV, Bay City-Saginaw, Mich. (Ch. 5) has established main offices and a studio on 2nd floor of Flint's Bishop Airport Terminal Bldg.

ELECTRONICS PERSONALS: **John S. Anderson**, pres. of Aeronautical Radio Inc., elected chairman, Radio Technical Commission for Aeronautics, succeeding **Dr. John H. Dellinger**, who had held post 17 years and who continues as technical advisor on administration & organization . . . **Dr. George H. Brown** promoted to chief engineer, RCA industrial electronic products . . . **J. Forrest Bigelow** named mgr., radar and radio systems, Philco govt. & industrial div.; **F. J. Bingley**, mgr., audio-video, data systems; **C. P. Woodward**, mgr., missiles and advanced tactical systems; **Ralph Deutsch**, mgr., fundamental techniques . . . **G. W. Duckworth** promoted to mgr., marketing, industrial tube products activity, RCA electron tube div.; **C. F. Nesslage** to administrator, operating financial controls; **E. E. Spitzer**, mgr., engineering; **E. M. Wood**, mgr., production . . . **Donald M. Miller** elected exec. v.p., Airborne Instruments Labs . . . **Everett M. Patterson**, ex-Standard-Thomson v.p., elected pres. of Bulova Research & Development Labs . . . **Edward Alpert** promoted to communications field sales administrator of Raytheon's commercial equipment div., **Joseph J. Sedik** to communications product planning mgr. . . . **Douglas W. Anderson** promoted to asst. to v.p., Stromberg-Carlson electronics div.; **P. R. Sultzbach** to production mgr.; **Wm. F. Hafstrom**, mgr., marketing-industrial products . . . **David E. Laughlin**, ex-Giddings & Lewis Machine Tool Co., named mgr. of Digimatic marketing section of Stromberg-Carlson's Electronic Control Systems Inc. . . . **Roe Nardone** named Haydu Electronic Products director of engineering and a company director . . . **Felix T. Troilo** promoted to sales mgr. of Circuit Instruments Inc., an International Resistance Co. subsidiary . . . **E. C. Titcomb** to head new N. Y. field engineering office of Kin Tel div., Cohu Electronics . . . **Wm. A. Drews** appointed head of electronic group of Atlantic Research Corp.'s electro-mechanical div.

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Missile technology has vast potential for development of electronics for peaceful uses, particularly in radio & microwave communications and radar, Sylvania v.p. Howard L. Richardson said Oct. 1 at cornerstone ceremonies at company's new Amherst, N. Y. electronic research & development center. Two-story building on 18-acre site near Buffalo Airport, scheduled for completion early in 1958, will house 500 employes, half of them engineers.

Electronic X-ray amplifier, multiplying image brightness 100 times and reducing radiation exposure of subject, was demonstrated experimentally Oct. 1 by Benjamin Kazan of RCA's David Sarnoff Research Center at American Roentgen Ray Society meeting in Shoreham Hotel, Washington.

Texas Instruments opened wholly-owned subsidiary, Texas Instruments Ltd., at Bedford, England, this week. Company's first manufacturing enterprise outside U. S. produces transistors and other semiconductor devices. Dudley Saward has been named managing director.

"Thyristor," new high speed switching transistor for computers and control systems, has been developed by RCA. Dr. Irving Wolff, v.p.-research, described it as a "marked advance" letting one transistor do work of 2.

All-glass 16-in. radar picture tube for military use (16AKP7) has been produced by Westinghouse for new display equipment used with radar, missiles and computers—or to replace 16-in. metal cone tubes.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755

Trade Report
October 5, 1957

TOP TV BRANDS-IN-USE IN 23 CITIES: Subscribers expressed so much interest this summer when we printed brief summary of TV set preferences in 23 markets as reported in Consolidated Consumer Analysis surveys (Vol. 13:24), that we have obtained permission to reprint the complete CCA table of TV ownership.

Consolidated Consumer Analysis figures are based on consumer surveys made by CCA member newspapers in the 23 markets. Newspapers distributed questionnaires to cross-section of market-area households, asking data about ownership and use of virtually every type of consumer item from whiskey to automobiles.

Survey sample families for 1957 totaled 69,398, out of 23-market total of 5,000,000 households. Most of the surveys were conducted in Jan. 1957, few earlier.

TV table is cumulative -- that is, it gives percentage of all TV households which owned each brand of set in each market, together with ranking of each make.

Individual market tables, distributed by newspapers making surveys, are broken down to indicate all brands owned by at least 1% of families, whereas consolidated table restricts itself to 14 most popular brands. Therefore, some brands which rank relatively high in certain regions -- such as Kaye-Halbert, Muntz & Airline (Montgomery Ward) -- don't appear in full 23-market table.

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Newspapers conducting the mass survey on foods, drugs, toiletries, home furnishings, appliances, automobiles, beverages, etc.: Chicago Daily News, Cincinnati Times-Star, Columbus Dispatch-Ohio State Journal, Denver Post, Duluth Herald and News-Tribune, Fresno Bee, Honolulu Star-Bulletin, Indianapolis Star and News, Long Beach (Cal.) Independent and Press-Telegram, Milwaukee Journal, Modesto Bee, Newark News, Omaha World-Herald, Oregon Journal (Portland), Phoenix Republic and Gazette, Portland (Me.) Press-Herald and Evening Express, Sacramento Bee, Salt Lake Tribune and Deseret News, San Jose Mercury and News, Seattle Times, St. Paul Dispatch and Pioneer Press, Washington Star, Wichita Eagle.

Median set saturation in the 23 cities was 92.5% at beginning of 1957, 88.7% in 1956 and 81.6% in 1955. Here is complete Consolidated Consumer Analysis table:

CITY	Per Cent of Owners 1957	1956	1955	RCA Victor	Admiral	Hoffman	GE	Philco	Zenith	Motorola	Silvertone	Emerson	Crosley	DuMont	Packard Bell	Westinghouse	Sylvania
				Place %	*Place %*	*Place %*	*Place %*	*Place %*	*Place %*	*Place %*	*Place %*	*Place %*	*Place %*	*Place %*	*Place %*	*Place %*	*Place %*
Chicago	93.7	92.3	—	2. 16.8	1. 18.5	— —	6. 6.3	5. 8.0	4. 10.7	3. 11.2	7. 4.5	12. 2.4	14. 1.9	11. 2.6	— —	13. 2.3	— —
Cincinnati	93.9	92.3	90.7	1. 20.6	3. 12.4	— —	6. 6.7	2. 15.7	7. 5.1	5. 7.2	14. 1.7	10. 2.7	4. 11.6	— —	— —	9. 3.7	15. 1.6
Columbus	97.4	96.3	93.8	1. 23.3	3. 11.1	— —	7. 4.9	2. 12.9	6. 5.3	4. 8.9	— —	12. 1.9	9. 2.8	13. 1.8	— —	8. 3.7	16. 1.3
Denver	94.5	—	—	*1. 9.5	3. 8.5	11. 3.2	6. 5.6	5. 6.7	4. 7.2	*1. 9.5	16. 2.2	9. 3.8	12. 2.7	9. 3.8	7. 5.5	12. 2.7	18. 1.7
Duluth-Superior	92.1	88.5	75.3	1. 15.1	3. 8.2	21. 1.1	2. 11.3	5. 6.3	6. 6.0	10. 4.1	17. 1.5	4. 6.7	15. 1.6	— —	— —	8. 4.7	14. 1.7
Fresno	88.3	80.5	66.4	1. 13.0	10. 4.0	3. 9.0	7. 6.0	2. 10.2	5. 7.0	4. 8.1	7. 6.0	6. 6.2	15. 2.6	13. 2.8	9. 5.6	13. 2.8	11. 3.6
Honolulu	83.1	74.6	62.9	1. 14.9	6. 6.8	13. 2.8	4. 9.5	7. 6.6	2. 10.8	8. 5.7	3. 10.0	10. 4.9	14. 2.2	12. 3.3	5. 6.9	11. 3.6	8. 5.7
Indianapolis	93.7	90.4	88.6	1. 15.2	2. 11.9	— —	8. 5.7	3. 8.8	5. 6.8	6. 6.1	12. 2.5	14. 1.9	9. 4.4	— —	— —	7. 6.0	4. 7.1
Long Beach	94.1	91.9	90.8	1. 15.7	4. 7.6	3. 8.9	8. 5.3	5. 6.9	7. 5.7	10. 4.4	6. 5.9	14. 1.9	17. 1.1	12. 2.5	2. 9.7	15. 1.8	16. 1.4
Milwaukee	97.2	95.8	93.1	1. 21.9	2. 15.1	— —	5. 5.0	4. 7.6	6. 4.3	3. 8.0	7. 2.7	9. 2.4	17. 1.7	14. 2.2	6. 6.4	9. 2.4	15. 2.1
Modesto	82.3	72.3	59.0	3. 10.9	9. 4.5	1. 14.3	8. 4.8	2. 11.6	4. 9.0	7. 6.2	5. 6.9	12. 2.8	11. 2.9	20. 1.0	— —	18. 1.2	16. 1.6
Newark	97.2	96.0	92.9	1. 26.6	2. 11.3	— —	6. 5.5	5. 7.6	10. 3.4	9. 3.5	15. 1.3	4. 7.8	7. 3.8	3. 8.7	— —	8. 3.6	12. 2.3
Omaha	95.8	93.0	88.7	1. 19.4	4. 8.4	— —	5. 7.6	2. 13.5	6. 5.4	3. 10.2	10. 2.9	7. 5.2	8. 3.9	16. 1.1	— —	9. 3.1	— —
Phoenix	90.1	88.7	81.5	1. 10.6	2. 10.2	5. 6.1	5. 6.1	9. 4.6	11. 4.5	4. 6.4	9. 4.6	3. 7.3	14. 2.7	16. 2.0	8. 5.6	7. 6.0	12. 3.2
Portland, Me.	92.5	88.4	77.9	1. 16.9	5. 7.5	— —	2. 13.1	4. 11.3	3. 12.1	6. 6.3	7. 5.3	8. 5.0	9. 3.8	14. 1.6	— —	10. 1.9	16. 1.1
Portland, Ore.	83.4	75.7	64.9	1. 11.9	3. 9.4	6. 5.9	8. 4.9	4. 8.0	2. 9.5	5. 7.0	9. 3.8	15. 1.7	11. 3.1	15. 1.7	7. 5.5	10. 3.4	14. 1.8
Sacramento	88.2	77.2	60.8	1. 15.4	7. 5.9	6. 6.8	9. 5.6	2. 9.8	4. 7.2	5. 6.9	13. 3.3	8. 5.7	17. 1.4	— —	3. 9.0	12. 4.1	15. 1.7
Salt Lake City	92.8	89.0	87.1	1. 14.9	2. 11.4	6. 5.9	4. 7.1	5. 6.4	10. 3.7	3. 8.7	12. 2.9	15. 2.5	12. 2.9	11. 3.0	7. 5.7	8. 4.5	16. 2.2
San Jose	91.5	88.3	82.0	1. 11.0	4. 8.7	7. 5.9	11. 3.5	3. 8.9	6. 6.1	5. 6.8	9. 4.7	8. 5.3	13. 2.4	17. 1.4	2. 9.1	12. 3.4	18. 1.2
Seattle	88.1	83.9	74.8	1. 16.6	5. 6.5	12. 3.5	8. 4.5	6. 6.1	7. 5.2	3. 7.0	4. 6.6	13. 2.0	16. 1.7	— —	2. 8.1	8. 4.5	10. 4.2
St. Paul	96.0	93.9	89.2	1. 17.4	2. 11.8	— —	3. 11.5	4. 7.9	6. 6.8	5. 7.3	— —	14. 2.0	8. 3.3	16. 1.9	— —	12. 2.8	— —
Washington, D. C.	87.5	85.8	81.6	1. 23.6	2. 14.7	— —	7. 4.9	3. 10.3	8. 3.3	5. 8.5	9. 3.1	4. 8.8	15. 1.1	13. 1.6	— —	12. 2.0	— —
Wichita	83.7	—	—	2. 11.7	1. 12.6	9. 4.3	6. 5.0	4. 7.4	3. 8.7	5. 6.5	12. 2.2	19. 1.5	8. 4.5	16. 1.8	— —	6. 5.0	22. 1.2

* RCA Victor and Motorola tied for first in Denver.

Slimmer Console: Ten-inch depth for 21-in. console cabinet -- slimmest yet -- is current goal of Sylvania designers, pioneers in trend to shallower cabinets. Set employs 110-degree tube, and intention is to have single model on market by Christmas. Present Sylvania 21-in. console is 13 11/16-in. deep, with 1-in. cup on back. New set retains same cup but has cabinet set back from tube face. No price is mentioned yet, but it's expected to be no lower than current 21-in.

Retail Sales: TV retail sales for Aug. were 510,097, continuing monthly rise from April low of 337,965 and bringing 8-month total to 3,746,834, reports EIA. Figure for Aug. 1956 was 566,158 and for first 8 months, 3,839,718. Radio sales at retail, excluding auto sets, totaled 4,947,006 vs. 4,648,707 sold in similar 8-month period of 1956. Sales in Aug. were 710,553 compared with 681,152 in Aug. 1956.

Factory Sales: TV factory sales totaled 3,649,000, valued at $466,858,000, in first 8 months of 1957, compared with 4,226,000 units, worth $540,873,000, in like 1956 period. EIA also reports 1957 sales of 5,245,000 radios, excluding auto, valued at $122,768,000, vs. 5,073,000 at $105,359,000 in similar 8 months of 1956. Hi-fi component sales through Aug. were valued at $20,276,190 compared with $16,517,820 in first 8 months of 1956. These included receivers & tuners, amplifiers and speakers, but no unit count of sales is kept.

Production: TV output was 180,725 week ended Sept. 27, compared with 155,751 preceding week and 204,655 in corresponding week one year ago. It was year's 39th week and brought TV production for year to date to about 4,601,000, compared with 5,259,271 in same period of 1956. Also this week, EIA officially estimated first 8 months production at 3,756,533 compared with 4,365,060 in similar 1956 period. Aug. production was 673,734 (88,615 uhf), compared with 360,660 (55,401) in July, 612,927 (90,419) in Aug. 1956.

Radio production was 380,732 (105,895 auto) week ended Sept. 27, vs. 356,290 (105,965) preceding week and 314,993 (109,219) in corresponding week year ago. Radio output for 39 weeks totaled about 10,374,000 (3,838,000) vs. 9,535,896 (3,060,093) in 1956 period. First 8 months production was placed at 8,765,606 (3,392,926) compared with 8,216,707 (2,710,303) in similar period last year. Aug. production totaled 965,724 (301,971), compared with 612,588 (256,279) in July and 990,845 (198,087) in Aug. 1956.

Ad-Inventory Relationship: TV-radio manufacturing industry will require "extraordinary advertising increase" in next 3 months to take care of "extraordinary prospective inventory increase," according to new "advertising barometer" in Sept. 27 *Tide*. "Pressure ratings," devised for magazine by economist Peter B. B. Andrews from projections based on reports by govt. economists and other financial analysts, give this TV-radio estimate for next 12 months: "Large prospective inventory increase; large advertising increases required." In survey of 1958 advertising costs in all media, *Tide* says they'll be up, but that daytime spot TV "is still the cheapest buy and shows little prospect of rate increase."

"Renewed optimism" is reported in Sept. survey by National Assn. of Purchasing Agents, with 32% looking for higher 4th quarter production, 46% seeing no change, 22% expecting drop. Of those NAPA members replying to survey, 32% anticipate an increase in new orders, 44% figure on no change, 20% see decline. Inventories were reported lower by 34%, unchanged by 51%, increased by 15%. Higher prices are listed by 51%, compared with 57% who reported higher prices last month; 42% saw no change and 7% reported decreases.

Lester Krugman, ex-Emerson, is now publishing *Cooperative Advertising Newsletter* with offices at 520 Fifth Ave., N. Y.

Canadian Color: Increased color sales in Milwaukee and Cincinnati were cited this week by Martin F. Bennett, RCA v.p.-merchandising, in urging Canadian sales & adv. executives to prepare for introduction of color TV in Canada—which Fowler report says will probably begin in 1959. He told Advertising and Sales Executives Club of Montreal that advertisers and agencies are beginning to show interest in color, NBC reporting more demands for special color shows "than there is time available. Advertisers want to get experience in color, and especially in color commercials."

Code of ethics for appliance service industry has been proposed by John H. Miller, mgr. of GE appliance & TV receiver product service, who told American Home Laundry Mfrs. Assn. meeting in Chicago that code would let customer know extent of reasonable service demands. Other speakers, saying customers don't understand terms of warranties, called for public relations campaign to explain service policies.

NARDA pres. Ken Stucky told group's Oct. 6 regional meeting at Macon, Ga. that following is ideal division of appliance dealer's sales dollar: 5% for sales expenses; 4% office & delivery; 4% service & installation; 4% return on investment & owner compensation; 4% advertising & promotion; 4% fixed costs & general administration; 75% merchandise costs.

Topics & Trends of TV Trade: Evaluation of electronics role in past 10 years, assessment of future were highlighted by H. Leslie Hoffman, Hoffman Electronics Corp. pres., at dedication of Los Angeles research and development center. He noted that 75% of Hoffman employes now work on products and services not developed 10 years ago—such as TV, computers, transistors, etc.

"Technological breakthroughs," said Hoffman, "spark the growth of the economy," improve job opportunities and living standards. Among problems to be solved, he listed faster communications, better utilization of airways, jam-proof navigation systems, long-range radar, computer standardization, air & ground traffic control.

Hoffman Labs pres. James D. McLean said goal is to double million-dollar center's engineering force to 1000 in 2 years.

Meanwhile, C. E. Underwood, Hoffman v.p.-treas., reported company's net income for year would be about $1,700,000 ($2.25 per share) on sales of approximately $40,000,000—scaled down from his earlier estimates of about $2.45 per share. Last year, Hoffman earned $1,600,000 ($2.19) on sales of $46,600,000. He blamed lower profit outlook on stretchout in Air Force contract at Hoffman Labs. However, he had rosy view of 1958 prospects: net income of about $2,000,000 ($2.90) on some $48,000,000 sales.

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"Systemized electronics" is key to a new growth era for industry, arts and sciences, Theodore A. Smith, exec. v.p., RCA industrial electronic products, told Oct. 4 opening session of SMPTE convention in Philadelphia's Sheraton Hotel. He said electronics can "free human intelligence from strain and tedium" of every day life and switch it to "executive role of coach and strategy maker." Smith asserted that "the future of American industry and arts lies in electronic systems"; that "in the immediate tomorrow, it may be impossible to remain competitive without systemized electronics."

National Security Industrial Assn. elects as pres. Richard C. Palmer, asst. to pres. of Fairchild Engine and Airplane Corp. Officers elected from TV-electronics industry: Raytheon pres. C. F. Adams, 1st national v.p.; Texas Instruments v.p. W. T. Joyce, 3rd national v.p.; IT&T v.p. H. H. Buttner, treas; Blaw Knox pres.-chairman W. C. Snyder Jr., asst. secy.-treas.

New method of training in TV-radio-electronics, "Trainer-Tester," has been introduced by Howard W. Sams & Co. It uses printed pages simulating equipment, with answers concealed by metallic paint to be erased by student, revealing if correct answer has been selected. Company says "Trainer-Tester" minimizes need for expensive equipment, "fits any school budget."

RCA is laying off 360 of its 12,000 employes at commercial and defense electronics plants in Camden due to "realignment of RCA defense contracts." Spokesman said RCA employment in area remains at or near record high and steps have been taken to absorb those furloughed into other RCA operations.

Guide for TV servicemen, containing theory of circuits & tubes and their applications, is provided in *Essentials of Television* (687 pp., $8.50, McGraw-Hill) by Morris Slurzberg, Wm. Osterheld & Elmo N. Voegtlin.

Trade Personals: Robert Paxton elected GE exec. v.p., directing 4 operating groups-apparatus; consumer products; electronic, atomic and defense systems; industrial components and materials. He also was named to GE board replacing Neil H. McElroy who resigned to become Defense Secy.; Arthur F. Vinson appointed v.p. and apparatus group executive, succeeding Paxton; James H. Goss, Canadian GE pres., elected v.p., consumer products group—succeeded by J. Herbert Smith; Halbert B. Miller elected v.p., manufacturing services group . . . J. J. Toyzer promoted to mgr., RCA TV receiver components plant at Findlay, O., which TV div. has taken over from components div.; Joseph A. Haimes named promotion mgr., RCA semiconductor div. . . . Richard W. Jones appointed sales promotion mgr., Stromberg-Carlson special products div., specializing in hi-fi consoles and components; he's been operating sales promotion consulting service . . . Edward B. Collier, ex-Norge, appointed Admiral national accounts mgr. . . . Alexander Theeman elected pres. of Granco Sales Corp., continues as secy.-treas. of parent Granco Products; he succeeds Lloyd Dopkins, resigned . . . Robert J. Higgins, ex-Stuart Louchheim Co., Philadelphia, appointed hi-fi-radio adv. supervisor, Sylvania TV-radio div. . . . Matthew McLaughlin, Avco v.p.-counsel, elected director.

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Frank M. Folsom, RCA exec. committee chairman, attending Oct. conference of International Atomic Energy Agency in Vienna as permanent representative of the State of Vatican City, will visit RCA activities in Germany, Italy, Spain, France, England before Nov. return to U. S.

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DISTRIBUTOR NOTES: Emerson appoints Edward Link midwest district mgr for Pa., Ind., O., Ky., Mich., Tenn.; Ray Fisher, ex-Mitchell Mfg. Co., as southwest district sales mgr. . . . Motorola appoints James F. Haley, ex-Philco, as eastern regional sales mgr. . . . Murray Rosenberg, ex-Harmon-Kardon, named sales supervisor, Warren-Connolly (Motorola), N. Y. . . . Danforth Corp. (Westinghouse), Pittsburgh, appoints H. E. Dillmore gen. mgr. . . . Herbert B. Bartel resigns as Admiral TV-radio sales asst., Pierce-Phelps, Philadelphia . . . DuMont appoints C. Carson, 12210 Grand River, Detroit, (Charles Carson, pres.) for 33 eastern Mich. counties including cities of Detroit, Flint, Saginaw, Ann Arbor, Port Huron, Jackson . . . Raymond Rosen & Co. (RCA), Philadelphia, appoints Joseph Diem, ex-Heckle Publishing Co., as asst. adv. mgr., promotes Andrew Villante to credit mgr. . . . GE appoints Robert E. Giannini western regional mgr., distributor sales, for tubes and other components . . . Motorola appoints Cramer Electronics Inc., Boston, and Allied Radio Inc., Chicago, for semiconductors . . . Irwin J. Premack, ex-Hotpoint Appliance Sales Co. TV sales mgr., Chicago, named Foreign Automotive Marketing Corp. v.p. & gen. mgr. . . . Delmonico International Corp. dissolves factory distributing branch, Delmonico Distributors of N. Y., shifting to direct distribution for key N. Y. accounts, branch pres. Philip P. Geth resigning.

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Withdrawal of subpoena for TV-radio records of Siemens & Halske, Munich, has been ordered by Justice Dept. with company agreeing to produce records, but reserving right to challenge U. S. court jurisdiction if civil or criminal suit follows. N. Y. federal grand jury is investigating whether patent pooling by U. S. and foreign companies violates anti-trust laws (Vol. 13:21).

RCA is mass producing round, glass shadow-mask, 261-sq. in. color picture tube (RCA-21CYP22), 20¾-in. diameter, 25-in. long, at Lancaster, Pa. plant.

Financial Notes: Officers-&-directors stock transactions for Sept., as reported to SEC: **American Bosch Arma**—Wm. S. Wasserman sold 2400 through holding company, 100 through trusts, holds 10,000 in holding company, 4569 in trusts, 12 personally. **American Electronics**—Warren H. Crowell sold 100 through Crowell Weedon & Co., holds none in Crowell Weedon, 4995 personally. **American Machine & Foundry**—G. A. Ingalls bought 400, holds 3109; Walter Bedell Smith bought 500, holds 620. **AT&T**—F. R. Kappel bought 10, holds 186. **Arvin Industries**—Gordon T. Ritter exercised option to buy 465, holds 1124; T. Earl Robinson exercised option to buy 200, holds 1412. **Avco**—Rudolph H. Deetjen bought 1000, holds 1000. **Bendix Aviation**—Palmer Nicholls sold 1098, holds 2386. **C&C TV**—Matthew Fox sold 3500, holds 576,200 as collateral against loans; Walter S. Mack sold 14,600, holds 206,271. **Consolidated Electrodynamics**—Philip S. Fogg sold 2000 through wife's account, holds 18,000 in wife's account, 20,000 personally. **Emerson Radio**—Benjamin Abrams bought 600 for trusts, holds 29,239 in trusts, 63,801 in foundations, 233,445 personally; Max Abrams bought 1100 for trusts, holds 9755 in trusts, 63,801 in foundations, 87,109 personally. **Friden Calculating**—L. B. Taylor sold 1000, holds 1762. **General Dynamics**—Gordon Dean exercised option to buy 5000, holds 5150; Earl D. Johnson sold 9300, holds 12,000; Allen D. Marshall sold 1600, holds 8100; Joseph T. McNarney exercised option to buy 10,000, holds 10,513; J. V. Naish exercised option to buy 7000, holds 7200. **GE**—W. R. G. Baker bought 2139, holds 12,291; Robert L. Gibson exercised option to buy 2400, holds 5310; Chauncey Guy Suits exercised option to buy 2070, holds 5070; Clarence C. Walker exercised option to buy 1125, holds 4683; Wm. C. Wichman exercised option to buy 1695, holds 4872. **Hazeltine**—W. M. McFarland bought 100, holds 619. **International Resistance**—Charles H. Griffin exercised option to buy 400, holds 6100. **Minneapolis-Honeywell**—P. B. Wishart exercised option to buy 1850, holds 6120. **Oxford Electric**—David E. Davis sold 200, holds 1890. **Philips Electronics**—Arie Vernes bought 100, holds 100. **Sperry Rand**—Theodore F. Allen sold 1000, holds 1726; Harry Landsiedel sold 2000 through joint account, holds 10,460 in joint account, 13,904 personally. **Texas Instruments**—J. S. Dufford bought 900, holds 18,027; P. E. Haggerty sold 1000, holds 132,159; S. T. Harris bought 1000, holds 17,604. **Tung-Sol**—George W. Keown exercised option to buy 150, holds 1143; Anthony Scala bought 1000, holds 1000; Alfred K. Wright exercised option to buy 125, holds 860. **Unitronics**—David Bogen bought 3000, holds 3000; Lester H. Bogen bought 2000, holds 2000; John G. Brooks sold 4210, holds 3000; Abraham Cooper sold 500, holds 235; Louis Haber bought 1102, holds 1102; Stanley R. Schoen bought 441, holds 441. **Webcor**—Titus Haffa bought 500, holds 62,554. **Westinghouse**—Chris H. Bartlett exercised option to buy 300, holds 1075; Bruce D. Henderson bought 200, holds 900; Leslie E. Lynde bought 300, holds 1828; Tom Turner exercised option to buy 100, holds 1925.

Standard Coil is "operating at a substantial profit" after reaching break-even point in first 6 months, which ended in $777 net profit (Vol. 13:36), pres. James O. Burke said Sept. 30 in special report to stockholders. Company earned about $160,000 in July & Aug. at rate which should accelerate, he said. Burke attributed improvement to economy drive, including closing of Los Angeles plant, and to addition of Magnavox, Westinghouse & Sylvania as customers for Standard tuners despite decrease in TV set sales. Standard has licensed British manufacture of its tuners and is negotiating similar arrangements on Continent and in South America. Company's net loss in 1956 was $1,487,000.

Meredith Publishing Co. had broadcasting revenues of $9,971,000 in fiscal year ended June 30 vs. $8,881,000 year earlier, according to breakdown in annual report showing total 1956-57 revenues of $53,071,711 and consolidated earnings of $4,644,417, compared with $48,459,633 & $4,047,146 (Vol. 13:34). Meredith owns KPHO-TV & KPHO, Phoenix; KCMO-TV & KCMO, Kansas City; WOW-TV & WOW, Omaha; WHEN-TV & WHEN, Syracuse, and is buying radio KRMG, Tulsa (Vol. 13:35).

Avco earned $6,223,181, plus $2,363,193 special tax crédit, for a total of $8,586,374 (92¢ per share) on sales of $238,983,886 and royalties etc., of $277,310 for 9 months ended Aug. 31, compared with an operating loss of $3,499,529, exclusive of $16,000,000 reserve in connection with discontinuance of major part of appliance operations, on sales of $246,168,438 in comparable 1956 period.

P. R. Mallory & Co. pres. Joseph E. Cain predicts earnings of about $3,600,000 ($2.60 per share) on 1957 sales of around $80,000,000, compared with $3,065,108 ($2.60) on sales of $68,356,203 in 1956. For 1958, he told Security Analysts of San Francisco, sales are likely to increase another $5,000,000 to $85,000,000, earnings will hit about $4,300,000 ($3-$3.50).

"Oscar of Industry" award by *Financial World* for best annual report of motion picture industry has been won for 5th consecutive year by AB-PT.

Belock Instrument Corp., which entered movie camera field in Feb. by acquiring Andre Debrie Mfg. Co. (Vol. 13:6), expanded into radio-hi-fi manufacturing this week by buying Sonic Industries Inc., Lynbrook, N. J. Sale of Sonic, which markets "Capri" hi-fi, was completed through exchange of 75,000 shares of Belock common stock for all outstanding Sonic stock. Bid price of Belock stock on American Stock Exchange was $10 Oct. 1. Sonic pres. Ben Birns will continue as head of new Belock subsidiary, which was founded 12 years ago and has reached estimated $5,000,000 sales volume this year.

Electronics expansion of 120% by 1965 is forecast by E. Dorsey Foster, RCA v.p.-economic planning, who told Southern N. J. fall conference at Atlantic City that national economy will grow 40% in next decade—matching growth of last 10 years. He listed basis for prediction as: 15% population increase; 7,000,000 more households; income going from $5640 in 1955 to $6500 in 1965; households in $4000-$10,000 group increasing from 5,000,000 to 30,000,000 by 1965.

Beckman Instruments reports net income of $209,432 (16¢ per share) on sales of $38,088,730 in year ended June 30, compared with $1,744,856 ($1.36) on sales of $29,362,-131 in preceding year. Lower earnings this year, said Beckman pres., Dr. Arnold O. Beckman, were due mainly to research & development investments and non-recurring loss on govt. contract.

Dividends: Avco, 10¢ payable Nov. 20 to stockholders of record Oct. 29; **Canadian GE**, $2 plus $4 extra, both Jan. 2 to holders Dec. 16; **General Dynamics**, 50¢ Nov. 9 to holders Oct. 18; **National Theatres**, 12½¢ Oct. 31 to holders Oct. 17.

Raytheon won contract for $4,134,901 from CAA this week for 4 more long-range radar units and Amplitron amplifying equipment, delivery to start Sept. 1958. Company received CAA order for 23 sets year ago.

Farnsworth Electronics Co., IT&T div., starts construction of 4th plant in Ft. Wayne area, scheduling completion for mid-1958 to double production capacity.

Network Television Billings

August 1957 and January-August 1957

(For July report see *Television Digest*, Vol. 13:35)

NETWORK TV BILLINGS slid 9.5% in Aug. to $38,564,220 from $42,596,589 in Aug. 1956, when political convention sponsorships swelled total to since-surpassed record high, according to Publishers Information Bureau. It was lowest monthly figure since $37,747,514 recorded in July 1956 and marked first time in network history that billings for any given month didn't show advance over same month year earlier. Cumulative total for 8 months of 1957 were up 4.2% to $327,981,866 from $314,854,415 in corresponding 1956 period, however. In Aug. this year, CBS (whose 1956 convention billings from Westinghouse were $3,556,213) was down 5.9% from Aug. 1956. NBC ($4,382,964 convention billings from Sunbeam, RCA & Oldsmobile) dropped 13.3%; ABC ($2,258,181 from Philco), 10.3%. The complete PIB report for Aug.:

NETWORK TELEVISION

	Aug. 1957	Aug. 1956	% Change	Jan.-Aug. 1957	Jan.-Aug. 1956	% Change
ABC	$ 6,134,380	$ 6,842,292	−10.3	$ 52,578,094	$ 50,855,477	+3.4
CBS	18,278,933	19,430,748	− 5.9	153,578,489	144,411,892	+6.3
NBC	14,150,907	16,323,549	−13.3	121,825,283	119,587,046	+1.9
Total	$38,564,220	$42,596,589	− 9.5	$327,981,866	$314,854,415	+4.2

1957 NETWORK TELEVISION BY MONTHS

	ABC	CBS	NBC	Total
Jan.	$ 6,715,581	$ 20,231,474	$ 16,554,941	$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033	43,377,602
June	6,413,708	18,356,892	14,746,537	39,517,137
July	6,348,496	18,537,069	13,874,872*	38,760,437*
Aug.	6,134,380	18,278,933	14,150,907	38,564,220
Total	$52,578,094	$153,578,489	$121,825,283	$327,981,866

*Revised as of October 3, 1957

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

Four applications for TV stations and 3 for translators were filed with FCC this week, bringing total to 120 (35 uhf) for stations, 41 for translators. Station applications: for Lafayette, La., Ch. 3 by consultants Dawkins Espy and Thomas B. Friedman; for Presque Isle, Me., Ch. 10 by owners of WTWO, Bangor; for International Falls, Minn., Ch. 11 by local group of over 2700 headed by Leroy Phaklides; for Portland, Ore., Ch. 27 by community antenna operator Trans-Video Co. of Ore. Translator applications were for Lovelock, Nev., Paradise Valley-Golconda, Nev. and Gold Beach, Ore. [For details see *TV Addenda 25-J* herewith.]

NTA Film Network will offer live shows on regional & national hookups beginning early next year, v.p.-gen. mgr. Raymond E. Nelson announced this week in address to Boston Ad Club. Name will be changed to "NTA Network," he said in speech stressing "flexibility" as desired quality in TV advertising. He emphasized importance of being able to select only desired TV markets, free from option time and must-buy requirements.

TV Schooling for Free World: International seminar on educational TV will be conducted Oct. 9 & 10 at Boston U for professional educators & broadcasters invited by school's communications arts div. to make "preliminary inventory" of uses of medium in free world. Participants will include: Robert S. Lambert, CBC; Arne Arnbom, Swedish Broadcasting System; Dr. Jerry Winfield, ICA; H. Reid Bird, State Dept.; Wm. Frye, UNESCO; John K. Weiss, Fund for the Advancement of Education; W. M. Brish, Washington County (Md.) schools; Charles Hettinger, Pittsburgh schools; Dr. Earl Hemminghaus, St. Louis schools; John W. Taylor, WTTW, Chicago; Dr. Thomas Clark Pollock, NYU; L. L. Lewis & Max Berry, RCA; Robert Hudson, Educational TV & Radio Center, Ann Arbor; Richard B. Hull, Ohio State U; Hartford Gunn, WGBH-TV, Boston; Dr. Harry Skornia, NARTB.

Broadcaster immunity from equal-time libel suits was asked Oct. 2 in brief filed by NARTB with North Dakota Supreme Court on appeal by Farmers Union of lower court decision in favor of WDAY Inc., Fargo (Vol. 13:32, 35). Farmers Union had charged it was libeled by minor party congressional candidate in broadcast over WDAY-TV during 1956 campaign. Station admitted libel but said it could not prevent or censor broadcast because of FCC equal-time regulation. NARTB brief also said "we believe the broadcaster would as well serve the public in the field of political broadcasting without legislative stricture as he has done in the many other fields of public programming."

Moscow TV tried giveaway gimmick on its popular *VVV (Evening of Merry Questions)* program this week with these disastrous results: (1) Audience response was so enthusiastic that station couldn't go on, (2) next day's *Evening Moscow* denounced quiz show as "beneath criticism" and promised that Russia will never have *The 64,000 Ruble Question* on TV, (3) *VVV* was in danger of losing its sponsor—the Govt. Catastrophe started when announcer offered prizes to first 3 viewers who arrived at Moscow U studio fully dressed for winter. Within minutes stage overflowed with more than 500 prize-seekers, announcer got lost in crush, program was cancelled for "technical reasons," station went off air hours ahead of schedule.

CBC Board of Governors Sept. 26 recommended grant of Ch. 3, Yorkton, Sask. to Yorkton TV Co. Ltd.; Ch. 2 satellite at Elk Lake, Ont., to J. Conrad Lavigne, operator of CFCL-TV, Timmins, Ont. (Ch. 6); power increase to 100-kw by CKCO-TV, Kitchener, Ont. (Ch. 13). It denied request for Ch. 6 satellite in Inverness, N. S. by CJCB-TV, Sydney, N. S. (Ch. 4), stating "high" 20-kw power wasn't justified. It also noted that CFCL-TV had withdrawn request to change satellite grant in Kapuskasing from Ch. 3 to Ch. 70 translator.

Big Japanese TV film sale was reported this week by TPA, whose foreign mgr. Manny Reiner lined up Radio Tokyo TV network in Tokyo, Osaka, Nagoya & Hokkaido to show *Lassie, Susie, Ramar of the Jungle.* Radio Tokyo also bought *The Lone Ranger* for Tokyo alone. At same time TPA claimed first commercial TV film sales by American company in Korea, where Seoul's HLKZ-TV bought *Fury, Ramar, Count of Monte Cristo.*

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SUMMARY-INDEX OF THE WEEK'S NEWS—October 12, 1957

CABLE THEATRE APPLICANTS listed on basis of survey of 490 municipalities; first returns shown 96 applications in 66 cities (pp. 1 & 4).

BARROW REPORT DUE for consideration by FCC committee within month; Justice Dept. seen withholding action. Congress hearings pushed (p. 2).

ALL-SPECTRUM STUDY a good possibility, with military sympathetic to objectives, reports GE's Paul Chamberlain, who heads EIA exploration (p. 3).

PAY-TV ANALYSES attempted by Life and N. Y. Times' Jack Gould as Bartlesville and Commission draw intense national attention (p. 4).

NEW EDUCATIONAL OUTLET begins programming at Corvallis, Ore., as 27th non-commercial station, bringing TV on-air total to 513 (p. 7).

SEPT. RETAIL SALES figures awaited as index to year. Estimates of Sept. factory sales down, but major producers say month was good (p. 10).

RECORD MOTOROLA SALES for first 9 months reported by Galvin, who predicts $8,500,000 earnings for year; TV sales down from '56 (p. 13).

ABC-TV's "BOLD JOURNEY" becomes homework for 1,200,000 students in project using commercial show as regular school assignment (p. 8).

GO-AHEAD FOR WLWI, Indianapolis, seen in FCC staff instructions. Court denies stay on Ch. 10, Albany. Other Commission actions (p. 9).

VIDEO TAPE MILESTONE: RCA & Ampex agree to exchange patents, indicating probability of compatible equipment, technical progress step-up (p. 10).

SPOTTING THE CABLE THEATRE ENTREPRENEURS: There's no central record-keeping of cable theatre data. Neither federal nor state Govts. are involved. Therefore, in effort to meet TV-movie industry needs, we've begun the laborious task of finding out who is seeking to establish cable systems where. If the Bartlesville experiment shows clear signs of success, you can expect a rush.

We've questionnaired city officials in all the 490 municipalities over 25,000 population, have received fair return. In addition, we've kept track of trade reports. On page 4, you'll find a list of applicants for cable franchises reported to date. Obviously, it isn't complete. There may be some glaring omissions—and we hope you'll call our attention to them. However, it's the only directory extant, and replies are still coming in from city halls.

Our records show 96 applications filed in 66 cities. Responses from 155 cities give official verification of 70 of the applications; trade reports account for the balance.

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Not included in list are conventional community antenna systems, an extensive directory of which is a regular feature in our semi-annual Factbook. Our Fall-Winter issue lists 610 in U. S. & Canada, representing some 500,000 homes already tied together with cable—though most systems are quite small when considered in light of current speculation about cable theatre.

Almost as interesting as list of applicants is list of cities with none. Here are a few cities with no applications, according to our replies from city officials: Mobile, Hartford, Daytona Beach, Ft. Lauderdale, Miami Beach, Orlando, Augusta, Boise, Evansville, Muncie, Council Bluffs, Des Moines, Wichita, Baton Rouge, Shreveport, Worcester, Pontiac, Muskegon, Duluth, Minneapolis, St. Paul, Newark, Syracuse, Asheville, Cincinnati, Portland (Ore.).

MEETING ON BARROW REPORT WITHIN MONTH: Networks, FCC members and some Congress staffers were still burrowing through hefty Barrow staff report of FCC's network study group (Vol. 13:40) at week's end—and if on-the-record reactions were slow to come it was because: (1) a complete reading of report takes plenty of time, and (2) those directly affected by recommendations have decided it's smart to keep their mouths shut for the present.

Report did bring quick reaction from 2 long-time Congressional critics of networks—Sen. Bricker (R-O.) & Rep. Celler (D-N. Y.)—both of whom talked of more hearings and inquiries when Congress reconvenes and pledged to keep vigilant watch on Commission.

The 3 Commissioner members of FCC Network Study Committee (Doerfer, Hyde, Bartley), as well as the other 4 FCC members, are still in process of reading report, and Chairman Doerfer gave us "rough guess" that Committee may be ready to hold first meeting on matter in about 2 weeks. After Commissioners have completely digested report, he said, Committee meeting will be scheduled to decide whether to transmit report directly to full Commission—or, if not, what the alternatives are.

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It's good bet that full Commission will give report's legislative recommendations pretty substantial consideration by time Congress reconvenes next Jan. Already there have been veiled threats from Congressional sources which can be taken to mean "act fast or else—."

Bricker issued statement saying that bills already before Senate Commerce Committee "would carry out practically all of the recommendations made in the report" and urging Commission to be ready with its own proposals early in session. He added:

"I am asking Chairman Magnuson to schedule early hearings by the Senate Commerce Committee to receive any additional testimony which may be needed before consideration by the full Committee of the bills already introduced."

Both Magnuson (D-Wash.) and Sen. Pastore (D-R. I.), chairman of communications subcommittee, are abroad and couldn't be reached.

"Our anti-trust subcommittee," said Rep. Celler in statement, "will maintain a watchful eye" to see that FCC acts promptly on Barrow recommendations. He found it "significant" that study group reached conclusions similar to those of his own subcommittee and of Senate Commerce Committee staff.

Celler's subcommittee also will take look at Justice Dept.'s progress in its inquiry into possible connection between network time sales and program ownership, he indicated. "Considering that 3 years have now elapsed since commencement of this investigation, it will be necessary for our subcommittee to determine the reasons for the apparent inordinate delay by the Dept. of Justice in resolving these highly important questions."

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Justice Dept.'s chief trust-buster, Asst. Attorney General Victor R. Hansen, told us he had read complete report and that "it covers many areas in which we have been investigating." He said Barrow & Co. "should be commended for an extremely comprehensive report."

"As to the recommendations directed to us," he added, "they are all areas which we have been studying for a long time."

Among informed Washington legal observers, there was unanimous feeling that any contemplated anti-trust action on such network practices as option time, must-buy, network spot sales representation, etc. would now be delayed—Justice Dept. preferring to give FCC opportunity to act instead.

Conversely, observation was also made that Barrow group had tossed several hot potatoes right into Justice Dept.'s lap by making no recommendations in areas affected by programming—particularly issue of alleged tie-ins between network sales of choice time slots and network-owned programs. There was definite impression—also hinted in Celler statement—that study group's omission of such material from report now makes it incumbent on Justice to take action or end its inquiry in this area.

Veterans of Washington TV-radio wars this week were viewing Barrow report as preliminary to some changes in FCC rules, but no one could conceive that Commission would go all the way. Their best guesses: No changes in multiple ownership rules in foreseeable future. Probable eventual elimination or modification of must-buy principle. At least a partial victory, probably, for Barrow group in its recommendations for publishing of affiliation contracts and criteria (Celler has publicized this information anyway, and could do it again if he chose).

Biggest and bitterest fight probably will center around proposal to ban option time. And you can be sure networks aren't prepared to give on this one.

■ ■ ■

When Congress reconvenes, networks will be involved in at least 2 new sets of hearings—in addition to revival of the old ones mentioned above.

Sen. Smathers' bill to divorce networks from music publishing and record business is almost certain to get Senate Commerce Committee hearing, reopening ASCAP-BMI fight in Congress. And there's Rep. Moulder's legislative oversight probe of regulatory agencies, still grinding along at staff level. (His staffers last week sent questionnaires to networks, asking them to specify all "gifts, honoraria, loans," etc. bestowed upon FCC commissioners or staff members).

Lest Congressional preoccupation with what's-wrong-with-networks give impression that crushing legislation is inevitable, it's well to bear in mind that—as one industry veteran put it—"when the chips are really down, there are a helluva lot of Senators and Congressmen who believe the TV networks are doing a bang-up job."

HOPES FOR INTENSE STUDY OF WHOLE SPECTRUM: Encouraging progress toward an all-spectrum study, including military uses, is reported by Paul L. Chamberlain, GE mgr. of broadcast equipment marketing, who is spearheading EIA's work on subject. He says top military communications officers have shown willingness to go along in principle, at least. EIA expects shortly to name committee to advise EIA board on role it should play in advising Govt.

Chamberlain's philosophy is this: There have been numerous spectrum studies since Radio Technical Planning Board completed its work in 1945—but none have been all-inclusive, covering all uses by all services. "There's plenty of spectrum space," he said, "if it were only used efficiently. But we know only how half is being used—the civilian half."

Study might take 2-3 years, then 8-10 years might be required to implement recommendations, Chamberlain says. He asserts that objective would be neither to protect nor to attack any particular user of spectrum. As for TV, he reiterated what engineers have long asserted: "From an equipment standpoint, today's TV assignments aren't efficient. There's about an 18-to-1 frequency spread between the bottom of the vhf band to the top of the uhf band. It would be much better to have a continuous block with a 2-to-1 spread."

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Continuous addition of TV stations, at modest pace, is foreseen by Chamberlain and Wells R. Chapin, GE mgr. of broadcast equipment research & product planning. They don't quarrel with estimates showing total of about 600 commercial stations in sight (Vol. 13:34), but Chapin notes: "There are always entrepreneurs willing to take a risk, and they are likely to push the figure higher." Chamberlain is also tremendously impressed with educational TV growth, in fact predicts that educational stations will eventually equal commercial outlets in number.

■ ■ ■

Meanwhile, FCC this week officially dismissed its "Craven Plan" proposal, following previously stated intention (Vol. 13:37). Plan envisioned dropping of present allocation table, permitting TV applications to be filed anywhere—as long as they met engineering standards. Commission said it would wait for TASO's engineering study of vhf & uhf performance.

Cable Theatre Applicants: Most reliable sources of information on cable theatre applicants are city officials, (see p. 1), because cable entrepreneurs must get franchises to use city streets, etc. for stringing of cable. Our questionnaire was directed to the 490 cities with population exceeding 25,000; 155 replies have been received to date. List has been supplemented by trade reports, in instances where responses haven't been obtained from cities. Those based on trade reports are indicated by asterisks. Herewith is the list of applicants on basis of our survey so far:

ARIZONA

Tucson	Harriscope Inc. Skiatron TV Inc.

ARKANSAS

Little Rock	Midwest Video Inc. Rowley United Theatres Inc.
North Little Rock	Fisher & Cochran Enterprises North Little Rock Theatres Inc.

CALIFORNIA

Compton	Skiatron TV Inc.
Glendale	Harriscope Inc. Skiatron TV Inc.
Inglewood	Skiatron TV Inc.
Los Angeles	Fox West Coast Theatres Corp. & International Telemeter Corp. Harriscope Inc. Skiatron TV Inc.
Lynwood	Skiatron TV Inc.
Oakland	Blumenfeld Theatres Skiatron TV Inc. United California Theatres
*Oceanside	Telemovies Development Corp.
Richmond	Park Theatre Skiatron TV Inc.
San Bernardino	San Bernardino TV Enterprises Inc.
*San Francisco	Fox West Coast Theatres Inc. & International Telemeter Corp. Jerrold Electronics Corp. Skiatron TV Inc.
San Jose	Electronic Home Tele-Movies Co. Skiatron TV Inc.
Santa Ana	Skiatron TV Inc.
Santa Barbara	Community Cable Theatre Inc.
South Gate	Skiatron TV Inc.
Vallejo	Skiatron TV Inc.

COLORADO

*Denver	Gene O'Fallon McGee Briggs Enterprises

COLORADO (cont.)

Denver (cont.)	TV Denver Inc. (KBTV)

DISTRICT OF COLUMBIA

Washington	Washington Broadcasting Co. (WOL)

INDIANA

Bloomington	Nova E. Vanderschmitt Y&M Management Corp.

KANSAS

*Garden City	"Theater group"
*Great Bend	"Theater group"
Hutchinson	Jay Wooten
*Manhattan	"Theater group"

MISSISSIPPI

Greenville	George T. Davis, Clara Mae Davis & W. A. Prewitt Jr.

NEW JERSEY

Atlantic City	Atlantic Coast TV Cable Corp.

NEW MEXICO

Carlsbad	Frontier Theatres Inc.
Roswell	Frontier Theatres Inc.

OKLAHOMA

Bartlesville	Vumore Co.
Enid	Vumore Co.
Oklahoma City	Vumore Co.
Tulsa	Vumore Co.

TEXAS

Abilene	Vumore Co.
*Amarillo	Interstate Circuit Inc.
*Arlington	Interstate Circuit Inc.
Austin	Eddie Joseph Theatres Interstate Circuit Inc. Trans-Texas Theatres Inc.
*Brownsville	Interstate Circuit Inc.
*Brownwood	Interstate Circuit Inc.
Corpus Christi	Corpus Christi Theatres
*Corsicana	Interstate Circuit Inc.
Dallas	A. H. Belo Corp. (WFAA-TV) Big D Theatre Co.

TEXAS (cont.)

Dallas (cont.)	Interstate Home Movie Inc. KRLD Radio Corp. (KRLD-TV) B. R. McLendon Midwest Video Corp. Rowley United Theatres Inc. Charles W. Weisenburg
*Denison	Interstate Circuit Inc.
*Denton	Interstate Circuit Inc.
*El Paso	Interstate Circuit Inc.
*Ft. Worth	Interstate Circuit Inc.
*Galveston	Interstate Circuit Inc.
*Harlingen	Interstate Circuit Inc.
*Highland Park	A. H. Belo Corp. (WFAA-TV, Dallas)
Houston	Austin Senators Baseball Club Bellaire Theatre Custom TV Inc. Interstate Circuit Inc. Loew's State Theatre Texas Bell Video Trail Drive-In Theatre
Laredo	Laredo Theatres Inc.
Lubbock	Vumore Co.
*McAllen	Interstate Circuit Inc.
*Mercedes	Interstate Circuit Inc.
*Paris	Interstate Circuit Inc.
*Pharr	Interstate Circuit Inc.
San Angelo	Concho Theatres Inc.
*San Antonio	Interstate Circuit Inc.
Temple	Interstate Home Movie Corp.
Tyler	Interstate Home Movie Corp.
*Vernon	Interstate Circuit Inc.
Waco	Interstate Home Movie Corp.
*Wichita Falls	Interstate Circuit Inc.

WISCONSIN

Eau Claire	Wisconsin Theatre Video Corp.
*Milwaukee	Skiatron TV Inc.
Wausau	Wisconsin Community Antenna Inc.

Pay-TV Storm Rages On: Two national publications undertook this week to tell their readers which way pay-TV winds are blowing. In pictures & article by Loudon S. Wainwright, Oct. 14 *Life* spread itself through 6 pages to report TV "revolution which networks fight to halt." Wainwright concluded that pay TV "is well on the way to becoming a vivid reality for millions of viewers" and that "the best likelihood for the immediate future, all alarums & excursions to the contrary, is that toll TV & free TV will exist together, that there will prove to be room for both."

In Oct. 6 *N. Y. Times Magazine,* TV-radio critic Jack Gould found FCC applying "firm indecision" on issue, "using the English language so that the words will have no meaning." He observed that seldom in history of show business & electronics has there been "such a deluge of excited doubletalk and such a paucity of tangible fact."

Gould wrote: "There might be room for both [pay and free TV]. Whether toll TV ultimately is destined to be a practical success or a promotional turkey, however, no one really knows."

Meanwhile, there was little let-up in skirmishes:

(1) Chairman Celler (D-N. Y.) of House Judiciary anti-trust subcommittee demanded that FCC Comr. Lee disqualify himself from pay-TV deliberations. Lee, said Celler, had "practically expressed approval for pay TV" in article written for *Look.* Lee had "no comment."

(2) Sen. Langer (R-N. D.), second ranking minority member of Senate Judiciary Committee, promised to introduce bill in Jan. to "expressly prohibit" pay-TV.

(3) NARTB pres. Harold E. Fellows warned Broadcast Advertising Club of Chicago that pay TV will begin carrying advertising if 10,000 families ever become paying customers.

(4) Milwaukee common council resolution to permit Skiatron TV Inc.—or any other pay-TV franchise applicant—to negotiate with local utilities for use of poles, lines & other facilities was vetoed by Mayor Frank P. Zeidler. Joined by *Milwaukee Journal,* he said council hadn't made sufficient study of problems.

(5) Exec. committee of Reserve Officers Assn., headed by New Orleans Mayor deLesseps Morrison, passed resolution expressing "misgivings" about pay TV in view of "vital role which a free use of the air" could play in national emergencies.

(6) Brooklyn Dodgers made it official. They'll move to Los Angeles next season, when N. Y. Giants will be in San Francisco. One reason for moves: pay-TV promises.

Personal Notes: Edmund C. Bunker, gen. mgr. of WXIX, Milwaukee, named v.p. & station relations director of CBS-TV, succeeding Edward P. Shurick, resigned (Vol. 13:40); Frank Shakespeare Jr., gen. sales mgr. of WCBS-TV, N. Y., moves up to gen. mgr. of WXIX, replaced at WCBS-TV by Norman E. Walt, CBS-TV Spot Sales account executive; Robert F. Jamieson, CBS-TV sales service mgr., to station contacts mgr., succeeded by George Zurich; Robert L. Pike succeeds Zurich as asst. mgr. . . . Dean D. Linger, sales promotion & publicity director of KNXT, Los Angeles, and CBS-TV Pacific Network since 1952, named adv. & promotion director of ABC-TV, N. Y., replacing John H. Eckstein, resigned; Austin Heywood promoted to KNXT & CBS-TV Pacific Network posts . . . Robert Sadoff, ex-Bourne Inc., named to new post of music coordinator, NBC Radio . . . Harold Grams, program director of KSD-TV, St. Louis, becomes gen. mgr. of *Post-Dispatch*'s TV-radio stations as of Jan. 1 when he succeeds retiring George M. Burbach, who founded and directed both stations—radio KSD while he was adv. mgr. of the newspaper; at 74, Mr. Burbach is an active Pulitzer director, enjoys improved health, reports to office regularly . . . James E. Kovach, ex-WRC-TV & WRC, Washington, named program mgr. of WBAL-TV, Baltimore . . . Karl B. Hoffman, v.p. & engineering director of WGR Corp., Buffalo, named to same posts in Transcontinent TV Corp. in corporate merger of WGR-TV & WGR and WROC-TV, Rochester (Vol. 13:39) . . . Ben Slack, ex-radio KTUC, Tucson, joins KGUN-TV there as commercial mgr. . . . Roland Kay, from radio KCBS, San Francisco, named sales mgr. of KERO-TV, Bakersfield, Cal., succeeding Ed Urner, who resigned to develop new Bakersfield radio outlet . . . Carlo Anneke, WDSM station mgr., named gen. sales mgr. of WDSM-TV, Duluth, succeeding Tom Gavin, named gen. mgr. of radio WDSM . . . Boone Boggs advanced to promotion director of WDBJ-TV, Roanoke, succeeding Mike Schaffer, now promotion director of WAVY-TV, Portsmouth-Norfolk . . . Roy E. Larsen, Time Inc. pres. who is chairman of Fund for the Advancement of Education, elected a trustee of Ford Foundation . . . Ralph J. Baron promoted to asst. eastern div. mgr. of TPA, headquartering in Baltimore . . . George Kellogg joins Animation Inc., Hollywood, to handle west coast TV sales . . . Robert T. Lund, exec. v.p. of Vision Inc., named assoc. publisher of *Printers' Ink;* W. Richard Bruner promoted to managing editor, succeeding Thomas M. Jones, who resigned to take similar post on *Modern Packaging* . . . Jack Krueger, news editor of WTMJ-TV & WTMJ, Milwaukee, reelected pres. of Wis. AP Radio & TV Assn. . . . Charles G. Burke of radio KFGO, Fargo, elected pres. of N. D. Broadcasters Assn. . . . Howard Stanley, mgr. & sales mgr. of radio WAVY, Norfolk, elected pres. of Norfolk Ad Club . . . Burton B. LaDow, commercial mgr. of KTVK, Phoenix, also named station mgr., reporting to exec. v.p. Leon M. Nowell . . . Arthur H. McCoy promoted to exec. v.p. of radio rep John Blair & Co. . . . Oliver H. Crawford shifted from programming editor of *TV Guide*, N. Y., to Pacific Coast regional mgr., Los Angeles; Lee Gottlieb named programming editor, Harold B. Clemenko assoc. editor.

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"Award for Achievement" will be presented ABN pres. Robert E. Eastman by Washington Ad Club in "Radio Day" ceremonies Oct. 15 at Presidential Arms. He will speak on "The New American Broadcasting Network Product."

ADVERTISING AGENCIES: Ken R. Dyke, former NBC v.p. in charge of programming and onetime ANA chairman, retires as a v.p. of Young & Rubicam in international div. . . . John L. Louis retires as a senior v.p. of Needham, Louis & Brorby, Chicago, after 28 years with agency . . . H. Grant Atkinson, ex-D'Arcy, named TV-radio director of Compton Adv., Chicago . . . Tom Dillon promoted to mgr. of BBDO, Los Angeles, replacing A. W. Neally, resigned to become consultant to agency . . . John P. Hudak Jr., ex-BBDO, named director of mass communications commission of National Conference of Christians & Jews . . . Harold F. Scheinkopf named associate research director of Ogilvy, Benson & Mather . . . David Lawrence, ex-Milton Weinberg Adv., Los Angeles, named TV-radio director of Beckman, Koblitz Inc. there.

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Another merger: Marsteller, Rickard, Gebhardt & Reed Inc. acquires Rittenhouse & Co., Inc., Houston, and opens office there under Jack D. Rittenhouse, founder of Rittenhouse agency in 1952, and Douglas S. Craig, ex-Gulf Publishing Co., Houston. They've been named v.p.'s.

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John J. Nordberg, FCC telephone div. chief since 1955, was appointed Common Carrier Bureau chief Oct. 8, succeeding Harold G. Cowgill, now Broadcast Bureau chief (Vol. 13:21). Nordberg started with Commission in 1935 as accountant.

New AP pres. is Benjamin M. McKelway, editor of *Washington Evening Star* and v.p. of its WMAL-TV & WMAL. He succeeds pres.-publisher Robert McLean of *Philadelphia Bulletin*, which owns WCAU-TV & WCAU, controls WDAU-TV, Scranton.

Vincent De Laurentis, chief engineer of WNHC-TV, New Haven-Hartford, has applied for daytime radio station in Hamden, Conn.

Top TV entertainers joined Oct. 8 to give $300,000 closed-circuit show for audience of one—"Little Boy Blue," 9, who is dying of muscular dystrophy in Lakeville State Sanatorium at Middleboro, Mass. Spectacular 45-min. TV program was organized by comedian Jerry Lewis, Muscular Dystrophy Assn. chairman, after child told nurses he'd like to get "4 or 6" funny cards for birthday this week. News stories brought 120,000 letters & cards to boy, whose father is in prison for killing his mother, and party was topped by show piped from NBC's Burbank studios to sanatorium. Participating with Lewis were Ernie Ford, Hugh O'Brian, Jim Arness, Eddie Cantor, Eddie Fisher, Disney's Mouseketeers, Skylarks, 18-piece orchestra.

Time Inc. personnel shifts resulting from death Sept. 24 of Wayne Coy (Vol. 13:39): Time Inc. broadcasting v.p. Weston C. Pullen Jr. assumes Coy's title of pres. of Twin State Bcstg. Inc., licensee of WFBM-TV & WFBM, Indianapolis, and WTCN-TV & WTCN, Minneapolis. Eldon Campbell, v.p. & gen. mgr. of Indianapolis stations, and Philip Hoffman, v.p. & gen. mgr. of Minneapolis div., become directors of Twin State. Hugh B. Terry, pres. & gen. mgr. of KLZ-TV & KLZ, Denver, becomes a director of TLF Broadcasters Inc., subsidiary which controls Time Inc. stations.

Report of SMPTE awards (Vol. 13:40) should have indicated that Col. Richard H. Ranger, Rangertone, was given Samuel L. Warner Memorial Award for work in sound engineering; Wadsworth H. Pohl, Technicolor Corp., was presented Herbert T. Kalmus Gold Medal Award for efforts in color film field.

Teleglobe Pay-TV System Inc., organization established by Sol Sagall to promote his subscription system in which unscrambled picture is sent over air and sound is sent by phone wire (Vol. 13:38), sets up New York office at 15 E. 48th St. (Eldorado 5-0010).

Telecasting Notes: More competition among the networks is showing up on basis of first Trendex ratings of the heavy slate of new programs this season. Interpreting Trendexes is favorite game, and there are 3 different versions of who's winning network rating game. There's no question that NBC-TV has improved its competitive position so far this season, and that ABC-TV's share of audience is moving up, too . . . Both NBC-TV & ABC-TV have put out analyses of their increases in share-of-audience as measured by Trendex samplings for new-program premieres. NBC reports 29% increase in share-of-audience for the time periods occupied by its 19 new shows measured so far; ABC-TV reports 30% gain in time segments of its 9 new shows, 15% boost in new-season premieres of its 9 "established programs" . . . Most of the new situation comedies—and some of the reprised old ones—aren't expected to live beyond their first 13-week cycles, and search by networks and sponsors for replacements by Jan. has already begun . . . Syndicated shows have more durability than network shows, TPA claims on basis of study of programming in nation's top 22 markets which indicates only 42% of sponsored evening network shows survived from Jan. 1956 to Oct. 1957, while equivalent figure for syndicated programs was 65% . . . At least 20 new series are being prepared for first-run syndication this winter, reports Oct. 7 *Billboard*, which estimates their total production cost at $25,000,000 . . . Fate of 7-9 a.m. on CBS-TV due to be settled in next 2 weeks, amid reports network will hand segment back to stations . . . Expansion of TV film commercial industry is about completed, *Variety* fears in Oct. 9 issue; there's built-in ceiling of about $52,500,000 billings, it explains, because of limited number of networks and stations. Article estimates 1957 filmed commercial production will total record of nearly $49,000,000 . . . Quick rebroadcast of Ed Murrow's excellent *See It Now* exposition of postal problems planned by CBS-TV Oct. 20, just 2 weeks after original performance . . . Westinghouse renews *Studio One* on CBS-TV for full 2 years, but with change in name, policy and production locale: It will be *Studio One in Hollywood* beginning in Jan., featuring top movie stars, abandoning N. Y. as origination point . . . Handout news films, offered by industrial firms and running 3-5 min., are currently being used by more than 100 TV stations, *Printers' Ink* survey indicates . . . NTA Film Network gets another sponsor: Toni signs for parties in its series of 4 Shirley Temple movies to be televised on Sundays in 60 markets, sharing sponsorship with Ideal Toy Co. . . . It can't happen here: Britain's commercial TV reported no viewer complaints last week when it showed special 15-min. segment filmed in nudist colony.

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Smash hit BBC-TV scientific spectacular, "This Restless Sphere," special program on International Geophysical Year narrated by Prince Philip, has been bagged by ABC-TV, which will present the filmed shown Sun. Oct. 20, 9-10 p.m. as salute to IGY and the royal couple's visit to U. S.

Transatlantic TV: When it comes—and it's "inevitable within the next few years"—it will be dictated by military necessity for coordinating radar information among the NATO countries. So said Wm. S. Halstead of Unitel Inc., in paper read at Philadelphia SMPTE convention by Ellis D'Arcy, Chicago consulting engineer and chairman of convention's symposium on international TV. Pointing out that transoceanic scatter microwave system is possible now, since greatest overwater hop between land masses in extreme North Atlantic area is 290-mi. between Iceland & Faeroe Islands, Halstead's paper said: "The most direct action toward the establishment in the near future of a wide-band telecommunication relay system across the Atlantic [probably] will come as a necessary extension of the existing wideband relay facilities that link the numerous radar stations now operated by cooperating military services of the nations in the NATO area."

Longest & deepest cable system underseas was placed in San Francisco-Honolulu telephone service Oct. 8 by AT&T and Hawaiian Telephone Co. following ceremonies in Treaty Room of Executive Office Bldg., Washington. Providing 36 voice circuits augmenting 14 existing radiotelephone circuits, new link was opened with 18,000-mi. call from Washington to Honolulu via London & Ketchikan, utilizing 3 deep-sea cables laid by AT&T in past year—transatlantic, Alaskan, Pacific. Amplifiers developed by Bell Labs and manufactured by Western Electric are built into 2 Pacific cables at 44-mi. intervals in 2400-mi. stretch, at depths to 3½ mi., from Point Arena, Cal., to Hanauma Bay, Oahu.

First TV-radio coverage of ceremonies opening Canadian Parliament will be provided by CBC Oct. 14 preceding Senate appearance by Queen Elizabeth II for "Speech from the Throne," which also will be carried live. CBC cameras & microphones will follow Parliament proceedings through election of Speaker of House of Commons.

British movie attendance has hit lowest figure in 7 years—as commercial TV celebrates second anniversary.

Anglo-U. S. TV Battle: "War" between Britain, U. S. & continental Europe over TV standards for middle east is described in front-page London-dated story in Oct. 8 *Wall Street Journal* which details important stakes of the 2 countries in terms of TV set and equipment sales. Key to battle is issue of U. S. 525-line vs. European 625-line standards. First mid-east TV station is Pye's 625-line Iraq govt.-owned 500-watt station at Baghdad, on air since May 1956. But in neighboring Iran, RCA is installing new station in Tehran, privately owned by group headed by RCA distributor Firooz Trading Co. Next step, according to article, is Iraq govt. decision on future TV expansion in proposed 3-year nationwide transmitter-building project. Govt. has not yet decided which standards it will officially embrace—but decision could materially affect future of middle east TV equipment market.

MBS showed profit—"small but significant"—in Sept., pres. Paul Roberts said Oct. 8 in special report to directors of new group which bought radio network from RKO Teleradio Pictures Aug. 8 (Vol. 13:32). Roberts disclosed no figures publicly, but said he is "sure Mutual will continue, from now on, to be a profitable broadcasting activity." He saw "real turning point in the acceptance of network radio" by national advertisers, citing such recent MBS accounts as General Foods, P. Lorillard, GM, Chrysler, *Reader's Digest*, H. J. Heinz, Benrus. In first 10 months of 1956 MBS lost more than $1,000,000.

First commercial TV in Peru—Radio El Sol—is scheduled to begin programming early next Jan., reports Ziv International chief Ed Stern, who adds that the station has placed orders for Spanish-language versions of 13 Ziv film series. Two govt.-owned stations—one with a 1957 target date—and several other commercial TV outlets reportedly are planned in Peru.

Biggest single program sale to Hong Kong's closed-circuit TV system was claimed this week by Screen Gems, which has sold five 30-min. series and one 15-min. musical series to Rediffusion Hong Kong.

New and Upcoming Stations: Oregon educational KOAC-TV, Corvallis (Ch. 7), began programming Oct. 7, following Oct. 1 test pattern debut. Noncommercial educational outlets now number 27 and total for all stations on air becomes 513 (91 uhf). KOAC-TV has 5-kw RCA transmitter, 200-ft. Fisher tower on Vineyard Hill, 6 mi. N. of Corvallis. Studios at Oregon State College, Corvallis, and at U of Oregon, Eugene, connect with transmitter via microwave. Glenn Starlin, chairman of Dept. of Speech, U of Oregon, is in charge of inter-institutional TV teaching; James M. Morris, from State College's KOAC, program mgr.; Grant Feikert, also KOAC and prof. of electrical engineering at Oregon State, chief engineer.

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In our continuing survey of upcoming stations, these are latest reports from principals:

KTWX-TV, Sheridan, Wyo. (Ch. 9) has changed target to Jan. 15, reports Burt I. Harris, pres. of Harriscope Inc., also operator of KTWO-TV, Casper, Wyo. (Ch. 2). Sheridan outlet will operate initially as satellite of KTWO-TV, which plans move of tower to Casper Mt. and power boost to 28-kw by Dec. 1. KTWX-TV will use 30-ft. Ideco tower, hasn't ordered transmitter as yet. It will be sold as bonus to KTWO-TV. Rep is Meeker.

KRSD-TV, Rapid City, S. D. (Ch. 7) is installing 6-bay RCA antenna on 370-ft. Ideco tower, but hasn't set target, reports partner & gen. mgr. Eli Daniels, who with John & Harry Daniels also holds CP for KDSJ-TV, Deadwood, S. D. (Ch. 5). Studio-transmitter bldg. on Skyline Dr. is 75% completed and 5-kw DuMont transmitter is scheduled for installation shortly. Network affiliation hasn't been signed; base hour not set; rep not chosen.

WFWC, Tampa-St. Petersburg (Ch. 3, educational) hasn't ordered equipment or begun construction, but hopes to be on the air early in Jan., reports Robert R. Guthrie, pres. of Florida West Coast Educational Television Inc.

KHUM-TV, Eureka, Cal. (Ch. 13) has ordered RCA equipment for Dec. delivery but hasn't set target, writes Russell K. Olsen, asst. mgr. of KVIP-TV, Redding, Cal. (Ch. 7), which has acquired 50% interest from former sole owner Carroll R. Hauser (Vol. 13:31). It will use 200-ft. self-supporting tower. Bids on studio-transmitter building are now being obtained. Rep will be Hollingbery.

KXAB-TV, Aberdeen, S. D. (Ch. 9) has changed target to Jan. 1, reports John W. Boler, whose North Dakota Bcstg. Co. acquired CP from Joseph E. McNaughton interests (Vol. 13:25). Plans are to operate it in affiliation with his KXJB-TV, Valley City-Fargo, N. D. (Ch. 4). Make of transmitter not designated, Stainless tower to be used. Base hour will be $150. Rep is Weed.

WGTV, Athens, Ga. (Ch. 8, educational) has decided to request new transmitter site and has cancelled Nov. start, reports Gerald L. Appy, assoc. director of communication services for grantee U of Georgia. It has ordered 25-kw RCA transmitter and 1000-ft. Stainless tower. Station will be part of $2,500,000 Center for Continuing Education, where closed-circuit programming began last April 30.

Airspace Panel Actions: Approved proposals by TV applicants KSTT, Davenport, Ia. (Ch. 8) for 1000-ft. tower southeast of Cambridge, Ill.; Midland Bcstg. Co., Moline, Ill. (Ch. 8), 1089-ft. 3.7 mi. south of Orion, Ill.; Central Minn. TV Co., Alexandria, Minn. (Ch. 7), 1133-ft. 3 mi. east of Westport, Minn. It also approved application by WSAU-TV, Wausau, Wis. (Ch. 7) for 609-ft. tower 3.2 mi. west of Wausau Municipal Airport. Panel rejected 3 proposals for new towers in Norfolk area: By WVEC-TV (Ch. 15) & WTOV-TV (Ch. 27) for 531-ft. tower near Kempsville, Va., and by applicant Norfolk-Newport News Bcstg. Co. (Ch. 13) for 1033-ft. tower, recommending 380-ft. maximum height at proposed locations or 449-ft. in downtown Norfolk. It approved proposal by KLFY-TV, Lafayette, La. (Ch. 10) for 973-ft. tower at Church Point, La., but rejected 1000-ft. tower proposals (near Kaplan, La.) by Ch. 3 applicants Acadian Bcstg. Co. & Evangeline TV Corp., suggesting they locate at Church Point or establish new farm where all Lafayette towers may be placed. It deferred consideration of proposed 977-ft. tower for KCSJ-TV, Pueblo, Colo. (Ch. 5) and 1061-ft. tower for applicant St. Anthony TV Corp., Houma, La. (Ch. 11) at request of applicants.

Translator starts: K75AE, Grangeville, Ida. began tests Oct. 1, repeating KLEW-TV, Lewiston, Ida. K76AE, La Grande, Ore. expects to start Nov. 10, repeating KXLY-TV, Spokane. W82AA, North Warren, Pa. began tests Oct. 6 repeating WBEN-TV, Buffalo. K79AB & K82AD, Brownlee Trailer Court, Ore. began tests Oct. 8 repeating KBOI-TV & KIDO-TV, both Boise, Ida. K72AN, Durango, Colo. plans Nov. 1 start repeating KOB-TV, Albuquerque.

New CBS affiliate: WDTV, Durham, N. C. (Ch. 11), starting Oct. 2 as secondary affiliate, becomes primary affiliate next April.

New rep: WSIX-TV, Nashville, to H-R Television (from Hollingbery).

Reports of Radio Station Sales: WGAY, Silver Spring, Md., 35% owned by Joseph L. Brechner & wife for $150,000 to associate John W. Kluge, increasing his interest to 100% . . . KYTE, Pocatello, Ida., by J. Ronald Bayton for $60,000 to Thomas R. & Andrew H. Becker, who control KNPT, Newport, Ore. . . . WJOE, Ward Ridge, Fla. by Vacationland Bcstg. Co. Inc. for $40,000 to Rupert P. Werling.

Radio station sales approved by FCC this week: WRAD, Radford, Va. by Perry E. & Alice Gresham for $95,000 to *Wooster* (O.) *Record* (Vol. 13:37) . . . KWLK, Longview, Wash. by Twin City Bcstg. Corp. for $65,000 to Triad Bcstg. Co. (Vol. 13:31).

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Rate increases: KOVR, Stockton, Oct. 1 raised base hour from $650 to $800, min. $135 to $190. KXJB-TV, Valley City, N. D. Oct. 1 added KCJB-TV, Minot, to combination already including KBMB-TV, Bismarck, and raised hour from $500 to $550, min. $100 to $125. WCNY-TV, Carthage-Watertown, N. Y. Sept. 30 raised hour $200 to $250, min. $40 to $50.

KGEO, Enid-Oklahoma City (Ch. 5) is being sold for $2,500,000 by Streets Electronics Inc. (P. R. Banta, pres.) to L. E. Caster, Rockford, Ill. and Ashley L. Robison, owner of radio KOVO, Provo, Utah. Caster is pres. of WREX-TV, Rockford (Ch. 13), being sold for $2,850,000 to Bob Hope and associates, including Robison as 15% stockholder (Vol. 13:40).

Sale of KVTV, Sioux City, Ia. (Ch. 9) with radio WNAX, Yankton, S. D. for some $3,000,000 is being negotiated by Cowles interests to Peoples Broadcasting Corp. (Nationwide Mutual Insurance Co. subsidiary), operator of radio WGAR, Cleveland, O.; WRFD, Worthington, O.; WTTM, Trenton, N. J., and WMMN, Fairmont, W. Va.

RCA shipped 6-bay superturnstile 6-bay antenna Oct. 9 to WRC-TV, Washington (Ch. 4), moving to new site.

Homework Watching TV: Commercial TV can be educational TV, too, ABC-TV boasted this week. Network reported that 1,200,000 elementary & high school students from 31,500 classrooms in 68 areas of country are taking lessons regularly from *Bold Journey* Mon. 8:30-9 p.m., sponsored by Ralston Purina.

Students watch travel-adventure documentary film series as part of homework, follow up episodes in classroom studies of geography and social & physical sciences. Teachers use special program guidebooks prepared by committee of educators headed by pres. Dr. J. Cloyd Miller of N. M. Western College.

Instructional program was originated by v.p. Ernest J. Hodges of Guild, Bascom & Bonfigli, Ralston's agent. Participating teachers also are offered more than 30 educational travel grants in tours directed by National Educational Assn.'s travel service div.

In other educational TV developments this week:

NBC lined up Health, Education & Welfare Secy. Marion B. Folsom and Comr. Lawrence G. Derthick of U. S. Office of Education for broadcast statements Oct. 12 & 13 on o-&-o stations starting network's 6-week "Know Your Schools" project.

John K. Weiss, v.p. & treas. of Fund for the Advancement of Education, told international seminar at Boston U (Vol. 13:40) that "American education on all levels of instruction may realize substantial savings in the future use of educational TV." He cited Penn State U survey which showed last term's TV classes in psychology, accounting, air science & sociology cost school $52,000 vs. $92,000 previously spent for conventional courses.

Student response to *Sunrise Semester* course in comparative literature on WCBS-TV, N. Y., has been so great (Vol. 13:39) that station & NYU will extend TV class another semester, starting late in Jan. Full college credit is given for course, first of kind in city.

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Study-group discussion by delegates organized for "A Look at Ourselves" in such areas as "Professional Standards" and "Station Policies & Practice" will feature 33rd annual convention of National Assn. of Educational Broadcasters Oct. 29-Nov. 1 in Statler Hotel, St. Louis. Luncheon speaker Oct. 30 will be TASO exec. director George R. Town. NAEB also announced these deadlines for applications for educational TV scholarships under grant by Ford Foundation: For study prior to next June 1—Dec. 1. For 1958 summer study—April 1.

Originating point for 2 upcoming live closed-circuit color telecasts will be Washington's color-equipped Walter Reed Army Medical Center. First Walter Reed origination for outside reception will be series next week beamed to D. C. Medical Society's annual scientific assembly in Washington's Statler Hotel. Second use will be non-medical series beginning next week—at which Washington area high school teachers will view experimental instruction in "calculus in color," conducted by U of Md. This week's 50-min. session will be first of series of 26.

TV cameras were banned Oct. 7 from Indianapolis road scandal trial by Special Judge Walter Pritchard following objections to courtroom coverage by counsel for Nile Teverbaugh, ex-Indiana highway right-of-way director, one of 3 defendants accused of embezzlement in superhighway land purchase.

Satellite Week: "The week of the sputnik" was extremely significant for all phases of TV-radio-electronics. From networks' and telecasters' point of view, it was important opportunity to keep public informed with the kind of coverage TV & radio do best—and opportunity wasn't muffed. All networks presented special programs last week end—forums, background information and frequent news bulletins, and the "beep-beep" tone (later deteriorating to steady note) became TV-radio's top tune. Other significant angles: (1) RCA Communications' receiving station at Riverhead, N. Y. became semi-official U. S. monitoring headquarters for satellite, doing first extensive monitoring and computations of speed, course, etc.—in addition to supplying all networks with "beep-beep" recordings. (2) Tracking the sputnik became favorite pastime not only of hams but of everyone with short-wave receivers (including battery portables) which could pick up 20 or 40-mc bands. (3) Reports that sputnik was equipped with TV camera were quickly denied in Russia, but an INS dispatch stated that U. S. was now ready and waiting (for favorable winds) to shoot TV-equipped rocket to moon from 100,000-ft. high balloon launching platform. (4) Military experts were predicting U. S. would step up its missile program, with electronics industry the first to feel big boost. (5) Andrew G. Haley, well known as both a Washington TV-radio attorney and rocket expert, made headlines when he told International Astronautical Congress in Barcelona that he will ask Congress to appoint committee to define air space in anticipation of possible demands by other countries for unlimited sovereignty over space above their lands. He's also quoted as proposing to Congress that moon be declared "free and independent autonomous area" to prevent any country from claiming sovereignty over it.

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"On the Air" research service for spot advertisers is being offered by KTWO-TV, Casper, Wyo., as part of regular sales package when they buy units of 20 announcements per month at regular rates. "Awareness" method developed for station by research director Dr. Saul Ben-Zeev of North Adv., Chicago, includes interviews with random sample of 200 persons on completion of 20 spots, "playback of copy points for the participating product and all of its competitors." Dr. Ben-Zeev says "method permits estimates of norms and allows diagnoses of irregularities in the development of public consciousness of a brand and its advertising image."

Broadcasters' Promotion Assn. has added seminars on merchandising and cooperation with agencies & syndicates to program for second annual convention Nov. 1-2 in Sheraton Hotel, Chicago (Vol. 13:37). Second-day session on "Merchandising—The Red Ink Invader or a Bugaboo?" will be moderated by adv.-sales promotion mgr. Paul I. Woodland of WGAL-TV & WGAL, Lancaster, Pa. Seminar on "Promotion Cooperation" will be led by sales promotion mgr. John Hurlbut of WFBM-TV & WFBM, Indianapolis.

Recommended standards and handling practices for monochrome and color film for TV were adopted last week end by Assn. of Cinema Labs (Reid H. Ray, pres.). Recommendations include camera area dimensions, review room projector apertures, set lighting techniques, control of negative and positive prints, etc.

Howard W. Blakeslee Award of American Heart Assn., for distinguished reporting in field of heart & circulatory diseases, has been presented to producers of *Robert Montgomery Presents* for "The Long Way Home" on NBC-TV.

Name change: Effective with Oct. 14 issue, *Broadcasting-Telecasting* reverts to original name of *Broadcasting.*

FCC Freeing WLWI, Indianapolis: Blocked from going on air, though waiting to throw switch, Crosley's WLWI, Indianapolis (Ch. 13) began to see daylight this week when FCC instructed staff to draft document denying various pleadings filed by applicants defeated by Crosley in hearing. When finalized, action presumably will be followed by modification of CP and program-test authorization permitting start—probably in week or 2.

In Albany, WCDA (Ch. 41) still holds FCC permission to switch temporarily to new Ch. 10, Court of Appeals denying stay sought by WVET-TV, Rochester (Ch. 10), also an applicant for the Albany channel. Also in Court of Appeals, WKAT, Miami, filed additional pleadings attacking grant of WPST-TV (Ch. 10).

In Elko, Nev., Donald W. Reynolds' Nevada Radio-TV Inc. now holds initial decision for Ch. 10, following drop-out of competitor KELK. In Eureka, Cal., KHUM-TV was granted change from Ch. 13 to Ch. 6, 4 to 14.8 kw, minus 70 to plus 460 ft.

In Scottsbluff, Neb., KSTF (Ch. 10) received increase from 11.5 to 240 kw, 240 to 840 ft., after telling Commission it would withdraw application for Ch. 13, Alliance, Neb. Sole new CP granted was for a Ch. 82 translator in Rock Springs, Wyo.

Commission got after couple of CP-holders—telling Wrather-Alvarez to ask for hearing on more time to build its KYAT, Yuma (Ch. 13) or lose CP; designated for hearing application of Chinook TV to reinstate its Ch. 23 CP in Yakima.

Commission finalized substantial uhf channel-shifting to permit WSJV, Elkhart, Ind. to shift from Ch. 52 to Ch. 28, WSBT-TV, South Bend, from Ch. 34 to Ch. 22.

WWLP, Springfield, Mass. (Ch. 22) filed petition seeking substitution of Ch. 15 for Ch. 75 in Concord, N. H.; in addition, it sought extensive changes in Mass., Me., Vt. & N. H. to permit addition of translators. Cascade Bcstg. Co., operator of KIMA-TV, Yakima (Ch. 29) and KEPR-TV, Pasco (Ch. 19), asked substitution of Ch. 22, 44 & 50 for Ch. 5, 8 & 22 in Walla Walla. [For details of changes finalized or sought, see *TV Addenda 25-K* herewith.]

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Vhf booster rules proposed by FCC are too tough, (Vol. 13:32), Wash. State TV Reflector Assn. told Commission this week, asking amendment of Sec. 4.935 of rules as follows: "A low power TV broadcast repeater station will not be authorized to operate with a power in excess of that required to produce a field of 5 millivolts/meter in 75% of the area to be served . . ."

RCA-Ampex Agreement: Prospects for compatibility of all future makes of video tape recording and playback equipment appeared to be enhanced at week's end with brief skeleton announcement that RCA and Ampex Corp. had signed "agreement for exchange of patent licenses covering video tape recording and reproducing systems for both black-&-white and color."

Very few details were available—nothing at all on terms of agreement. But there were indications that agreement may remove spectre of video tape mechanisms using different width tapes and running at different speeds. RCA officials declined to comment when asked whether they intend to enter commercial TV recorder production soon.

From standpoint of TV technology, agreement is historic in that 2 of leaders in video tape research—Ampex in monochrome and RCA in color—apparently have agreed that each has something to offer the other. From telecaster's viewpoint, deal can do nothing but hasten advent of practical, reliable tape for color and monochrome.

A top RCA official explained patent deal this way: "We can't proceed unless we have freedom to work. This clears the air for both companies—we can both work on our own approaches to tape without getting in each other's hair patent-wise."

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Philco appealed to D. C. Court of Appeals Oct. 9 to overturn FCC ruling rejecting its bitter protest against renewal of license of NBC's WRCV-TV & WRCV, Philadelphia (Vol. 13:37). Philco contends that Commission (1) was mistaken in denying that Philco had no standing as party of interest in license case, (2) wrongly held that FCC had no jurisdictional interest in Philco's $150,000,000 anti-trust case against RCA.

FCC's mobile TV station measuring equipment is described by engineer Raymond L. Day in Oct. 1 *Electronics*.

McConnaughey Raps Controls: "Lot of inane prattle" has been "going on in Washington about regulating broadcasting," former FCC Chairman George C. McConnaughey told Ohio Municipal League conference in Dayton, urging delegates to help keep field from "destructive federal control." In first reported speech since he left Commission June 30 (Vol. 13:26) McConnaughey said that public—not Govt.—should censor programming, that he's "unalterably opposed to censorship or any other kind of govt. control over programming or over the thoughts of free men, provided the operation as a whole is conducted in the public interest." He said he prefers "weaknesses" of U. S. system—"too many commercials, switch & bait, giveaway programs and commercialization"—to any govt.-controlled operations he's seen abroad.

"Color V" product sold by Superior Products, 673 Broadway, N. Y., has been misrepresented as providing same visual effect as color TV, FTC examiner Loren H. Laughlin ruled Oct. 8 in ordering Harry G. Kriegel to stop making false advertising claims for plastic sheet (Vol. 13:16). Kriegel did not appear at hearing in case but in answer to FTC complaint said he didn't own company, that sale of product was discontinued June 1, 1956 (Vol. 13:35).

Photographs of equipment for which FCC type acceptance is sought would be required in proposed new Commission rule amending Sec. 2.523 (b) of regulations. Notice of amendment (Docket 12212) says it is intended only for acceptance applicants whose instruction books or manuals don't include photographs. Comments may be filed by Dec. 1.

New 8 rpm record has been developed by CBS Labs for use by the blind, pres. Peter Goldmark told Audio Engineering Society, hinting that new disc might also have other more commercial applications. He said 7-in. diameter record will play for 4 hours, 12-in. about 10 hours, and stated surface noise is 7db less than 33 rpm record.

United Artists Corp. joins other movie producers in establishing own music firms, setting up United Artists Records Corp. and United Artists Music Corp., both headed by v.p. Max E. Youngstein of parent company.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
October 12, 1957

SEPT. SALES AND FULL-YEAR OUTLOOK: Industry generally regards Sept. as a key month, a useful index in gauging the all-important 4th quarter sales. Vital retail sales figures for month aren't in yet, but preliminary factory sales are -- and they show some drop from year ago -- 875,000 vs. 1,020,000 in Sept. 1956. Total factory sales for year reached 4,500,000 end of Sept., compared with 5,250,000 last year.

Sept. looked good to most top producers, according to check of cross-section we conducted this week. Here are their sizeups:

Robert A. Seidel, RCA exec. v.p.-consumer products: Sept. sales seem to be "firming up quite a little bit -- at least in our end of it." It may be, he said, that RCA "is gaining in percentage of industry sales."

His reports indicate, Seidel elaborated, that Sept. business "held up relatively well -- much better than in Aug." He said week before last was very good and "if last week was as good, we'll be off to the races."

Activity in color evoked bubbling enthusiasm from Seidel who said that since RCA's 2-hour closed-circuit color show Sept. 4 (Vol. 13:36) this phase of business "has taken quite a spurt...it's gone up to beat hell."

Admiral pres. Ross Siragusa told us his Sept. business "in dollars equals or exceeds last year," although unit volume is down. He went on to say that "the mix has changed, we're selling more high end consoles and combinations, fewer portables -- and profits will be better."

Siragusa also noted tremendous drop the industry has suffered in Canada, but "Admiral sales in Canada are considerably ahead, in both units and dollars."

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Motorola's Edward R. Taylor, exec. v.p.-consumer products, put his views of Sept. market this way: "I feel pretty encouraged, although I don't have any figures on hand yet" to back up the feeling. Motorola executives, he said, have just finished a round of 14 regional meetings with distributors and "in almost every case they felt pretty good about what was coming up. By and large, I'm convinced things are moving in the TV market and we've had an excellent Sept. in hi-fi."

John M. Otter, Philco exec. v.p. for marketing, said "our TV sales in Sept. were better than last year" and the same is true for first 9 months, compared with 1956. He described TV-radio sales in 3rd quarter as "very good, excellent -- and hi-fi is selling like a house afire -- far ahead of 1956."

Philco "Slender Seventeener" played big part in good sales showing, Otter declared, adding that they've had to put an extra production line on the model and "still can't make enough of them."

Incidentally, a Philco spokesman told us firm's 3rd quarter profits -- which haven't been announced yet -- "are up over last year" when earnings were $240,000 (4¢ per share) on sales of $87,460,000.

Robert L. Shaw, gen. sales mgr., Sylvania TV-radio div., called Sept. a "good month," roughly twice as good as last Sept., although final figures are not in yet. He said "our sales growth is following a pattern which has prevailed since the first of the year."

GE—On Production, Price, Color: Visiting Syracuse this week, when GE turned out its 1,000,000th TV portable since production on it started May 1955, we obtained top officials' views on GE and industry TV activities.

Herbert Riegelman, gen. mgr. of TV receiver dept., explained that dropping of night shift (Vol. 13:38) was simply result of careful analysis of sales prospects

for final quarter. He emphasized GE's efforts to minimize impact on employes. Night shift had 700, whereas day shift has 3300.

Any price cuts in sight? Riegelman sees none. Then, we asked: "You don't think there will be any price increases?" His reply: "I wouldn't say that." And he pointed to higher wages and material costs.

GE's color position, as given by marketing mgr. Jack S. Beldon: Color is here. GE has a good set. We'd be delighted to see it go over. We know of no engineering advance likely to cut color costs. Real mass production, say 200,000 sets per year by one company -- would produce real price reductions.

Riegelman said he had felt consumers would pay about $100 premium for color over black-&-white but now wonders whether even this figure is too high.

Beldon reviewed current black-&-white sales, said that a very important facet is dealers' emphasis on advances in new lines -- slim design, automatic tuning, etc. -- that "price alone shouldn't be the main point of sales emphasis."

GE's over-all corporation policy is that each division must make a profit, stand on its own feet. Thus, each division head is like a corporation president, reporting to stockholders. Greatly decentralized under pres. Ralph Cordiner, each division acts quite independently, can't lean on others.

Production: TV output was 167,605 week ended Oct. 4, compared with 180,725 preceding week and 215,480 in corresponding week one year ago. It was year's 40th week and brought TV production for year to date to about 4,769,000, compared with 5,464,467 in same period of 1956. Radio production was 356,748 (114,402 auto) week ended Oct. 4, vs. 380,732 (105,895) preceding week and 307,865 (113,594) in corresponding week year ago. Radio output for 40 weeks totaled about 10,731,000 (3,952,000) vs. 9,873,114 (3,197,048) in 1956 period.

Trade Personals: Robert J. Theis promoted to merchandising mgr., Philco TV div.; George Strotmeyer succeeds him as regional mgr., Allegheny region; Bruce Lambert named regional mgr., Atlantic region . . . Merrill L. Bengtson, Hufford Corp. pres., named director of parent Siegler Corp. which recently merged with Unitronics Corp. (Olympic Radio & TV) . . . George I. Long Jr., Ampex pres., named a director of ORRadio . . . Donald T. Lucas appointed mgr., Raytheon receiving tube sales; Paul R. Keeler, mgr., govt. relations; C. W. Duncan, sales engineer of receiving & picture tubes, transistors and semiconductor diodes . . . Harold G. Towlson promoted to engineering mgr., GE technical products dept. . . . Martin I. Stoller, ex-Young & Rubicam adv., appointed marketing mgr., Fairchild Recording Equipment Co. . . . Robert A. Donner, ex-Bruno-New York, named adv. & sales promotion mgr., Herold Radio & Electronics Corp.'s Steelman phonograph and Roland radio divs. . . . E. L. Bragdon promoted to RCA trade press editor, N. Y.; B. I. French Jr. to coordinator, editorial and press services, Cherry Hill, N. J. . . . Dr. Raymond L. Garman elected General Precision Equipment v.p.-engineering & research; Wladimir A. Reichel resigns as senior v.p.-engineering.

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Dr. W. R. G. Baker, GE v.p. and EIA pres., retires from GE Nov. 30 at mandatory retirement age of 65. Recovering from stroke at St. Joseph's Hospital, Syracuse, he's been active despite some paralysis—working from office established next to his room, conferring regularly with associates.

Tribute to Dr. Irving Langmuir, Nobel Prize winner and world famous GE scientist who died Aug. 16 (Vol. 13:34), is contained in 8-page booklet from GE Research Lab, Schenectady. It includes excerpt from *N. Y. Times* editorial, encomiums from friends and associates.

DISTRIBUTOR NOTES: Sylvania appoints Traynor-Dean Appliances Inc., 107 N. 11th St., Tampa, Fla. (Frank M. Traynor, pres.) for TV-radio-hi-fi in 19 Fla. counties . . . Tri-State Distributing Corp. (Philco), Cincinnati, names Richard Brenner gen. sales mgr., replacing Robert Murrell, resigned . . . Yancey Co. Inc. (RCA), Atlanta, names Tommie Preacher field sales mgr. . . . Trav-Ler appoints Tecca Distributing Co., Cleveland, for TV-radio-hi-fi in territory including N. Ohio formerly serviced by Trav-Ler factory branch in Cleveland . . . DuMont appoints Ft. Orange Radio Distributing Co., 904-16 Broadway, Albany, N. Y. (David L. Marks, secy. & gen. mgr.) for TV-hi-fi . . . Stuart Falk, ex-Philco, opens mfrs. rep. firm, representing Capehart Corp. hi-fi, with temporary offices at 17611 Van Aken Blvd., Cleveland . . . Stuart F. Louchheim Co. (Zenith), Philadelphia, appoints Robert J. Boyle, ex-Raymond Rosen (RCA), Philadelphia, as adv. mgr.

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Audio Engineering Society elects pres. Sherman M. Fairchild of Fairchild Recording Equipment Co. as pres., succeeding Walter O. Stanton of Pickering & Co. Other officers named: Donald J. Plunkett, Capitol Records, exec. v.p.; H. E. Roys, RCA Victor, central v.p.; Herbert E. Farmer, U of Southern Cal., western v.p.; C. J. LeBel, Audio Instrument Co., secy.; Ralph Schlegel, RKO.

Engineers were challenged by Motorola pres. Robert W. Galvin to assume broad responsibilities as dominant "taste makers" of American society. He told Oct. 7 meeting of AIEE in Chicago that some day a man of science would be elected president of U. S. but he cautioned engineers not to measure all relationships and values with an inflexible scientific slide rule.

Frank A. D. Andrea, Andrea Radio Corp. pres., named chairman of Radio & Television Mfrs. div., Muscular Dystrophy Assn. of America.

Service Problems: Servicing travails of U. S. householder, TV repairs costing nearly $2 billion of last year's $16.6 billion bill, are pinpointed in cover story of Oct. 14 *Time* which is bound to stir up considerable controversy in industry.

"Horrible examples" listed include Los Angeles man who was billed $162.40 for several month's effort to fix 21-in. TV set which he said didn't work any better when repairs were finished. In another case, a Washington homeowner said: "I've gotten to the point where I'm terrified to call the TV serviceman. I'd rather kick the set down the cellar steps than pay a bill for $70."

Service problem, says magazine, is aggravated by modern technology which fills demand for bigger and better gadgets, with TV set becoming as complicated as an electric brain. "Actually," article states, "the great majority of repairmen are honest enough. The difficulty is that no one can tell the good from the bad—so many are merely incompetent."

NARDA exec. v.p. A. W. Bernsohn is quoted in article as saying: "Never in the history of the appliance industry have we had a time when so much faulty merchandise was being received." Story cites NARDA survey to show appliance dealer loses money on service and adds that independents do little better.

Future will see, *Time* predicts, color TV, appliances, etc. with plug-in units that will be returned to factory for repair.

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Factory sales of transistors in first 8 months of 1957 were 15,611,300, worth $42,063,000, reports EIA, compared with 6,958,000, valued at $19,717,000 in similar 1956 period. Aug. sales were 2,709,000, worth $6,598,000, vs. 1,315,000 at $3,660,000 in Aug. 1956. EIA's monthly breakdown:

	1957 Sales (units)	1957 Sales (dollars)	1956 Sales (units)
January	1,436,000	$ 4,119,000	572,000
February	1,785,300	5,172,000	618,000
March	1,904,000	5,321,000	708,000
April	1,774,000	4,880,000	832,000
May	2,055,000	5,636,000	898,000
June	2,245,000	6,121,000	1,130,000
July	1,703,000	4,216,000	885,000
August	2,709,000	6,598,000	1,315,000
TOTAL	15,611,300	$42,063,000	6,958,000

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Sixty-second check of portable TV without taking set from shipping carton is made possible by slots in new Admiral carton. Pressing in knife-cut section permits (1) connecting power cord and antenna, (2) setting on-off switch and controls, (3) inspecting picture.

Firming up of TV market around Christmas is prediction of A. W. Zelomek, Fairchild Publications economist, in Oct. 7 *Home Furnishings Daily*. He adds that this "will be the start of an improved level of TV set business which should continue through the first half of 1958."

Hi-fi components volume of $200,000,000 in 1957, a 25% increase from 1956, was predicted by Edwin Cornfield, exec. secy., Institute of High Fidelity Mfrs., at 2nd annual hi-fi show this week in N. Y.

Emerson introduces 21-in. deluxe modern console TV in blond and mahogany at $238-$258 and 2 hi-fi consoles at $168-$188 and $198-$218.

Trav-Ler increases TV price 5-10% effective Oct. 15—portables excluded.

Tube Sales Reports: Picture tube sales by manufacturers totaled 930,296, valued at $17,984,185, for Aug., nearly double July's 491,935 but still less than the 1,099,605 sold in July 1956, reports EIA. Total sales for 8 months were 6,236,890, worth $114,806,802, compared with 6,837,728, valued at $125,286,416, in similar 8 months of 1956. Receiving tube sales for 8 months were 297,281,000, worth $252,389,000, vs. 303,004,000 at $244,144,000 during similar period last year. EIA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
January	760,860	$ 13,594,525	37,571,000	$ 31,170,000
February	728,363	13,134,778	44,460,000	36,631,000
March	833,257	14,850,847	43,010,000	37,007,000
April	629,838	11,394,043	27,970,000	25,384,000
May	758,328	14,031,519	32,836,000	28,955,000
June	1,104,013	19,981,319	35,328,000	31,314,000
July	491,935	9,835,586	33,077,000	27,042,000
August	930,296	17,984,185	43,029,000	34,886,000
TOTAL	6,236,890	$114,806,802	297,281,000	$252,389,000

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"Philco-Day USA," annual Philco sale promotion Oct. 7, resulted in TV distributor sales to dealers of more than $6,000,000 at retail value, reports Henry E. Bowes, v.p. and gen. mgr. of TV div. Describing the sales as "successful," Bowes listed the day's TV sales as 10,000 greater than last year. TV sales mgr. Gibson B. Kennedy emphasized "there were no cut prices—this was not a clearance sale—all sales were at regular prices." Philco introduced 21-in. console for promotion at $240 and Kennedy said over 8000 were sold and set will be continued as part of regular line.

New "field accelerated" class of transistors developed by Philco is capable of operating through entire vhf and part of uhf spectrum. Called MADT (Micro Alloy Diffused-base Transistors), they are currently in production, are said to open new fields of advanced electronic equipment to transistorization. Philco says they operate at switching speeds comparable to speed of light.

Dealers' outlook for balance of 1957 "promises no improvement," NARDA chairman H. B. Price Jr. told Oct. 6 NARDA southern regional meeting at Macon, Ga. and warned that "1958 may well bring further contraction of our market." Ellie Grumiaux, adv. mgr. of Price's Inc., Norfolk, called TV advertising "expensive, difficult to use, but the most powerful medium."

Dismissal of FTC price discrimination charge against Hamburg Bros., RCA distributor in Pittsburgh, has been urged by examiner Joseph Callaway who held company's pricing practices "were justified in all significant respects" (Vol. 13:6, 34). Examiner's order may be stayed, appealed or reviewed, but issuance was not opposed by FTC counsel and routine commission approval will follow.

"Control Master," Packard-Bell's remote control unit with self-contained speaker, illuminated channel selector, on-off switch, controls for volume, brightness and fine tuning, is described by pres. Robert S. Bell as " . . . a revolutionary development that television manufacturers have been striving to achieve for many years." Sound may be switched back and forth between set and remote speaker.

RCA raises entertainment tube prices average of 6%, effective Nov. 1, on 272 types, or 85% of those shipped to distributor market—no increase on picture tubes indicated. A Sylvania spokesman said similar price boosts for receiving tubes will be effective Nov. 5.

Sylvania produced its 15,000,000th picture tube this week—24-in. aluminized, 110-degree—at Seneca Falls, N. Y. plant.

RCA is bringing out 14-in. table model with built-in 45 rpm phono. "Bellevue" uses short 90-degree tube, is $239 in mahogany or oak.

Financial Notes: Record Motorola sales for first 9 months of 1957, topping previous high of $162,-689,182 in 1956, are expected by pres. Robert W. Galvin who outlined company financial picture in Oct. 10 speech to Investment Analysts Society of Chicago.

Galvin said final third quarters figures aren't available but he reported sales were over $60,-000,000, compared with $60,887,948 in similar 1956 period. Net profits, he added, were about $1,900,000 (about $1 per share) in this year's third quarter, compared with $1,751,757 (91¢) in similar quarter last year.

Going on to the fourth quarter, Galvin forecast Motorola would have a moderate increase in both sales and earnings, compared with 1956 when sales were $64,872,986, earnings $3,147,853 ($1.63). He predicted total 1957 sales of approximately $235,000,000, earnings of $8,500,000, vs. $227,562,168 sales and $7,966,817 earnings last year.

Galvin listed 9-month sales gains for two-way radio communications, microwave relay systems, transistors, car radios, phonographs. Home radios and military electronics, he said, were about even, while TV is slightly below 1956.

Other highlights of Galvin's talk:

(1) **Color**—Big problem is no one knows how to make color set for $300-$400.

(2) **Hi-fi**—Motorola business is up 50-75% in each of last 2 years.

(3) **Auto radio**—Motorola auto radios account for "tens of millions of dollars," show small profit, but require comparatively little investment.

(4) **Two-way radio**—between 60-65% of 2-way radios made in country come from Motorola; he sees company volume increasing 10% in 1957.

(5) **Military electronics**—Company will do $50,000,000 volume this year and he intends to hold it at 20% of total business.

(6) **Semiconductors**—Break-even point this year, then profits.

(7) **New capital investment**—Motorola had $8,000,000 in 1956; level dropping to $5,000,000 in both 1957 & 1958.

(8) **110-degree tube**—To be used more or less universally but currently affected by high cost and service problems.

Electronics Personals: **John F. McAllister Jr.** promoted to gen. mgr., GE electronic components div. power tube dept., succeeding **Robert O. Bullard** who has been appointed mgr. of an engineering study project in the electronic components div.; McAllister has been mgr. of engineering, TV receiver dept. . . . **David D. Coffin**, mgr. of Raytheon missile systems div., and **Dr. Thomas H. Johnson**, mgr., research div., elected v.p.'s . . . **Robert F. Bender**, IT&T exec. v.p., named a director . . . **George J. Eannarino**, ex-Sarkes Tarzian Inc., elected Audio Devices rectifier div. v.p. . . . **Rolland V. Robison** promoted to product mgr.-semiconductor sales, Sylvania semiconductor div. . . . **George M. Russell**, ex-RCA Service Co., named liaison engineer in Packard-Bell Electronics' Washington office . . . **George S. Kertson**, ex-West Coast Telephone Co., appointed Wash.-Alaska sales rep., Stromberg-Carlson telecommunication div.; he replaces **Charles E. Fogg**, transferred to national telecommunications sales engineering staff, Rochester . . . **Robert A. Bailey**, ex-Engineered Electronic Co. v.p., appointed Norden-Ketay western div. marketing mgr. . . . **Wm. M. Cagney**, ex-Pye Corp. of America, appointed eastern regional sales mgr., DuMont 2-way radio communications systems . . . **Capt. Gould Hunter** (USN ret.) promoted to administrative asst. to Eitel-McCullough pres. **W. W. Eitel** and exec. v.p. **J. A. McCullough** . . . **Wm. T. Dickinson** promoted to research & development engineering dir., Jansky & Bailey, Washington . . . **J. T. Houlihan** promoted to mgr., merchandising-entertainment tubes, RCA electron tube div.'s distributor products merchandising; **Joseph E. Kelley**, mgr., merchandising-industrial tubes & semiconductors; **Joseph J. Kearney**, mgr., merchandising-parts & equipment; **Gerald G. Griffin**, mgr., merchandising coordination.

Hewlett-Packard Co., Palo Alto, Cal. manufacturer of precision electronic measuring equipment, filed registration with SEC Oct. 9 (File 2-13667) for 350,000 shares of $1 par capital stock, 300,000 to be purchased by underwriters, headed by Blyth & Co. Inc., for resale to public. Balance will be subject to restricted options granted to employes. Shares are being sold to underwriters by pres. David Packard and exec. v.p. Wm. R. Hewlett, each 50% owner.

Litton Industries earned $1,806,492 ($1.51 per share) on sales of $28,130,603 for year ended July 31, compared with $1,019,703 (97¢) on sales of $14,920,050 in preceding year. Pres. Charles B. Thornton said firm had $54,000,000 backlog at end of July, operates at 12 plant locations, has over 3000 employes. Litton also concluded agreement to acquire Aircraft Radio Corp., Boonton, N. J. through exchange of 0.6 of a share of Litton common stock for each ARC share or 0.23 of a share of Litton 5% cumulative preferred for each ARC share, subject to stockholder approval. Thornton said ARC would operate as Litton subsidiary and there woud be no change in officers or policy. ARC sales for 1957 are expected to reach $10,000,000, ARC pres. W. F. Cassedy Jr. says, while indicated first half earnings are $380,000 on sales of $5,357,630.

Pacific Mercury, which makes Silvertone label TV sets for Sears, Roebuck, earned record $557,754 (80¢ per share) on sales of $20,001,656 in year ended June 30 vs. $482,752 (69¢) in preceding 15 months, after which close of fiscal period was changed from March to June. "Prospects for the current year appear bright," said pres. Joseph Benaron, anticipating that rate of TV set sales will equal last year's and that company, which also produces electronic organs and electrical components, will increase volume of other products. "With a stable demand for TV sets, coupled with the potential for its other products, fiscal 1958 should prove another record year," Benaron said.

Teleprompter Corp.'s semi-annual report to stockholders this week cites gross income of $1,177,845 for the 6 mo. ended June 30 and net loss of $119,485—latter caused by "extraordinary expenses of establishing new and enlarged facilities for our branch offices . . . non-recurring charges resulting from expansion of our basic line of products and services [notably closed circuit] and other moves toward greater future growth and expansion." In 1956 Teleprompter grossed $804,191, netted $76,422; in 1955, $420,435 & $34,081.

Victoreen Instrument Co., Cleveland, filed registration with SEC Oct. 9 (File 2-13665) for $1,000,000 of 6% convertible subordinated debentures, due Nov. 15, 1967, for subscription by stockholders at rate of $100 for each 100 common shares. Underwriter is Saunders, Stiver & Co.

Flat, Transparent Tube: Kaiser flat picture tube with transparent phosphor is currently being tested on military aircraft, Chief of Naval Research Rear Adm. Rawson Bennett told National Security Industrial Assn. in Washington this week. He explained need for transparent flat tube which could be placed in windshield of plane, so that pilot could see through it in clear weather, see instrument and radar data in bad weather. Though scientists said neither flat tube nor transparent phosphors could be made, Adm. Bennett said, "today we have both, and they work." He added: "The reward that the general public will get for our stubbornness is a revolutionary new type of commercial TV tube." Also this week, delegates to SMPTE convention in Philadelphia heard 3 papers on flat transparent tube by those who developed it: Office of Naval Research's Cmdr. George W. Hoover, Kaiser Aircraft & Electronics' Ross Aiken (inventor of flat tube) and Naval Research Lab's Dr. Charles Feldman (inventor of the transparent phosphor used in tube).

First FTC ruling that cigarette smoking is harmful per se was made Oct. 10 in initial decision by examiner Wm. L. Pack prohibiting Liggett & Myers from advertising that Chesterfields will have no adverse effect on nose, throat, etc. Decision in 1953 false-claims case held that "it is highly significant" that no medical or scientific testimony by govt. or company witnesses maintained that "cigarette smoke is harmless—that an individual may smoke with impunity." Examiner recommended, however, that FTC dismiss charges that Liggett & Myers falsely claimed that Chesterfields are "milder," "soothing & relaxing" and leave no "unpleasant after-taste." Company said it may appeal adverse findings.

Automation is boon—not bane—to U. S. economy and free world, RCA chairman Brig. Gen. David Sarnoff said in "As Business Leaders See It" column in Oct. 11 *Journal of Commerce*. Instead of causing unemployment, as some fear, automation promises "higher standard of living and a better & happier life," Sarnoff said. He compared electronic advances in field with early progress in radio, talking pictures and TV—"developments that were significantly new & progressive" but which also were met by "violent reactions."

TV's east-to-west migration became campaign issue in New York this week, as GOP candidate for City Controller State Sen. Walter McGahan charged "New York City will become only a relay broadcasting station in the nation's mammoth TV industry" if Mayor Wagner is reelected. He blamed Wagner administration for losing to the city "millions of dollars now being spent annually in Hollywood for equipment, supplies and salaries."

Single application filed this week with FCC was for translator in LaBarge-Big Piney, Wyo. by local group headed by George D. Eubank. This brings total to 118 (34 uhf) for stations, 41 for translators. [For details see *TV Addenda 25-K* herewith.]

Sylvania TV Awards for 1957 will be presented Jan. 16 at banquet in Plaza Hotel, N. Y. Date has been changed from early Dec. to include entire year in Awards period.

Probes Annoy CBC, Too: Future of TV in Canada is hard to predict, CBC chairman Davidson Dunton told Toronto Rotary Club in speech complaining that "recurring cycles" of investigations of govt.-controlled system by Royal Commissions (Vol. 13:28) and Parliament put broadcasters in continuing state of "uncertainty." He expressed hope that new policy, financing & operating "decisions following one Royal Commission report are made before another Commission looms up on the horizon." But Dunton said CBC is determined "to push ahead with the job, to do the best possible with the means & mandate immediately at hand." He pointed out that in 5 years Canadian TV growth "has been relatively faster than in any other country in the world," making national program service available to 85% of population from 40 stations—8 owned by CBC, 32 by private interests.

WDAY-TV equal-time libel suit appeal by Farmers Union has been taken under advisement by North Dakota Supreme Court (Vol. 13:32, 35, 40). Lower court had ruled in favor of Fargo station which admitted telecast by minor party candidate was libelous but that station was prevented from stopping it because of FCC equal-time regulation. Appeals court decision isn't expected for several months, is sure to be appealed to U. S. Supreme Court.

New microwave across St. Lawrence River in 98-mi. 4-hop system linking Quebec City & Montreal with Jonquiere was placed in operation for Canadian National Telegraph by Philco this week—without field tests or equipment alignment. System was switched on prematurely at CBC's request to relay world series baseball games to CKRS-TV, Jonquiere. Reception was reported excellent.

Libel suit for $2,000,000 has been filed by ex-police chief C. B. Horrall of Los Angeles against Mickey Cohen, alleging damages from statements by ex-gambler on *Mike Wallace Interviews* show May 19 on ABC-TV. Also named in Los Angeles court action are Mike Wallace, network & others. It was third big libel suit resulting from telecast (Vol. 13:28).

New closed-circuit idea: Trustees of Springfield, O. Municipal Hospital approved closed-circuit system for use of patients who will be able to watch services in hospital's first-floor chapel. Patients will pay $1 a day for set rental, hospital receiving 25¢ and Telesound Inc. of Philadelphia the rest.

Trade paper ads for Storer Bcstg. Co., designed by adv. & sales promotion v.p. Art Schofield, have won top award in their classification in Greater Miami Art Directors' Club competition for third successive year.

Copies of Network Report

We still have some extra copies of our printed Special Report of Oct. 5, distributed as a Supplement with *Television Digest* of that date, carrying full text of the summary and recommendations of the "FCC Staff Report on Network Broadcasting" (Barrow Report)—and subscribers may obtain them at $2 each, 10 copies $12.50, 25 copies $20.

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SUMMARY-INDEX OF THIS WEEK'S NEWS—October 19, 1957

PAY-TV TEST conditions, as outlined by FCC, seen as step toward toll system, but not conclusive. Congress still in the picture (pp. 1 & 7).

BARTLESVILLE CABLE MOVIES: Slow start? "Not at all," says operator Griffing, pointing to 550 subscribers plus 2-5 new viewers daily (p. 2).

RCA'S PATENT LICENSE changes expected to be basic & far-reaching; seen depending on outcome of current discussions with Justice Dept. (p. 3).

"THIN TV TUBE" discounted by manufacturers as item for near future, though Kaiser insists "only refinements of glass" are needed (p. 3).

EDUCATORS GET NOD over commercial interests in Puerto Rico initial decision (p. 8). Another uhf leaves air—WJHP-TV, Jacksonville, Fla. (p. 9).

1957 RETAIL SALES of TV seen totaling 6,750,000 sets, shade under 1956; inventory position safe. Picture tube prices increase (p. 10).

DISCOUNT HOUSES here to stay, says N. Y. ad firm, urging manufacturers to learn to profit from this "new dynamic retailer" (p. 11).

"FAIR TRADE" SUFFERS another blow as high court upholds right of out-of-state retailers to sell at low prices in fair-trade states (p. 12).

GE STAYS ON TOP of electronics field in Pentagon list of 100 biggest defense contractors; Boeing replaces GM as overall No. 1 company (p. 12).

TV-EQUIPPED SATELLITE is Air Force project, aviation magazine says, identifying CBS as "probable" participant; Westinghouse films sputnik (p. 14).

ONE TOLL TV SKIRMISH ENDS, MORE TO COME: Another step toward telecast pay TV—not the final word by any means—but certainly a move in the direction of tollcasting. That sums up FCC's "First Report" on subscription TV—a document setting up conditions for testing subscription TV and inviting stations to apply for permission to conduct tests.

There was little official industry reaction by week's end, as principals mulled over document, consulted their attorneys. There's no question, however, that pay TV proponents regard FCC action as something considerably better than nothing, despite very severe restraints—while opponents must acknowledge that they wish that Commission had shelved whole affair.

Situation remains wide open for Congress to nullify Commission move, and FCC gave Congress ample time to make wishes clear—by stating it wouldn't act on applications before March 1958. And extremely influential Congressmen, such as Celler (D-N. Y.) and Harris (D-Ark.), have made no bones about intention to take ball away from Commission—if possible. And, of course, Commission itself took pains to emphasize that authorization of tests is by no means a guarantee that permanent tollcasting will be permitted when tests end.

Commission's 38-page document does these things: (1) Tells why FCC has legal authority to approve pay TV if it's in the public interest. (2) States that it can't tell whether pay TV is in public interest until tests are made. (3) Sets up conditions for tests, after which a public hearing will be held to assay results. (For conditions of tests, see p. 7).

Only Zenith announced its reaction. It stated that FCC action means that pay TV will start in "reasonably near future;" that it (Zenith) is now considering numerous applications from TV stations; that move eliminates need for Congressional action; that telecast pay TV can obviate possibility "high-

cost wire systems might become so firmly entrenched and skim so much cream from the city population that the rest of the country would be left out in the cold."

International Telemeter's Lou Novins said he hadn't studied document but that "in principle, we regard this as a very important step forward." Skiatron TV's Matty Fox stated: "Frankly, we don't want to reveal our thinking. The situation is fluid. I don't think the FCC's action will be meaningful until next March."

Sample reactions from Washington attorneys: "FCC is indulging in real doubletalk. It seems to be authorizing something—yet it says it will conduct hearings later (and you know how those can drag on) and seems to be saying it will go to Congress. The controls to be levied ought to scare stations to death. They go further than the Barrow report—and you can't have one set of rules for pay systems, another for the free system, even if FCC says this is only a test."

Another attorney: "FCC says there will be a hearing. That's almost the whole story. Can you imagine what it will be like? Can you imagine people investing money in tests without any assurance they're getting anything at all? And the data the Commission asks from stations! Stations will be operating in a fish bowl. You know that they want to keep as far away from the Commission as possible."

Still another: "The voting of some commissioners surprises me. They believe in laissez faire, minimum regulation—but this document calls for intimate control."

■ ■ ■

In voting, only Comr. Bartley dissented, while Ford abstained, Mack issuing concurring opinion. Full text of document will be printed in Federal Register about Oct. 23 and as No. 12 in FCC's official weekly pamphlet Oct. 25—both available at nominal cost from Govt. Printing Office, Washington 25. They may be ordered in advance.

In Los Angeles, meanwhile, city council accepted closed-circuit franchise bids of Harriscope Inc., International Telemeter-Fox West Coast Theatres, Skiatron TV. Latter are now deciding what to do next. (For up-to-date report on Bartlesville closed-circuit system, see below).

BARTLESVILLE CABLE PROGRESS—CON & PRO: Report that Bartlesville cable theatre operation is off to "slow start," in Oct. 18 N. Y. Times, comes as surprise to George Griffing, operator of the system. Article notes that "only 500" subscribers have been signed up to date; that "customer lists are tenuous at best" and 30 dropped after free service in Sept.; that flat $9.50 monthly rate is regarded as too high by some subscribers who want fewer than the 30 movies offered monthly; that screen is too small for some "spectacles." On other hand, reporter Donald Janson found, viewers liked ready availability of current movies, lack of commercials, technical quality of transmission.

■ ■ ■

Griffing is a conservative attorney, sometimes chafes associates by habit of understatement (rare in show business). Here are his comments on progress to date: "We feel pretty good about it. It's better than we anticipated, even though we warned that we thought it would take a full year to get a fair test. We expected a considerable amount of 'fall off' in October when payments began; there hasn't been much. There may be about 30 who have cancelled; these include some of the 40-odd 'monitors' we attached before service began, to judge picture quality.

"We now have 540-550 subscribers and we're adding about 2 to 5 a day. There no longer is a backlog. No intense sales program has begun; that starts in November. However, you can't sell this like Fuller brushes. It's more like selling insurance—continuous payment over a long period.

"The growth to date has been on a par with our experience in community antenna systems. Surprisingly so. Before we started, we projected growth to about 200 by Oct. 1—but 500 signed up.

"We have 38 mi. of cable reaching 4500 TV homes—so I think the rate of growth isn't bad."

N. Y. Times article noted that Griffing is considering metering system, with smaller monthly minimum—such as $3.50. Griffing states:

"We've frequently said we're not averse to trying anything that looks like what the public wants. Stromberg-Carlson and Jerrold engineers have been looking into metering techniques; they could hook up devices outside each home—tomorrow. But we prefer a central metering system. We're not proposing to change the present method—but we're not bound to the present way, either."

On programming, Griffing states: "We've learned a few things already. The public wants short comedies and cartoons. We're giving them some. There also is a demand for 'constructive' children's shows such as 'Young Tom Edison,' 'Pasteur,' etc.; we're now carrying them on Sunday afternoons."

Meanwhile, good sources tell us several entities "definitely" plan to start Bartlesville-like systems in other towns—within next 3 months.

THE BIG CHANGE FROM RCA PATENT DEPT.: Changes in RCA's patent licensing structure following settlement of Zenith litigation (Vol. 13:37-38, 40) are expected by most set manufacturers to be basic and far-reaching. And best bet is that they will be announced simultaneously with settlement of Govt.'s anti-trust "package patent licensing" suit against RCA.

Until new terms are announced, some set manufacturers have stopped paying "package" patent royalties to RCA. It's believed that new formula awaits outcome of current RCA discussions with Justice Dept. anti-trust lawyers.

Last Sept. 25, RCA notified TV-radio set makers that it is considering "changes in our patent licensing" without revealing how basic these changes might be. Best information indicates that RCA hasn't yet completely formulated its new terms.

Under present procedure, RCA's domestic licensees pay on a "package" basis, manufacturers paying a specified percentage of their factory selling price for permission to use all RCA patents in each given field. For example, current rate for monochrome TV receiver license package is 1¼%, color 1¾%. There are separate rates for conventional radios, transistor radios, receiving tubes, color tubes, monochrome tubes, etc. It is this "package" licensing principle to which Govt. objected in its suit.

Money from patent licenses—believed to total close to $20,000,000 a year—supports RCA Labs, industry's principal research center. Patent licensing deal is 2-way street, of course, since RCA's licensees receive fruits of Labs' TV-radio research & development while paying to help support Labs.

Set makers have scanned Zenith settlement as clue to RCA's new patent plans. Under this agreement, both companies will exchange monochrome patents on royalty-free basis until 1963. Arbitrator is settling each company's back patent infringement claims against the other.

Another section of agreement involves foreign patents—which are separate from RCA's domestic patent package. The $10,000,000 RCA-GE-Western Electric payment to Zenith are in settlement of separate suit arising out of foreign patent situation, not directly related to domestic patent arrangements currently under revision by RCA.

'THIN TUBE' NOT HERE, STILL ON HORIZON: Early prospects for 'thin-tube' TV were discounted this week by set and tube manufacturers, despite flurry of excitement created by display of a thin TV set at a military symposium and a press statement which has been interpreted as indicating the new tube is almost ready for production.

The intriguing release and the displays were work of Kaiser Aircraft and Electronics, which reported that civilian version of its 2⅝-in. deep thin transparent tube (Vol. 11:3 et seq.) needs "only refinements of the glass envelope for mass production to make space-saving a reality." Accompanying the release was photo of "prototype table model" with children viewing from both front & rear of screen.

Set and tube makers discounted prospects of early consumer use of thin tube—though they conceded its military value. Some expressed belief Kaiser hadn't successfully sealed more than 1 or 2 units, and one manufacturer said civilian model "isn't much further along than it was 2 years ago."

Kaiser device is basically a cathode-ray tube, using electron gun mounted at bottom edge of one side. It uses phosphor screen and 2 sets of deflection plates. Some manufacturers are known to be

aiming at electroluminescent "flat screen" as next big change in picture displays, skipping thin CR tube, which they regard as intermediate step—an expensive one, in view of tooling and circuit changes.

Military version of Kaiser tube has been "successfully flight-tested," according to Defense Dept., which this week made design available to commercial airlines. Tube fits in front of cockpit, like second windshield. Since it uses Feldman transparent phosphors (Vol. 13:17-18), pilot can see through it in good weather. In poor weather he sees TV-like picture presentation with "perspective of the 3rd dimension," with superimposed data on altitude, rate of climb, distances, fuel, etc., fed from digital computer at touch of switch. Navy predicts operational use in 2-3 years.

Kaiser exhibited 2 "commercial thin tubes for the home" at Los Angeles Army-Navy Instrumentation Program Symposium—one in table model set and one wall-mounted. Thin tube uses plate glass instead of molded glass, has electrode elements printed on inside surfaces of glass. Kaiser says it has been built in 21-in. size.

We could find no manufacturer who says he's interested enough in it to take out license for civilian production. However, Kaiser's progress is illuminating in that it indicates flat-tube breakthrough may not be too far off.

Tube makers are known to be working toward civilian version of transparent phosphors developed by Dr. Charles Feldman of Naval Research Lab for Kaiser tube. DuMont, GE, RCA, Sylvania are among those trying to come up with satisfactory transparent phosphors (both monochrome & color) which can be applied at the low temperatures suitable for use with conventional tube glass.

Canon 35 Causes Fracas: Courtroom corridor hassle in Miami Oct. 15 involving American Bar Assn.'s Canon 35, Judge Stanley Milledge and 4 news cameramen, including Bob Brumfield of WTVJ, had spread all way up to Fla. Supreme Court at week's end. Miami Press Photographers Assn. asked high court, Fla. Bar Assn. and Gov. Leroy Collins for investigations after judge pushed cameramen around when they took his picture in corridor following courtroom altercation with lawyer. One photographer was shoved and his camera damaged, Brumfield and another were detained for hour in Milledge's office. Judge later told Gov. Collins, who was asked by Photographers Assn. to hold public hearing on incident, that he was just trying "to enforce the judicial canon against picture taking." WTVJ showed Brumfield's film, blasted Milledge's conduct and Canon 35. Coincidentally, call to all broadcasters to unite against Canon 35 and other news restrictions was sounded at Region 7 NARTB conference in Denver this week by Howard H. Bell, asst. to pres. Harold E. Fellows. He deplored fact that "our advances to date have been on the basis of isolated effort—a few broadcasters carrying the banner for all."

Old State Dept. hand—Ambassador George V. Allen, who ran VOA in 1948-50 as Asst. Secy. for Public Affairs —is new USIA director, replacing budget-battered Arthur Larson. Allen has been in diplomatic corps since 1930, expanded & improved VOA operations before they were put into separate office outside State Dept. Announcing Allen's appointment, White House said Oct. 16 that Larson will become special aide to President Eisenhower to counter Soviet propaganda. Larson took over USIA last Dec., suffered deep budget cuts from critical Congress in spring, subsequently ordered 76% reduction in VOA's TV operations (Vol. 13:31). This week he appointed Sylvester L. (Pat) Weaver, former NBC pres. & chairman, to non-paying place on USIA's broadcast advisory committee, replacing v.p. Chris J. Witting of Westinghouse, resigned.

Unusual joint ad campaign, boosting Jackson, Miss. TV market, is being run in trade publications by city's competing TV stations, WLBT & WJTV.

New Closed-circuit Uses: (1) Major defense plants in Los Angeles area will be connected via TV next year, Hallamore Electronics pres. Lloyd G. Hallamore told Systems & Procedures Assn. at Los Angeles meeting. He said system will be used to expedite production on govt. contracts, but declined to name firms which would be hooked up. (2) Whether TV becomes tool for libraries may be decided in experiments now being conducted at U of Va. under $41,500 grant from Ford Foundation's Council on Library Resources. University has equipped 2 of its branch libraries with TV monitors, so that students can consult books at main library without actually going there. Students telephone request for books to main library and have book they want reproduced on TV screen. They turn pages by manipulating remote control page-turner. University plans TV interconnections to 4 more branch libraries on its 510-acre campus.

TV is big feature of U. S. exhibit at Tunis International Fair Oct. 19-Nov. 13, marking first official American participation in Tunisian event. Air-conditioned studio, glassed on 3 sides, is set up in U. S. area carrying out "America at Home" theme. Shows including local talent and demonstrations of U. S. products by Tunisian distributors are watched by crowds on 8 monitors. Participants in exhibit include AT&T, RCA, Westinghouse, Anton Electronic Labs.

German TV cameras for industrial and broadcast use are now being delivered by Majestic International Corp. Line of Grundig cameras includes "world's smallest"—cylindrical-shaped camera 2-in. in diameter, 4-in. long, with its own light source, selling at $4000-$5000 including all remote attachments and 17-in. monitor. Grundig also has standard-size vidicon camera. Line will be taken over soon by large distributing company.

First "over-horizon" feed of local commercial TV program between Florida & Cuba on AT&T's "scatter" link (Vol. 13:38) was accomplished Oct. 15 by WTVJ, Miami. Station's cameras picked up special program from Miami Beach's Fontainebleau Hotel for transmission to CMAB-TV, Havana.

Personal Notes: Stephen C. Riddleberger promoted from administrative v.p. of ABN to v.p. & controller of ABC and asst. treas. of AB-PT, reporting to AB-PT financial v.p. Simon B. Siegel; Jason Rabinovitz resigns as administrative v.p. of ABC-TV; James T. Aubrey Jr., now ABC-TV v.p. for programming & talent, understood to be slated for promotion to exec. v.p. . . . James A. Stabile promoted to talent & program contract administration director of NBC . . . Thomas A. McAvity resigns as an exec. v.p. of NBC to join McCann-Erickson TV-radio dept. . . . Walter Lowendahl promoted from exec. v.p. to pres. of Transfilm, succeeding Wm. Miesegaes, who continues as chairman; Michael A. Palma, treas., also named exec. v.p. . . . Milton P. Kayle, TPA gen. counsel, also named secy. . . . Robert H. Salk, ex-Screen Gems & Katz Agency, joins Corinthian Bcstg. Corp. as program director . . . Ole G. Morby, ex-MBS, named broadcast operations coordinator for TLF Broadcasters, subsidiary of Time Inc. . . . Edwin H. Peterson, ex-Eastern Airlines, named publicity & public relations mgr. of WRC-TV & WRC, Washington, succeeding Jay Royen, resigned . . . Franklin G. Bouwsma, ex-TV program director, Wayne State U, named exec. secy., Detroit Educational TV Foundation, operator of WTVS . . . Henry Morgenthau III, son of former Secy. of Treasury, named TV projects mgr., educational WGBH-TV, Boston, coming from radio WNYC, N. Y. . . . Alex Duncan appointed Latin American administrator for Fremantle Overseas Radio & TV, headquartering in Mexico City; Sean O'Donoghue named asst. to Mexican subsidiary mgr. Rene Anselmo . . . Clyde L. Clem, ex-Grant Adv., Detroit, named a v.p. & asst. to pres. of NBC spot sales southern rep Bomar Lowrance Assoc., headquartering in Atlanta . . . William E. Lane, ex-Haig & Patterson, Detroit, rejoins Video Films, Detroit, as production mgr. . . . S. L. Goldsmith Jr., ex-NAM, named exec. director of National Sales Executives, succeeding Robert A. Whitney, whose title had been pres. . . . Richard Kelliher, ex-Headley-Reed, San Francisco, named mgr. of Adam Young office, same city, succeeding Chuck Christianson, resigned to become mgr. of radio KRUX, Phoenix . . . Weston J. Harris, ex-WTTG, Washington, joins WRC-TV there as program director, succeeding James E. Kovach, now program director of WBAL-TV, Baltimore . . . John A. Scott named administrative v.p. of Truth Publishing Co. (WSJV & WTRC, Elkhart; WKJG-TV & WKJG, Ft. Wayne; *Elkhart Truth)* . . . George Goldman, ex-WCAU-TV & WCAU, Philadelphia, named adv. & sales promotion mgr. of KPIX, San Francisco, replacing Wm. H. Ryan, resigned . . . Allen Sanderson promoted to chief studio engineer of WWJ-TV, Detroit, succeeding Russell P. Williams, who joins Ampex as central district sales mgr. . . . Frank Langley promoted to publicity supervisor, WPIX, N. Y. . . . Arthur H. Barnes, ex-Carl Nelson & Assoc., named promotion & publicity director of WISN-TV & WISN, Milwaukee . . . Fred Eichorn, ex-radio KXL, Portland, Ore., named merchandising mgr. of KGW-TV & KGW there . . . C. L. (Rud) Richards, ex-RAB, joins rep Peters, Griffin, Woodward as radio sales development director . . . Mel Kampe, ex-radio WMAY, Springfield, Ill., joins WTVJ, Miami, as public service director . . . George H. Morris, ex-WHBQ-TV, Memphis, named v.p. & national sales mgr. of WSIX-TV, Nashville . . . David Abbott, ex-Official Films, named national sales mgr. of upcoming WHDH-TV, Boston (Ch. 5), due in Nov. . . . Lee Gorman, exec. v.p. & gen. mgr. of WABI-TV, Bangor, named exec. v.p. of WAGM-TV & WAGM, Presque Isle, Me.; Walter Dixon, operations v.p. of WABI-TV, will act in same capacity for WAGM-TV & WAGM; Ted Coffin promoted from production mgr. to station mgr. of WAGM-TV . . . Lewis Klein promoted from production mgr. to program & production mgr., WFIL-TV, Philadelphia . . . Wm. G. Wadman named program mgr. of WGAN-TV, Portland, Me.; Lloyd Knight, production mgr. . . . Robert C. Harnack, ex-Smith Adv., named sales & production mgr. of WKST-TV, New Castle-Youngstown (Ch. 45), planning to resume soon.

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New chief clerk of House Commerce Committee is W. E. (Ed) Williamson, Democratic mayor of Magnolia, Ark., former college roommate of Committee Chairman Harris (D-Ark.). He succeeds Republican Elton J. Layton, who retired after 36 years in post.

John A. (Doc) Willoughby, asst. to FCC chief engineer, retires Oct. 31. He's 66, has served with Govt. since 1917, with FRC & FCC since 1930.

ADVERTISING AGENCIES: Samuel Cherr, senior v.p. and head of merchandising dept. of Young & Rubicam, retires Jan. 1 . . . George Wolf, v.p. & TV-radio director of Ruthrauff & Ryan prior to its merger into Erwin Wasey, Ruthrauff & Ryan Inc., resigns from combined agency . . . Emerson Foote, subject of much speculation in trade (Vol. 13:35) since he resigned in Feb. as exec. v.p. of McCann-Erickson, joins Geyer Adv. as chairman . . . Lawrence J. O'Neill named TV-radio supervisor of Kenyon & Eckhardt, Chicago . . . Lee Rich promoted to media director of Benton & Bowles . . . Frederick T. Wehr, ex-Joseph Katz, Baltimore, named TV-radio adv. director of H. W. Ruddemeier Co. there . . . Herbert Halpern promoted to TV-radio director of Winius-Brandon, St. Louis.

Communion breakfast of Catholic Apostolate of Radio, TV & Adv. will be held Nov. 17 in Waldorf-Astoria Hotel, N. Y., following 9 a.m. mass & communion at St. Patrick's Cathedral. Principal speakers will be pres. Donald H. McGannon of Westinghouse Bcstg. Co. and pres. Rev. Laurence McGinley of Fordham U. Jack Costello & Jack Sterling will be masters of ceremonies.

"Value of Your Station Property" is title of talk to be delivered Oct. 25 before Miss. Broadcasters sales management conference at U of Miss., University, Miss., by Ray Hamilton, of Hamilton, Stubblefield, Twining & Assoc.

Columnist Faces Jail: TV-radio columnist Marie Torre of *N. Y. Herald Tribune* was threatened with 30 days in jail Oct. 16 for refusing to identify CBS executive she quoted in report on contract dispute between actress Judy Garland & network. Miss Torre was held in contempt of court by Federal Judge Sylvester J. Ryan in N. Y. and warned about 30-day sentence after pre-trial hearing in $1,393,333 libel-&-breach-of-contract suit by Miss Garland against network. Columnist had refused under press privilege to name CBS spokesman who told her, as quoted in column last Jan. 9, that Miss Garland "is known for a highly developed inferiority complex," that he "wouldn't be surprised if it's because she thinks she's terribly fat." Judge Ryan withheld actual sentencing of Miss Torre pending filing of show-cause order, but said she was in criminal contempt as "matter of law," that "privilege does not obtain in this circumstance." *Herald Tribune* said it would carry case to U. S. Supreme Court if necessary to sustain Miss Torre's right to keep source in confidence.

Broadcasters' Promotion Assn. second annual convention Oct. 31-Nov. 2 at Sheraton Hotel, Chicago (Vol. 13:41), will be addressed at Nov. 1 luncheon session by v.p. and sales & adv. director Ben H. Wells of Seven-Up Co. Chicago disk jockey Howard Miller will be master of ceremonies at banquet that night.

Telecasting Notes: "Studio None" is phrase used by *Variety* TV-radio editor George Rosen in Oct. 16 edition to describe coming status of New York as TV drama origination point following defection of Westinghouse's *Studio One* to Hollywood (Vol. 13:41). He points out *Kraft TV Theatre* will be sole surviving weekly 60-min. drama networked from east, and, in fact, only "4 basic shows keep New York TV alive in terms of major live showcases"—*Perry Como, Steve Allen, Ed Sullivan & The Big Record* . . . As of now," says Rosen, "the networks are standing pat on the 'New York production' tag for these variety shows, but it's recognized that should any one of them decide to make the move (thus inviting a wholesale N. Y.-to-L. A. talent swing as in the dramatic field), all of Mayor Wagner's horses & men couldn't stave off a general exodus that could be disastrous to the cause of New York TV as a bigtime production center" . . . Both viewers and critics had field day last Sunday, with $1,400,000 worth of specials on the air. Critics almost unanimously picked Bing Crosby-Frank Sinatra *Edsel Show* (CBS-TV) for raves, *Pinocchio* and *Standard Oil Jubilee* getting mixed reviews; *New York Herald Tribune's* John Crosby was exception, gave "smash hit" rating to *Pinocchio*, and a ho-hum to Crosby-Sinatra. Trendex-wise, all 3 shows were big: *Pinocchio* 24.6 (52.2 share of audience), *Edsel* 40.8 (63.3), *Standard Oil* 32.2 (52.7) . . . Probably biggest spectacular of season—Mary Martin's *Annie Get Your Gun*, 2-hour Thanksgiving Eve colorcast on NBC-TV—will be thoroughly pre-tested by airtime, having opened last week at Los Angeles to rave reviews after successful San Francisco run . . . Late night TV finally seems to be catching on for NBC-TV, which renewed agreement with Jack Paar for *Tonight;* billings on show are up 46% since July 29, and number of stations carrying show is at all-time high of 76 . . . Top fall ratings: CBS-TV's *Gunsmoke* wins No. 1 place in Nielsen total audience & average audience for 2 weeks ending Sept. 21; Bob Hope's NBC-TV special comes in first in Trendex Oct. 1-7 ratings, with CBS-TV's *Danny Thomas Show* appearing as a surprising third following second-place *Ed Sullivan* . . . MGM's gross from TV sale of its feature backlog hit $50,000,000-mark with this week's sale to Westinghouse . . . New package of 80 features, including *High Noon, The Men* and *Cyrano de Bergerac*, to be offered by NTA . . . Hottest thing in TV since the feature film, according to trade press features, is horror—with Screen Gems' Dracula-Frankenstein-Mummy series of old spine-tinglers reportedly piling up phenomenal ratings . . . Hit of last season, *Secret Life of Danny Kaye*, will be repeated by CBS-TV Oct. 27 for UN Children's Fund . . . Cut in number of Emmys for 1958 was recommended by ATAS (Hollywood) Award Structure Committee at meeting this week . . . First TV commercial to be made into a movie: Ford's $1,000,000 around-the-world-in-130-days commercial, shot by Filmways Inc. with staff of 18 in 23 countries, timed for first TV exposures with introduction of 1958 Ford. Shot at same time was 60-min. travel documentary (featuring highways of the world), aimed at theatrical release.

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Bishop Fulton J. Sheen is taking year's leave from broadcasting, or at least from live TV, his N. Y. office said Oct. 16. Commenting on 25 years as TV & radio preacher, Bishop Sheen told INS in Boston: "This is not my vocation. It is well for me to retire. I shall leave the lights of TV in order to live in a more intimate union with God." But Bishop "undoubtedly" will resume weekly TV appearances in fall of 1958, and many local TV stations are continuing his filmed sermons, according to Msgr. Edward T. O'Meara, asst. director of Society for the Propagation of the Faith in N. Y. Sheen concluded fifth season on ABC-TV in April.

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Warner Bros. plans to double output of TV films, pres. Jack Warner announced, predicting at least 5 hours weekly of Warner shows on TV by June 1. New $1,000,000 TV operations building at Burbank studios is scheduled for completion in 90 days.

Mike Fright: Mike Wallace's penchant for controversy got him in trouble again this week—losing him first one and then a second announced interviewee for Oct. 19 program. At last minute, after he had reached out to England for a subject to fill the hot seat, at least one key ABC-TV affiliate refused to carry the show. Wallace originally had planned to interview Mrs. Eleanor Roosevelt, who suddenly canceled, remembering she had "previous engagement." Then he arranged to interview Arlene Francis, but NBC—to which she is under exclusive contract—put kibosh on this. Then at midweek he substituted Malcolm Muggeridge, ex-editor of *Punch* and author of article in current *Saturday Evening Post*, "Does England Really Need A Queen?" Muggeridge was already in TV doghouse in England, having been barred from BBC-TV panel show as result of article. As soon as ABC-TV announced it intended to fly him to U. S. for interview, Washington affiliate WMAL-TV canceled show, mgr. Fred S. Houwink questioning the taste of telecasting "any program that might cast a shadow over the visit of Her Gracious Majesty to the nation's capital."

Demand for educational TV for in-school training will exceed available air time within 10 years, exec. director Dr. John W. Taylor of WTTW, Chicago, predicted Oct. 15. "TV teaching is becoming a necessity," he told luncheon meeting in Chicago Club in educational station's 1957-58 fund campaign for $340,000. "The need is so great that even the facilities of TV will be strained in the effort to keep up with it over the next decade."

Dull TV Season? NBC pres. Robert W. Sarnoff takes issue with critics of new-season TV programming in latest of his informal "letters to TV-radio editors." He cites April-May 1957 survey of 1235 heads of households in 244 urban areas by Psychological Corp. which indicated 3 out of every 4 people were watching as much or more TV than a year earlier and 8 out of 10 thought programs were as good or better, and first Oct. Trendex which shows 5% more nighttime viewing than year ago. In enumerating fine programming of this season, Sarnoff revealed that he sneaked a look at Oct. 13 Bing Crosby-Frank Sinatra *Edsel Show* on CBS-TV, admitting that he "went back and forth" between that show and NBC-TV's *Steve Allen Show*. He formulated this proposed rule for TV critics: "All reviewers should look at a first show and then a fifth show and then a tenth show before delivering a final verdict" on a series. "Every series can be improved during the course of a season," he added. "That's the job we're busy on now."

ABN programming is aimed at "multiaccess" & "ambiactive" audiences which only radio can fully reach, pres. Robert E. Eastman said this week. In Oct. 15 speech to Washington Ad Club at Presidential Arms, where he was given "Award for Achievement," and in Oct. 18 address at Region 7 NARTB conference in Brown Palace, Denver, Eastman gave these definitions of terms: "Multiaccess"—kitchens, living rooms, bedrooms, bathrooms, barbershops. "Ambiactive"—making beds, washing dishes, tending babies, getting haircut, sitting on beach.

Pay-TV Test Conditions: FCC's "First Report on Subscription TV" (see p. 1) imposes these conditions for trial operations of toll TV systems:

(1) Three-year tests will be limited to cities receiving Grade A signals of at least 4 commercial TV stations. Commission says there are more than 20 such markets. To conduct trial in city which now has only 3 Grade A signals, it would be necessary for applicant to build new station.

(2) Both vhf & uhf stations will be eligible to participate.

(3) Applications will be accepted from any CP or license holder or present or future TV applicant. Applications may be made simultaneously for TV station and for toll-TV tests.

(4) Any pay-TV system or method may be used so long as it meets FCC interference requirements and causes no degradation of either pay-TV or free signal.

(5) Each qualified method will be permitted trial in not more than 3 of the eligible markets.

(6) Any toll-TV station shall be free to try more than one system, and more than one station in a trial market may participate in trial of any individual method. Agreements between stations and system franchisers must be non-exclusive and filed with FCC.

(7) Stations must retain responsibility to select and reject programs and to determine maximum charges to subscribers. Charges & terms must be applied uniformly to all subscribers.

(8) Transmission of subscription-TV programs must begin within 6 months after authorization is granted; trial authorizations will be permitted for 3 years from date of start of transmission.

(9) Commission may fix cut-off date for applications or fix trial periods at less than 3 years for late applications so that tests don't continue indefinitely and all trials are conducted during same general period.

(10) Authorizations "will not be renewable, as such." However, if Commission finds it in public interest to continue authorizations, it will do so for "limited periods," subject to public notice.

(11) Subscription-TV stations will be required to adhere to minimum hours of free programs as specified in FCC rules.

(12) Pay-TV test grantees will be required to furnish reports to FCC covering all aspects of operation.

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Commission is asking applicants for large amount of information, including: "Statement of intention" with regard to commercials during fee-TV programs (Commission stating that it "understands" proponents don't contemplate commercials). Detailed information on commitments and negotiations for programs. Detailed description of decoding-encoding methods and devices, perhaps including submission of models. Methods of billing, terms of contracts with subscribers, approximate number of subscribers, minimum & maximum charges, information about all persons involved in providing equipment, programs, etc.

Commission said it will conduct public hearing on fee-TV service "when it finds that sufficient meaningful data are available."

In his dissent, Comr. Bartley argued that fundamental question is whether FCC should use scarce TV frequencies for a service which it hasn't even classified as a broadcast service. Allowing test demonstrations, he said, is buying pig in a poke—"and the trouble may be that, when we open the 'poke,' we may discover a spectrum hog." He stated that neither proponents nor opponents have endorsed test as necessary or useful, that record is inadequate to justify tests, that there's no urgency for tests, since those who wish to go into fee TV now can use wire systems.

Bartley warned that wording of FCC's fee-TV report "presents the real possibility of stringing this out long beyond a mere 3 years." He urged complete full-scale evidentiary hearings before any action is taken.

Agency Prober Is Probed: "Show-cause" hearing on CAB reluctance to open all files for House "watchdog" investigation of 6 federal regulatory agencies, including FCC (Vol. 13:40), ended Oct. 17 with chief prober himself under fire. Commerce Committee's legislative oversight subcommittee headed by Rep. Moulder (D-Mo.) held first public session with CAB Chairman James R. Durfee as sole witness to explain why he withheld some files from subcommittee counsel Bernard Schwartz. Durfee assured subcommittee it could have 99.44% of CAB records—but not Board members' personal files. Then Republican members of subcommittee lit into Schwartz for his investigative methods, including questionnaires demanding that all agency officials list gifts they or their families had received. "Lousy," said Rep. O'Hara (Minn.). "Never before has any Congressional investigating group started out by assuming that everybody is crooked." Rep. Heselton (Mass.) wanted to put Schwartz on stand under oath. "He thought he was going to blow the top off this town," Heselton said. Rep. Moss (D-Cal.) defended Schwartz's tactics, contended Durfee was trying to "spoon-feed this committee." Moulder finally adjourned hearing indefinitely.

Editorial stands on public issues should be taken by broadcasters, Democratic Gov. Robert D. Holmes of Ore. told Region 8 NARTB conference this week in Hotel Multnomah, Portland. "Political eunuchs," he said, "are scorned; scorned by legislators, scorned by your listeners & viewers. People love politics. They have a right to know where a station stands."

Propagation Measurements: First of AMST's series of TV propagation studies was turned over to TASO this week, covering mobile unit survey made in Wilkes-Barre-Scranton area. AMST said its unit traveled 6000 mi. taking measurements for initial study. Document—not released—contains 117 pp. and 62 maps. AMST unit currently is completing studies in Baton Rouge area, then will move to west coast. Second unit is operating in Madison, Wis. area. Meanwhile, FCC announced availability of new technical report, *Summary of VHF Field Strength Measurements in TV Zone III* (Gulf coast area). Single copies are available from FCC's Technical Research div. (Report T.R.R. 2.4.17).

Northernmost TV station within U. S. borders—WAGM-TV, Presque Isle, Me. (Ch. 8)—received live network service in time for World Series via private 4-hop microwave system from WABI-TV, Bangor (Ch. 5). Both stations are owned by Community Telecasting Service (Lee Gorman, exec. v.p.).

Radio audience supremacy was claimed for NBC network Oct. 16 on basis of Nielsen ratings for advertising campaigns during 4 weeks ended Sept. 7. NBC said first 7 advertisers on Nielsen list of those whose campaigns delivered greatest radio audience were all NBC sponsors.

Mayor Frank Zeidler's veto of Skiatron's cable pay-TV franchise in Milwaukee was sustained by Common Council this week—Council agreeing that more study is needed. In Dayton, O., Muzak announced filing of application for franchise and negotiations with phone company to wire city.

FCC Initial Decisions, Hearings: Puerto Rican Dept. of Education, now operating radio WIPR in San Juan, and building WIPR-TV (Ch. 6) there, won initial decision for Ch. 3, Mayaguez, in contest with Sucesion Luis Pirallo-Castellanos, whose principals control radios WISO, Ponce, and WMIA, Arecibo.

Examiner Hugh B. Hutchison held that commonwealth agency had demonstrated "vital need" for educational TV service in Mayaguez area, while Sucesion showed "no evidence of a probative character" supporting its arguments for commercial operation. Sucesion was given "slight preference" on basis of local ownership & ownership integration, but was outweighed in all other factors, Hutchison said.

KFDM-TV's hold on Ch. 6 in Beaumont was made more secure as Commission announced it had instructed staff to prepare decision affirming CP, denying competitor Enterprise Co. Case has been to Court of Appeals and back.

In Elk City, Okla., Southwest Bcstg. Co. moved another step toward final CP on Ch. 8, examiner issuing favorable decision—competitor Video Independent Theatres having dropped out.

Court of Appeals declined to block grant of move of WESH-TV, Daytona Beach, Fla. (Ch. 2) 24 mi. toward Orlando, upholding FCC action which had been appealed by Mid-Florida Radio Corp. and Central Florida Bcstg. Co.

Among other actions, Commission: (1) Told KBTM-TV, Jonesboro, Ark. (Ch. 8) its CP would be cancelled until it seeks hearing on more time to build. (2) Informed KVIT, Sante Fe (Ch. 2) that it must go to hearing on its request to move to 14 mi. northeast of Albuquerque. (3) Set for hearing application of grantee KSLM-TV, Salem, Ore. (Ch. 3) for more time to construct. (4) Denied petition of WTVJ, Miami (Ch. 4), an applicant for Ch. 11 in Houma, La., which sought reconsideration of Ch. 12 experimental grant in New Orleans to WJMR-TV. (5) Finalized assignment of Ch. 12 to Mankato, Minn.

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Reports of Radio Station Sales: KYME, Boise, Ida. by Roger L. Hagadone for $120,000 to Keith E. Patterson, gen. mgr. of KONP, Port Angeles, Wash. (broker, Hamilton, Stubblefield, Twining & Assoc.) . . . **KOWB, Laramie, Wyo.** by Richard P. McKee for $108,000 to Richard K. Power & John Hunter, owners of WAVN, Stillwater and WCMP, Pine City, Minn. (Kander) . . . **WLFH, Little Falls, N. Y.** by Walter T. Gaines for $43,000 to Richard D. Gillespie . . . WLBG, Laurens, S. C. by Laurens-Clinton Bcstg. Co. for $63,000 to Charles W. Dowdy.

Radio station sales approved by FCC this week: **WCHI, Chillicothe, O.** by Norman M. Glenn for $78,450 to ex-station rep J. H. McGillvra & wife (Vol. 13:39) . . . **WRKE, Roanoke, Va.** by Elmore & Reba Heins for $75,000 to Sherwood J. Tarlow, Allan W. Roberts, Dr. Bertram M. Roberts & Joseph Kruger (Vol. 13:37).

Transcontinent Expands: Ruinous competition in Wilkes-Barre-Scranton area will be eased under terms of agreement whereby Transcontinent TV Corp. acquires control of WARM-TV, Scranton (Ch. 16) while WILK-TV, Wilkes-Barre (Ch. 34) goes off air. Transcontinent will own 60% of new corporation, WARM-TV and WILK-TV principals 20% each. Total consideration involved is $1,500,000—Transcontinent putting up undisclosed amount of cash and stock, and new corporation assuming debt. Radio WILK is retained by present stockholders. Principals stated purpose of merger was to establish "truly regional station" with strong ABC-TV affiliation. Plan is to use Ch. 16 at WILK-TV's site, employ 1.4-megawatt power, change call to WNEP-TV (for new Northeastern Pa. Bcstg. Co.). Wm. Scranton (WARM-TV) will be chairman; Mitchell Jenkins (WILK-TV) pres.; Thomas P. Shelburne (WILK-TV) exec. v.p. & gen. mgr.; Martin Memolo (WARM-TV) engineering v.p. Also on board will be Transcontinent's David Forman, Paul & Fred Schoellkopf, Seymour H. Knox, George Goodyear, David Moore. Transcontinent also owns WROC-TV, Rochester (Ch. 5), WGR-TV, Buffalo (Ch. 2), 50% of WSVA-TV, Harrisonburg, Va. (Ch. 3).

KSHO-TV, Las Vegas (Ch. 13) is being acquired for $70,000 by Mervyn Adelson and father Nathan, Las Vegas supermarket operators, it's revealed by transfer application filed this week. Sellers are Frank Oxarart-Albert Zugsmith interests, who acquired TV and radio KBMI, Henderson, Nev. in 1956 from Moritz Zenoff for $300,000, including liabilities (Vol. 12:48). June 30 pro forma balance sheet for KSHO-TV shows $12,071 deficit. It lists $18,661 current assets, $127,283 fixed assets; $70,569 current liabilities, $77,537 long term liabilities.

Writers Guild anthology titled *The Prize Plays of Television & Radio—1956* will be published Oct. 22 by Random House. Book contains 12 scripts.

Robert E. Sherwood Awards for TV programs dealing with freedom & justice will be continued, but with prize money cut from $55,000 to $15,000, chairman Robert M. Hutchins of Fund for the Republic announced this week. Directors of Fund, which is being liquidated gradually, voted to reverse earlier decision to discontinue TV project started in 1955. Deadline for entries in third annual competition covering programs from Oct. 1, 1957 to May 31, 1958 is next May 31, with Sylvia Spence Assoc., 527 Lexington Ave., N. Y., handling arrangements. Top award carries $10,000; 5 others, $1000 each. Judges are Mrs. Eleanor Roosevelt, director James J. Rorimer of Metropolitan Museum of Art, pres. Buell G. Gallagher of CCNY, pres. Robert M. Purcell of radio KFWB, Los Angeles, critic Gilbert Seldes, pres. Philip H. Willkie of Rushville (Ind.) National Bank, N. Y. attorney Harrison Tweed.

RKO Teleradio's purchase of radio WGMS, pending for 1½ years (Vol. 12:14 et seq.), was cleared for final FCC approval this week when minority stockholder Lawrence C. Smith withdrew his protest and objections to the $400,000 sale. In July 1956, FCC approved transfer and RKO Teleradio operated station for 4 months before Appeals Court ordered station returned to original owners. FCC held hearing on proposed transfer, and initial decision recommended approval of purchase.

New RAB directors elected at annual meeting in N. Y.: Hugh K. Boice, WEMP, Milwaukee; Henry B. Clay, KWKH, Shreveport; Victor C. Diehm, WAZL, Hazleton, Pa.; Herbert Evans, Peoples Bcstg. Corp., Columbus, O.; Frank N. Headley, H-R Reps Inc., N. Y.; Donald H. McGannon, Westinghouse Bcstg. Co.; Weston C. Pullen Jr., Time Inc.; Paul Roberts, MBS; Lester M. Smith, KJR, Seattle.

WHYN-TV, Springfield-Holyoke, Mass. shifted from Ch. 55 to Ch. 40 Oct. 2.

Notes on Upcoming Stations: There were no new starters this week, while WJHP-TV, Jacksonville, Fla. (Ch. 36) announced it was suspending operations Oct. 25 for an "indefinite period." Owner is John H. Perry Jr., also owner of WESH-TV, Daytona Beach (Ch. 2) and publisher of *Jacksonville Journal* and other newspapers. WJHP-TV began in Dec. 1953 as NBC-TV & ABC-TV outlet, but lost NBC when WFGA-TV (Ch. 12) began last Aug. City's other station is pre-freeze WMBR-TV (Ch. 4). With WJHP-TV off air, there will be 512 stations in operation (90 uhf).

Note: Nearest new starters are KPAC-TV, Port Arthur - Beaumont (Ch. 4); WBOY-TV, Clarksburg, W. Va. (Ch. 12); WMVS-TV, Milwaukee (Ch. 10, educational); WWLI, Indianapolis (Ch. 13); WINR-TV, Binghamton, N. Y. (Ch. 40); WEEQ-TV, LaSalle, Ill. (Ch. 35).

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In our continuing survey of upcoming stations, these are latest reports from principals:

WHDH-TV, Boston (Ch. 5) has changed target for programming with ABC-TV to Nov. 17, reports v.p. & managing director Wm. B. McGrath for owner *Boston Herald-Traveler* (WHDH). It has two 10-kw RCA transmitters (1 for standby) and will use 1082-ft. Ideco tower with 12-bay antenna at site in Newton, Mass. Base hour will be $2500. Rep will be Blair-TV.

WINR-TV, Binghamton, N. Y. (Ch. 40) has changed target for start with NBC-TV to Oct. 25-Nov. 1, reports gen. mgr. Dale Taylor for owner *Binghamton Press* (Gannett). RCA 25-kw transmitter is scheduled to be wired and ready by Oct. 21 and 52-gain pylon antenna is ready on 400-ft. tower. Base hourly rate will be $300. Rep will be Hollingbery.

KWRB-TV, Riverton, Wyo. (Ch. 10), planned as area outlet covering Thermopolis and Worland, hopes to begin with test patterns late in Oct., with CBS-TV programming early in Nov., writes owner Joseph P. Ernst, operator of Wyo. radios KWRL, Riverton; KRTR, Thermopolis; KWOR, Worland. Used 5-kw GE transmitter is scheduled to be ready Oct. 20 and 12-bay antenna is being installed on mast atop Mt. Ridge, Boysen Peak. Studio at 500 Broadway, Thermopolis, will connect via microwave, as will other studios to be built later in Riverton and Worland. Base hour will be $150. Rep will be Meeker.

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RCA shipped 25-kw transmitter Oct. 14 to upcoming WMBD-TV, Peoria, Ill. (Ch. 31), due in Jan.; 2-bay superturnstile antenna Oct. 11 to upcoming KXLJ-TV, Helena. Mont. (Ch. 12); 6-bay superturnstile antenna Oct. 15 to WHBF-TV, Rock Island, Ill. (Ch. 4), planning change to new site; 12-bay superturnstile Oct. 14 to WICU, Erie (Ch. 12), planning boost to 316-kw.

New headquarters-studio of WFIL-TV & WFIL, Philadelphia, was opened Oct. 15 in Sheraton Hotel. Triangle stations' facilities in downtown location augment W. Philadelphia studios & offices.

Electronics Personals: Brig. Gen. Wm. L. Bayer, retired commander of Army Signal Supply Agency, Philadelphia, named military marketing mgr. of Stromberg-Carlson electronics div. . . . **Martin I. Zwerin**, ex-Curtiss-Wright, Westinghouse & Philco, appointed special representative of International Resistance for market development of new products . . . **Robert A. Huff** promoted to product adv. & sales promotion mgr. of RCA electron tube div., Harrison, N. J.; **Alfred J. Jago Jr.** to advertising services mgr., **Erwin B. May** to adv. & sales promotion mgr. for semiconductors & components, **Harvey M. Slovick** to publications mgr. . . . **Robert E. Koehler** promoted to production dept. mgr. of RCA semiconductor div., Somerville, N. J.; **John M. Spooner** to plant mgr. . . . **Joseph W. Lewis**, ex-Arnold O. Beckman Inc., South Pasadena, joins Beckman Instruments as asst. to pres. . . . **Gene Sarazen**, ex-golf champion, named sales director of Belock Instrument . . . **Henry H. Scudder**, exec. v.p. of International Standard Electric Corp., elected a v.p. of parent IT&T . . . **Herbert Bomzer**, ex-Ford Instrument, named operations analysis director of Paramount Pictures subsidiary Autometric Corp. to coordinate research & development in specialized electronic systems . . . **Charles L. Lord** named a v.p. & controller of Electronic Communications Inc., St. Petersburg . . . **Elbert G. Bellows** elected v.p. of W. L. Maxson.

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Tiny transistor amplifier designed to step up beat in blocked hearts was reported Oct. 15 at American College of Surgeons clinical congress in Atlantic City by Dr. M. Judah Folkman & Dr. Elton Watkins Jr. of Harvard Medical School & Children's Medical Center, Boston. They said device, weighing less than 2-oz., fitted with leads which pierce chest to be sutured in right auricle & right ventricle, has been successfully tested on dogs, is ready for use with human patients.

Talos Fails in Test: RCA-built missile station, claimed to be first completely automatic launcher of kind, was turned over to Army Oct. 15 for evaluation at White Sands, N. M., proving ground, where Talos rocket misfired in first test. New land-based station, designed to intercept enemy missiles or planes with no help from push-buttons, was manually operated in initial demonstration. Navy-developed Talos was fired, but external booster rocket blew up seconds after takeoff and missile careened out of control. Incorporating most of latest design & engineering developments in electronics, station itself was built in 2 years by RCA in collaboration with Army, Navy, Air Force, long list of subcontractors headed by American Machine & Foundry. In statement Oct. 16, RCA pointed out its electronic system "was in no way involved in the unsuccessful firing of Talos."

Electronic Highway: Auto safety by electronics was demonstrated last week in Lincoln, Neb. by RCA and Nebraska Dept. of Roads using automobile guidance system developed by RCA team headed by Vladimir Zworykin. Using "guidance cable" buried under 320-ft. stretch of highway, demonstration showed driving safeguards of future. Automatic signals on car's dashboard told driver when to stop or slow down to avoid collision. For use in fog or on "blind" hills, car activated series of lights along road as warning to cars approaching or following. In one test, RCA engineer drove car with windshield completely blocked by cardboard. If car moved too far to left or right, needle on dashboard told him which way to turn to stay in proper lane. If he got within 25 ft. of car ahead of him, bell rang and light flashed on.

Van Norman Industries sets up systems automation group with headquarters in Washington, D. C. First project will be program of post office automation.

Admiral receives $1,196,000 electronics contract from Navy Bureau of Aeronautics.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
October 19, 1957

1957 TV SALES FORECAST—ABOUT 6,750,000: First unofficial fall retail TV set sales figures are in -- and while they're lower than some earlier industry hopes, statisticians see "no cause for alarm" and conclude that total sales for year will be a shade under 1956 -- about 6,750,000 vs. last year's 6,804,703.

Sept. retail TV sales, first significant indicator of public's response to new TV lines, totaled about 725,000 sets (due to be shaved down by 10,000 or so because this includes export sales) vs. comparable 1956 figure of 783,247. This brings total 1957 retail sales to date to some 4,540,000 for first 9 months, compared with 4,730,000 in first 9 months of 1956.

The 6,750,000 estimate for all of 1957 is based on past pattern of Oct.-Nov.-Dec. sales and presupposes rate of about 730,000 a month for rest of year (compared with average of 504,000 for first 9 months). If prediction holds true, 1957 would be TV's fourth biggest year -- and, by same token, poorest year since 1953. However, even a slight unexpected lift could bring 1957 sales above those of 1956.

Inventory position of industry at beginning of Oct. was regarded as "safe" and seen as tribute to intelligent planning by set manufacturers. At all levels of trade (factory-distributor-retail), inventories were unofficially estimated at 2,550,000, compared with 2,600,000 on Oct. 1, 1956.

Picture Tube Prices Up: A 1½%-5½% increase in picture tube prices to set manufacturers was put into effect this week by virtually all tube makers. Whether it will result in more retail TV price hikes remains to be seen -- but best guess is that set makers will sit tight for time being. Some receiver manufacturers report start of noticeable sales lift in Oct., and are anxious not to disturb anything.

Price hikes on 90-degree tubes (including new stub-neck models) were greater than on corresponding 110-degree models -- end result being that price differential between the 2 models has been cut from $2 to $1.50 across the board.

Rises ranged from 20¢ on 14-in. 110-degree tube to $1 on 21 & 24-in. 90-degree models. New manufacturer prices for 110-degree tubes (90-degree tubes $1.50 less): 14-in. $14 (up from $13.80), 17-in. $16.25 (from $16), 21-in. $21.25 (from $20.75), 24-in. $26.75 (from $26.25).

There was no increase in prices of picture tubes for renewal market, although most renewal receiving tubes are due to go up 4-9% early next month (Vol. 13:41).

TV Imports Are Here: First imported TV sets are now on market in U.S. -- German-built Grundig receivers distributed by Majestic International Corp., whose parent Majestic-Wilcox-Gay once produced own TV sets. Grundig receivers are high-high-end hi-fi combinations, including AM-FM-SW radio, 4-speed phono, tape recorder -- featured as top-of-line item in Grundig-Majestic's successful packaged hi-fi series.

The 2 TV "home entertainment centers" marketed by Majestic are priced at about $1500 (21-in. set) & $2500 (24-in. with better tape recorder). Majestic spokesman said reaction from retailers has been "very good" and units are now being shipped in "pretty good quantities." He said company has no plans to import low-priced models or TV-only receivers. "We won't compete with American TV manufacturers -- there's no money in it." He said he didn't think other German TV-radio makers were yet in position to offer their TV sets on U.S. market.

Possibility of TV competition from Japan -- whose transistor radios are beginning to go into large-scale distribution here -- was raised at "Japanese Electronic Exhibition" last week in New York. Among equipment shown were TV tuners ranging from $6.50 to $9. If Japan is getting ready to invade TV component field, some tradesters wonder whether complete TV receivers will be far behind.

Production: TV output dropped slightly during week ended Oct. 11, to 164,627 from 167,605 preceding week, compared with 205,970 in corresponding week of 1956. It was 41st week of year and brought TV production for year to date to 4,933,000, compared with 5,670,437 in same period last year. Radio production rose to 407,298 (150,075 auto) from preceding week's 356,748 (114,402 auto), compared with 335,206 (127,129) in corresponding week last year. Radio output for 41 weeks totaled about 11,138,000 (4,102,000) vs. 10,208,320 (3,324,177) in same 1956 period.

Topics & Trends of TV Trade: "And so marketing must learn how to live with, and profit from, a new dynamic retailer—the discount house," says E. B. Weiss, director of merchandising, Doyle-Dane-Bernbach Adv., 20 W. 43rd St., N. Y., in 43-page booklet *Marketing's Coming Readjustment to Low-Margin Retailing*.

Growth in size of big discount houses and discount chains is detailed by Weiss who says "in 1957 at least one discount house will top $100,000,000 turnover figure—and a score or more will achieve a turnover in excess of $10,000,000. And by 1960, he adds, several discount chains will hit annual turnover of $250,000,000 and possibly 1 or 2 will reach half-billion mark.

Result of growth, Weiss claims, has been about-face by many manufacturers, especially in hard goods, to win distribution in off-list outlets. He also predicts manufacturers will tend to cut down steps between manufacturer and ultimate consumer. But he adds this "doesn't mean the end of the wholesaler—his demise has been regularly predicted for the last 50 years. But it does mean his partial elimination in some industries; and it does mean new techniques of working through him in other industries."

Weiss says there will probably be fewer store-type discount houses at end of 1957 compared with 1956, but total amount of merchandise moved this year by discount houses will far exceed total of any previous year.

* * * *

Outraged protest against Oct. 14 *Time* cover story on TV repairmen (Vol. 13:41) was filed this week by editor Albert J. Forman of *Electronic Technician Magazine*. "You can be well ashamed of this untidy piece of journalism," he wrote managing editor Roy Alexander of *Time*. It "was truly a distorted piece of reporting, and a slander of the thousands of repairmen who work long hours for too little income & appreciation," Forman said. He told Alexander that "most important point" in *Time* story was "half-hearted admission that 'the great majority of repairmen are honest enough,'" yet it was buried in "middle of 5 pages of twisted tales of dishonest & incompetent repairmen and disgruntled homeowners."

Hoffman's "Solaradio"—transistorized, with sun-powered battery charger—has been reduced to $99.95 from $150 because of "substantial savings in manufacturing costs" due to increased demand. Without solar cells, regular battery version of same set was reduced from $75 to $60.

Radios shipped to dealers in first 8 months of 1957 totaled 4,788,006, compared with 4,491,795 in similar 1956 period, EIA reports. Aug. shipments were 769,770 vs. 581,808 in July and 579,102 in Aug. 1956.

Trade Personals: Frederick H. Guterman, ex-American Bosch Arma, named gen. mgr. of DuMont Labs technical products div., succeeding Irving G. Rosenberg, resigned . . . Robert E. Rutherford Sr. promoted to staff asst. to Stanley J. Koch, DuMont Labs v.p. for tube operations; Kenneth F. Hoagland to tube engineering director . . . Arthur A. Brandt retires Oct. 31 after 40 years in appliance marketing, last 20 years with GE where he's been gen. sales mgr., TV receiver dept. . . . Ernest L. Hall, ex-Canadian Aviation Electronics, appointed staff asst. to Emerson pres. Benjamin Abrams . . . Howard Main promoted to merchandise mgr. of Dominion Electrohome Industries Ltd., Kitchener, Ont. . . . Milford S. Klinedinst, from Farnsworth Electronics, named consumer marketing director of IT&T subsidiary International Standard Electric Corp., assigned to North & South America, Australasia, Far East . . . Maj. Richard J. Lavoie (ret.), ex-Army Intelligence Center, Ft. Holabird, Md., named security director of IT&T . . . Frank J. Bias promoted to transmitter engineering mgr. of GE's technical products dept. . . . George H. Fass resigns as national sales mgr., DeWald Radio . . . Vin Zeluff, ex-managing editor of *Electronics* (McGraw-Hill), appointed managing editor of *Popular Electronics* (Ziff-Davis) . . . Edward Link named Emerson midwest district mgr., headquartering in Pittsburgh.

Edgar N. Greenebaum Jr., Chicago financial analyst specializing in electronics, leaves Oct. 20 for 3-week tour of Europe, will attend international atomic energy conference in Vienna.

EIA Reports Set Totals: TV shipments to dealers totaled 3,460,100 in first 8 months of 1957, when production was 3,756,533, according to EIA state-by-state report. They compare with shipments of 3,761,116, production of 4,365,060 in similar 1956 period. Aug. shipments were 490,849, compared with 465,285 in July and 535,936 in Aug. 1956. Here's 8-month report (county-by-county tables available to EIA members):

State	Total
Alabama	50,658
Arizona	21,485
Arkansas	29,874
California	342,856
Colorado	27,460
Connecticut	56,055
Delaware	8,109
District of Columbia	37,402
Florida	120,241
Georgia	69,960
Idaho	10,855
Illinois	203,729
Indiana	84,910
Iowa	36,937
Kansas	39,014
Kentucky	56,767
Louisiana	62,897
Maine	19,626
Maryland	48,240
Massachusetts	106,446
Michigan	131,189
Minnesota	51,232
Mississippi	29,496
Missouri	80,922
Montana	15,384
Nebraska	24,262
Nevada	5,574
New Hampshire	9,410
New Jersey	128,282
New Mexico	13,688
New York	409,448
North Carolina	68,686
North Dakota	10,620
Ohio	193,788
Oklahoma	37,802
Oregon	34,821
Pennsylvania	239,621
Rhode Island	19,329
South Carolina	27,245
South Dakota	11,526
Tennessee	57,820
Texas	186,030
Utah	14,719
Vermont	7,225
Virginia	54,917
Washington	52,698
West Virginia	35,356
Wisconsin	58,981
Wyoming	6,723
U. S. TOTAL	3,450,315
Alaska	2,509
Hawaii	7,276
GRAND TOTAL	3,460,100

Masters Wins Fair Trade Case: "Fair trade" suffered another blow this week when U. S. Supreme Court in effect upheld right of out-of-state mail order house to sell products in fair-trade states at less than fair-trade prices.

Court refused to review lower court ruling that Masters Mail Order Co., Washington, can sell GE products in New York at lower than fair-trade prices. Appeals court had dismissed injunction against Masters, and GE carried case to high court (Vol. 13:25, 28, 30). Injunction suit was brought after Masters' Washington outlet advertised GE small appliances in N. Y. papers at prices at which it would have been illegal for N. Y. retailers to sell them.

GE had said that this practice gave the out-of-state store a "free ride on the advertising done by GE and the sales efforts of every retailer who rents space to display GE products or hires salesmen to sell them."

Masters pres. Stephen Masters hailed this week's news with announcement that Washington store will advertise GE products for sale at less than fair-trade prices in newspapers and magazines throughout country (all but 14 states have fair-trade laws). "Our victory again points out the fact that fair-trade laws, unfair to all, are for all practical purposes meaningless and dead," he said. "Fair trade is falling fast."

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Magnavox unveiled new non-metal 17-in. portable TV set (Vol. 13:36, 38) at Ft. Wayne plant this week. Wood-&-composition "Greenbrier" model, replacing metal portables which were discontinued following Skokie, Ill. electrocution (Vol. 13:29, 31-32), is designed as second home set to harmonize with furnishings rather than for outdoor use. Mahogany lists at $170; oak & cherry $180, uhf $20 more.

Marketing seminar, sponsored by West Coast Electronic Mfrs. Assn., starts Oct. 29 at Roosevelt Hotel, Hollywood, takes up techniques of developing new markets and sales of new products. Meetings, to be conducted by Los Angeles marketing consultant Edward A. Altshuler, will also cover marketing research and analysis, sales planning and direction, advertising and public relations.

U. S. Tariff Commission has scheduled Feb. 4 hearing on charges by Brush Electronics Co. (div. of Clevite Corp.) and The Astatic Corp. of unfair competition in import and sale of unspecified foreign phonograph pickup cartridges, elements, and needles.

Motorola introduces all-transistor portable radio—"Weatherama"—which receives standard broadcasts, govt. weather broadcasts and long wave aeronautical beacon bands. Set is priced at $80, will be shipped after Nov. 1.

RETMA of Canada reports TV distributors sold 233,238 sets to dealers in first 8 months of year, compared with 313,285 for similar 1956 period. Sales for Aug. were 39,083 vs. 61,058 in Aug. year ago.

NARDA's 1958 appliance trade-in guide, *Home Appliance Blue Book*, covering appliances but not TV, will be published Nov. 15 by National Appliance Trade-In Guide Co., 2105 Sherman Ave., Madison, Wis.

Admiral moves headquarters next week from Merchandise Mart back to former location, 3800 Cortland St., Chicago 47 (Spaulding 2-0100).

Top 100 Defense Firms: GE kept its No. 1 position among companies heavily engaged in electronics in new list of 100 top prime defense contractors released by Pentagon. As in earlier rankings reported in April (Vol. 13:16), GE was fourth among all defense firms in July 1, 1950-Dec. 31, 1956 tabulation by Defense Dept., in which Boeing replaced GM as biggest contractor among first 10: Boeing, GM, United Aircraft, GE, Douglas Aircraft, North American Aviation, General Dynamics, Lockheed Aircraft, AT&T, Curtiss-Wright. Electronics and related firms generally maintained their relative rankings in cumulative 1950-1956 and Jan. 1, 1955-Dec. 31, 1956 figures given by Pentagon in separate tables. We've consolidated 2 new "top 100" lists in table below to show electronics standings (all dollar figures in millions, dashes after company's name indicating it was not among first 100 prime contractors for period):

	July 1950-Dec. 1956 Contracts	Rank	Jan. 1955-Dec. 1956 Contracts	Rank
GE	$5,024.1	4	$1,289.8	5
General Dynamics	4,493.4	7	1,758.2	2
AT&T	2,773.0	9	1,015.3	7
Sperry Rand	1,584.6	14	306.5	21
Bendix Aviation	1,518.9	16	371.1	17
Westinghouse	1,375.8	19	227.6	23
RCA	1,060.0	21	307.6	20
IBM	837.2	24	450.6	14
Avco	738.2	28	215.9	24
Raytheon	687.4	31	313.2	19
IT&T	624.0	34	98.1	47
Philco	562.0	37	157.7	30
Collins Radio	436.8	45	95.3	49
General Precision Equipment	355.5	56	131.5	35
Minneapolis-Honeywell	293.8	61	104.3	45
American Bosch Arma	291.6	62	106.9	42
Hazeltine	225.2	73	—	—
Sylvania	223.1	74	—	—
Mass. Inst. of Technology	216.1	77	83.9	52
Motorola	205.4	82	52.6	78
Dynamics Corp. of America	176.4	91	48.3	88
Admiral	157.8	98	—	—
Burroughs	—	—	109.4	40
Lear	—	—	60.4	69
Standard Coil	—	—	53.7	76

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Among "favored 50" of investment trusts are only 5 concerns directly or indirectly identified with one phase or another of electronics, according to *Guide to Investment Company Portfolios* issued by Vickers Associates Inc., 52 Wall St., N. Y. They're IBM, ranked second (in Vickers' evaluation) as of last June 30, with 3.72% of its stock held by closed or open-end trusts; GE, 14th, 1.46%; Minnesota Mining, 31st, 3.22%; AT&T, 33rd, 0.42%; Westinghouse, 45th, 3.44%. (For complete tabulation, with Dec. 31, 1956 and Dec. 31, 1955 comparisons, see Oct. 5 *Business Week.)*

Dividends: Gross Telecasting, 40¢ plus 7½¢ on "B" common, both payable Nov. 8 to stockholders Oct. 25; Aircraft Radio, 20¢ plus 10¢ year-end special, both Nov. 13 to holders Oct. 30; Oak Mfg., 35¢ Dec. 13 to holders Nov. 29; Capitol Records, 25¢ Dec. 31 to holders Dec. 16; Siegler, 20¢ Dec. 1 to holders Nov. 15.

New recommended standards distributed by EIA to members: RS-196, "Fixed Film Resistors (High Stability)," 60¢, and RS-197, "Power Filter Inductors for Electronic Equipment," 50¢. Copies are available from EIA Engineering Dept., 11 W. 42nd St., N. Y., for minimum $1 order.

Merger of Electric Storage Battery Co. & Ray-O-Vac Co. has been approved by directors of both companies. Plan providing for exchange of one Electric Storage share for each 2 shares of Ray-O-Vac will be submitted to stockholders of both companies at special meetings Nov. 19.

Financial Notes: Net income of Sylvania in 3 months ended Sept. 30 was around $1 per share vs. 46¢ in disappointing second quarter of 1957 (Vol. 13:30)—and earnings for rest of year should exceed that rate, pres. & chairman Don G. Mitchell said in interview in Oct. 16 *Wall Street Journal.* Formal report on third quarter is due next week.

Mitchell said third-quarter sales this year, helped by upturn in TV sets first noted in June, were nearly $90,000,000, up from $84,000,000 year earlier, when earnings hit record of $1.15 per share for period. For 9 months of 1957, he estimated sales at close to $252,000,000, compared with $246,000,000 in corresponding 1956 period. But he thought net for all 1957 would run 5%-10% below $14,835,389 last year, working out to $4.10 per share.

As of today, TV set business has much more wholesome tone than it had year ago, Mitchell told *Journal,* pointing out that fierce competition in 1956 led to overproduction, high inventories, soft retail prices. He said that with inventories more in line now with sales, set production is likely to reach 3,800,000 in second half, with sales at 4,000,000.

He saw price as continued deterrent to sales of color sets, predicting that until it falls to about $400 from discount-&-trade-in retail level of $500-$550, color will make little inroad.

* * * *

General Instrument earned $169,599 (12¢ per share) on sales of $8,157,605 in second fiscal quarter ended Aug. 31 vs. $119,916 (9¢) on $8,311,834 in corresponding 1956 period. First-half income was $247,053 (18¢) on $15,200,170 compared with $35,561 (2½¢) on $13,979,913 year earlier. Gains in earnings were due to development of General Instrument "into a broad-based electronics firm" from one engaged largely in making TV-radio components and to "operating efficiencies made possible by closer integration & control" of manufacturing divs., according to chairman Martin H. Benedek. He foresaw "continuing earnings progress through the third & fourth quarters."

Allied Artists had net loss of $1,783,910 in fiscal year ended June 30, after giving effect to $675,000 federal income tax credit. Company gave no explanation for loss, which compared with net income of $371,875 (27¢ per share) in preceding fiscal year. But in earlier statement predicting loss (Vol. 13:24), pres. Steve Broidy said Allied Artists had discontinued producing unprofitable films in $400,000-$600,000 bracket, that current fiscal year would show better results. At close of fiscal 1957, company had backlog of 14 pictures awaiting release, inventories of $5,615,000 vs. $9,219,000 year earlier.

GE set new records in earnings & sales for third quarter and first 9 months this year. Net income in quarter ended Sept. 30 was $55,165,000 (63¢ per share) on sales of $1.047 billion compared with $47,863,000 (55¢) on $1.003 billion in corresponding period year earlier. For 9 months, earnings were $182,988,000 ($2.10) on $3.169 billion vs. $160,727,000 ($1.85) on $2.962 billion in first 9 months of 1956. Wages & benefits of $1.189 billion paid employes and payments of $1.426 billion to suppliers also set 9-month records, according to GE pres. Ralph J. Cordiner.

Litton Expands Again: Litton Industries, which recently acquired Aircraft Radio Corp. (Vol. 13:41) and Maryland Electronics Mfg. Corp. (Vol. 13:38), is absorbing Monroe Calculating Machine Co. in deal already approved by 80% of latter company's stockholders, according to joint announcement of merger Oct. 15. Monroe holders are offered choice of 1½ shares of Litton common for each share of Monroe common or ½ share of Litton $100 par value 5% pfd. for each share of Monroe common, of which about 300,000 are outstanding. Litton v.p. Roy L. Ash said special stockholders meeting will be called soon after annual meeting Oct. 26 to vote on proposed increase in common stock and authorize new issue of $100 par cumulative convertible pfd.

Storer Bcstg. Co. earned $820,008 (33¢ per share) in third quarter ending Sept. 30, compared with $1,066,019 (43¢) in corresponding 1956 period, company ascribing dip in part to "substantial" costs of reorganizing WVUE, Wilmington, after acquisition of station (then WPFH) in spring (Vol. 13:13). Expenses there "have adversely affected operating results for the third quarter, but current bookings at WVUE are encouraging," Storer said. For 9 months, earnings were $5,249,492 ($2.12) vs. $3,911,464 ($1.58) in comparable period last year.

General Tire & Rubber reports consolidated net income of $8,545,592 ($1.61 per share), including earnings of $599,294 from subsidiary RKO Teleradio Pictures, in 9 months ended Aug. 31, vs. $6,059,025 ($1.17) in corresponding 1956 period, when RKO Teleradio wasn't counted. Sales this year were $311,091,049, compared with $278,192,007 year earlier. "Our profit for the current 9-month period before including the RKO Teleradio earnings was 4.2% ahead of the comparable 1956 period," General Tire pres. Wm. O'Neil said.

Official Films Inc., whose pres. Harold L. Hackett reports to stockholders this week that it now syndicates 27 series with total of 1319 films, in June 30 annual report discloses $983,000 earnings before taxes on sales of $6,500,000, up from $908,906 gross profit on $6,100,000 sales in 1956 fiscal year. Paid-in surplus stood at $1,738,200 as of June 30, 1957, earned surplus $692,904, with net income of $437,831 after taxes.

E. J. Korvette Inc., N. Y. appliance store chain, had sales of $71,200,000 in fiscal year ended Sept. 28 vs. $54,900,000 year earlier, according to pres. Wm. Willensky. He said that sales in 13 weeks to Sept. 28 were $18,155,143, compared with $14,155,143 in corresponding 1956 period, that volume in last month of 1957 fiscal period was 41.6% ahead of last year.

New IT&T subsidiary—IT&T Electronics Service Co. of Canada Ltd.—has been organized in Montreal for engineering, installation, operation & maintenance of microwave, radar & other electronic equipment. J. T. Robertson, from IT&T telephone & radio operating dept., N. Y., heads new company.

Magnavox continues optimistic about future of color TV; annual report says 2 new models will be introduced in fall. But it adds: "We continue to feel, however, that there will be no revolutionary switch from black-&-white to color TV receivers but that the growth will be gradual."

Guild Films earned $616,473 (40¢ per share) in 9 months ended Aug. 31 vs. net loss of $8,172 in corresponding period of preceding fiscal year.

WJR, The Goodwill Station Inc. earned 67¢ per share in 9 months ended Sept. 30 vs. 69¢ in same 1956 period.

Monthly hi-fi magazine to be sold by hi-fi dealers will be started in Jan. by Ziff-Davis Co., N. Y.

Seeing-Eye Sputnik: Ominous speculation that Soviet space satellite may be acting as super-spy by means of TV—which would have been dismissed as sheer science fiction 2 weeks ago—didn't seem so far-fetched this week with the revelation that Uncle Sam has been working on a lunar Zoomar of his own for last 10 years.

Aviation Week reported Oct. 14 that Air Force-sponsored Pied Piper project (nicknamed "Big Brother") is code name for earth-circling reconnaissance satellite (weapon system No. WS-117-L). Lockheed Aircraft Corp. was identified as head of team working on project, with CBS named as its "probable" electronic teammate and Eastman Kodak as participant. Though this project dates back only to early 1956, magazine says Rand Corp. has been working on similar projects for 10 years, with Aeronutronic Systems Inc. (Ford Motor Co. subsidiary) also conducting studies. All 3 are working under Air Force auspices, article states.

Meanwhile, N. Y. Herald Tribune Syndicate columnist Stewart Alsop and others expressed view that Russia's sputnik is able to "see" somehow—either by TV, film camera or a telemetering system. But Dr. Joseph Kaplan, chairman of U. S. National Committee for IGY, was quoted in *U. S. News & World Report* as stating that TV-equipped satellite is still a "dream."

Earthbound TV continued to do top-notch job of informing public about satellite, and last week end viewers actually "saw" sputnik from their living room armchairs. Claiming the "first" was Westinghouse Broadcasting Corp., whose WJZ-TV, Baltimore, filmed satellite from display tube of Bendix Aviation's light amplifier, which magnifies light 10,000 times. Films were speeded up so viewers could see actual motion of satellite across screen. They were fed by Boston's WBZ-TV to Westinghouse's other TV stations on live hookup evening of Oct. 13, and fed to NBC-TV affiliates later for 11 p.m. newscast. Also in time for 11 p.m. news shows, another set of "first films" of sputnik arrived from Australia.

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Two new Armed Forces TV stations have gone on air in Korea—originating station at Seoul (Ch. 3) with Ch. 12 satellite, first of 4 repeater stations in Korean "network." Other 3 stations are now being installed. After Korean stations are on air, AFTV hopes to start work on Midway Is. outlet.

Radio interview with murder case defendant resulted in mistrial Oct. 16—and citation of Jean LaGrange of WLOI, La Porte, Ind., for criminal contempt of court. In broadcast interview, Robert Lee Johnson, who had gone through 3 previous no-decision trials, told LaGrange that his counsel had promised him suspended sentence if he pleaded guilty to manslaughter, but that he refused because he wanted to be "vindicated." LaGrange then commented that attorneys & court were guilty of unethical practices in making purported offer. Prosecution & defense lawyers moved for mistrial. Ordering it, Special Judge Harry Long found LaGrange in contempt, sent him to jail for 2 hours before $1000 bond was raised, set hearing for next week.

Small TV & radio stations should be exempt from overtime pay provisions of Fair Labor Standards Act, Sen. Allott (R-Colo.) told Region 7 NARTB conference Oct. 17 in Brown Palace, Denver. He said he would seek an amendment to wage-hour law at next session of Congress to put employes of smaller stations in same category as exempt employes of small newspapers. "Nobody has presented any real reason why in an extremely high paid industry like yours, the Govt. should require a particular [40-hour] work week," Allott said in speech to broadcasters. NARTB advocates exemption of stations which operate outside standard metropolitan areas (50,000 or more population around central city).

Network TV & radio advertising volume was unchanged in Aug. compared with July, while weekly magazines showed 8% increase and newspapers 6%, according to national index in Oct. 18 *Printers' Ink*. Business papers and outdoor advertising were down 6%.

TV film reruns in summer, disparaged as unworthy fare by many newspaper critics, actually are welcomed by more than half of N. Y. viewers who saw some programs earlier, according to Pulse survey in Oct. 7 *Television Age*. Pulse queried 1000 viewers, found 563 saw "advantages to the viewer" in TV repeats, while 333 didn't, 104 had no opinion. Of 672 viewers who had watched reruns in 4-week period, 56.1% said they "enjoy seeing a good program a second time," 27.1% had "nothing better to watch," 20.3% started to watch repeats before they realized they'd seen them before.

Two applications for TV stations and 5 for translators were filed with FCC this week, bringing total to 118 (34 uhf) for stations, 46 for translators. Station applications: for Louisville, Ky., Ch. 15 by Louisville Free Public Library; for Norfolk, Va., Ch. 13 by owners of WBOF, Virginia Beach. Translator applications were for Leadville, Colo., La Grande, Ore. & 3 for Evanston, Wyo. [For details, see *TV Addenda 25-L* herewith].

Kate Smith returns to network radio early next year with daytime program on MBS, pres. Paul Roberts announced Oct. 16. She was with Mutual 1948-50, switched to daytime show on NBC-TV in 1950, retired in 1953 after 25 years of broadcasting. Roberts said she represents "first step in a long-range plan we are now undertaking to bring more & more name personalities" to MBS.

Tribute to TV—"The Fabulous Infant"—will be subject of Nov. 10 *Wide Wide World*, for which NBC says it has obtained "cooperation" of ABC & CBS. It's understood program, mainly from Hollywood, will use film clips and perhaps stars furnished by NBC's competitors.

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SUMMARY-INDEX OF THE WEEK'S NEWS — October 26, 1957

RCA COLOR TAPE perfected; commercial production due late in 1958. New machine compatible with Ampex recorder, heralding uniform standards (p. 2).

NEW BROADCAST LEGISLATION covering networks, allocations and subscription TV to be explored by House Commerce Committee, Harris says (p. 3).

NO PAY-TV APPLICANTS yet, money looming as important barrier; Zenith seen most likely angel. Robert Sarnoff blasts toll TV (p. 4).

FIRST NEWS FILM transmitted across ocean by cable shown by BBC-TV. Using wirephoto methods, technique seen promising though expensive (p. 7).

TV-RADIO TIE-IN HIT by FTC examiner's ruling against 6 grocery producers in promotion plan involving 3 networks, "favored" chains (p. 8).

RCA CALLS SALES "SPOTTY," blames decreasing factory average price on portable volume. Ratio of RCA 17-in. portables running 3-1 over 14-in. (p. 12).

WLWI, INDIANAPOLIS, cleared by FCC, aims for Oct. 30 start. KPTV, Portland (Ch. 12) seeks Ch. 2. KGUL-TV, Galveston, wants shift to Houston (p. 9).

NEW TV STATION serving Beaumont-Port Arthur, KPAC-TV begins programming; uhf WLEV-TV, Bethlehem, Pa. leaving air with $500,000 loss (p. 11).

RECORD 9-MONTH SALES reported by RCA & Sylvania; Philco comes back strong, profit tripling last year's figure; Hoffman profit up (pp. 14 & 15).

BIGGEST AD YEAR with $10.4 billion volume—up 5%—seen by Printers' Ink; 1957 TV billings estimated at $1.015 billion, radio gains 28% (p. 16).

CENSUS BUREAU'S NEW TV HOUSEHOLD TALLY: Total TV homes in U. S. reached 39,800,000 of nation's estimated 49,606,000 homes—roughly 80%—according to Advertising Research Foundation report based on April 1957 Census Bureau Survey. Last survey, in Feb.-March 1956, counted 35,495,000 TV households with at least one set.

Current survey says there are 2,500,000 homes with 2 or more sets. Previous multi-set home counts: June 1955, 1,100,000; Feb.-March 1956, 1,700,000.

Total number of sets in homes is 42,520,000, according to latest study, compared with 37,277,000 in Feb.-March 1956. This does not include sets in use in public places, hotels, etc.

This is fourth national survey handled by ARF, underwritten by networks, NARTB, TvB. On two previous occasions ARF has followed with county-by-county projection of these figures. However, spokesman tells us decision has not been reached on repeating county-by-county estimates.

Growth of number of TV homes now is tapering off as total gets closer to saturation and no major TV markets remain to be opened. Census of Housing in 1950 showed only 12% of all households had TV sets. Succeeding surveys went this way: June 1955, 67%; Feb. 1956, 73%; Aug. 1956, 76%.

TV household concentration continues in standard metropolitan areas, 87% reporting sets in April 1957 vs. 82% in Feb. 1956. Growth was more rapid outside these areas, survey showing 70% in April 1957 compared with 59% in Feb. 1956.

Breakdown by geographic regions: Northeast, 88% in April 1957, 80% in June 1955; North Central, 85% vs. 72%; West, 77% vs. 62%; South, 71% vs. 53%.

For comparison, NBC Research Dept. estimates (page 25, Television Factbook No. 25) 40,000,000 TV homes as of July 1, 1957, with 3,160,000 second sets, 1,340,000 in public places—total of 44,500,000.

COLOR TAPE'S HERE AND RCA'S GOT IT: Climaxing more than 5 years of efforts to devise substitute for color kines, RCA this week demonstrated perfected color video tape recorder and announced production models will be for sale in about a year.

From telecasting industry standpoint, happiest aspect of this week's development is fact that RCA recorder will be compatible with Ampex monochrome recorders which go into production next month. New recorder has same mechanical specifications—including speed and size of tape, rotation of heads, etc.

Meanwhile Ampex pres. George I. Long this week indicated that his company's approach to color (a conversion kit for its monochrome models which Ampex hopes to have available about the same time RCA color recorder is on market) will be same as RCA's, so that color and monochrome tapes eventually will be interchangeable between the 2 makes of machines.

Compatibility feature, forecast in Television Digest 2 weeks ago as result of Ampex-RCA exchange of tape recording and color patents (Vol. 13:41), ends threat of dual standards for video recording—precluding necessity of stations purchasing 2 or more separate recorders—even heralds the day when TV tapes may be syndicated in same manner as film.

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Color and monochrome TV pictures from RCA recorder left little to be desired at demonstration showing. To us, both appeared superior to best film. Color tones and registration were good, as was reproduction of detail—and pictures definitely had "live" quality. Monochrome pictures from color tape were excellent, with very good grey scale. Only noticeable imperfection was occasional appearance of "drop-outs"—little white dots and streaks caused by defects in tape—a weakness also common to Ampex recordings but rapidly being overcome by tape manufacturers.

Demonstration was held at RCA's compact Johnny Victor Theatre in Radio City, consisted of segments of last week end's NCAA football, Perry Como, Steve Allen & Hit Parade colorcasts—which had been recorded at Camden RCA plant via microwave from NBC's WRCV-TV, Philadelphia, with playback again microwaved to station and relayed to New York by AT&T line. Two 21-in. sets—one color and one monochrome—were used for demonstration. No live or filmed pictures were shown for comparison.

Tape recorder itself is in Camden, wasn't seen except in photographs distributed to newsmen attending. But RCA industrial electronics chief engineer Dr. George H. Brown described prototype recorder as rack-mounted, occupying but not completely filling 5 racks.

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First commercial deliveries of production model color tape recorders are scheduled for "latter 1958," according to industrial products v.p. Theodore A. Smith, with some engineer-built prototypes to be put in use early next year—first ones presumably going to NBC-TV Hollywood studios.

It's too early to estimate price of production units, he insisted. Under questioning, he expressed hope that it would be kept "under $100,000." Ampex's prototype monochrome recorders cost $75,000 each and production models will be sold for $45,000. Ampex delivered 13 prototypes—5 to CBS, 3 each to ABC & NBC, 2 to govt. agencies for instrumentation recording use.

RCA has no current plans to produce monochrome recorders, Smith said—maintaining that its color recorder is complete and can be used for all purposes, including recording and playback of black-&-white shows.

Like Ampex monochrome machine, RCA color recorder uses 2-in. wide tape, running at 15-in. per second, with 3 revolving record-&-playback heads, and can record 64-min. program on 14-in. reel. It uses same tape as Ampex machine, has same erasure and re-use features—and presumably same problem of extreme difficulty in editing and splicing.

Picture displayed this week was far cry—both in quality and approach—from RCA's first color tape "progress report" in Princeton in Dec. 1953, when it used ½-in. tape at 30 ft. per second, requiring 17-in. reel of tape for 5-min. show (Vol. 9:49).

Ampex pres. Long commented indirectly on RCA achievement in his observations on RCA-Ampex cross-licensing agreement in Oct. 24 address to Security Analysts Society of San Francisco:

"Color TV is essentially an RCA problem. They have spent millions of dollars in an attempt to get their color TV program under way and their hope is to recover these vast sums through the sale of color TV sets. Their problem has been made more difficult because of the extremely poor quality of the film process for reproducing color TV pictures . . .

"Our interest is somewhat different, obviously, than RCA's, because we are not in the business of selling color TV sets. At the same time our whole black-&-white video tape recorder program could be imperiled if it became apparent that color TV was going to substantially replace black-&-white and we were without an answer for it.

"The technical breakthrough to reproduce color pictures on magnetic tape has been accomplished. When equipment will actually be available for sale I am not in a position to say. With the cross-licensing arrangement . . . we are now in a position to assure the purchaser of our black-&-white video machines that for an additional sum we will be able to supply them with a conversion unit which will make their machines capable of recording and reproducing either black-&-white or color pictures. At the same time, RCA has the right to our video tape patents to produce competitive equipment.

"It now appears that we will have an industry with standard specifications and with at least 2 companies supplying equipment."

Ampex's production plans for black-&-white recorders were indicated this week in company house organ, "Ampex Recorder," which said the 100 production-model recorders now on order "will be in service by midsummer of next year." Among refinements in production units will be interchangeability of recorded tapes among different machines, miniaturization of parts and greater accessibility for repair, provision for remote control. NBC reportedly is scheduled to get 2 more Ampexes in Jan., 6 in Feb.

HARRIS OUTLINES CONGRESS TV-RADIO PLANS: Chairman Harris (D-Ark.) of House Commerce Committee thinks it may be time for some important changes in TV-radio regulation, and he outlined to NARTB Memphis regional conference this week the 3 major studies his committee plans to make next session with an eye to amending Communications Act, broadcasting's legislative charter:

Frequency Allocation—He thinks it may be time for Congress to take over allocations reins, a major and radical departure from current procedure. He sees as a necessity "an examination whether the tremendous developments which have taken place in the field of communications require a new statutory approach to the problem of distributing available spectrum space among governmental as well as private claimants."

He urged re-examination of current divided allocations responsibility—the President for governmental users, FCC for all others. "Few persons would consider it in the public interest for the Congress to appropriate annually a lump sum of money for the operation of our Govt. and to leave to the President the unlimited discretion as to what portion of these funds he wants to use for the national defense and what portion for all other purposes," he said. "Still, that essentially is the situation today with regard to spectrum space, which is a commodity much scarcer than money."

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Networks—Harris plans to give high priority to recommendations arising from FCC's network study. "Specifically," said the congressman, "Congress should determine to what extent, if any, it must give up reliance on the forces of competition to produce results in the field of TV broadcasting and what additional powers, if any, should be granted to the FCC to counteract the concentration of power now existing in this field."

Subscription TV—Having already announced his Committee plans hearings on fee TV shortly after Congress reconvenes in Jan., Harris said: "Subscription TV offers an outstanding opportunity for further concentration of power in the field of broadcasting, and hindsight shows that the Commission's

efforts to cope with the concentration of power in the hands of the networks and other multiple station owners have proven unsuccessful."

He added that Congress has the responsibility to "scrutinize what protection the public interest requires [with regard to fee TV] so that the country will not again be presented with a situation of trying to lock the barn after the horse has been stolen."

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Harris suggested possibility of putting 10-year time limit on Communications Act—which "might act as an automatic reminder to the Congress" that FCC's regulatory power "must be re-examined in the light of new developments."

Discussing his Committee's legislative oversight (Moulder) subcommittee investigation of regulatory agenices, he assured telecasters that the inquiry "does not include the review of individual cases with a view of changing the results in any such case."

Rather, he said, subcommittee is attempting to "determine whether or not existing patterns of handling individual cases are satisfactory, and, if these patterns are found to be unsatisfactory, whether this is due to the failure on the part of the agency to observe the law or due to inadequate provisions contained in these laws."

TOLL TV—NEXT MOVE UP TO PROPONENTS: Now that the pay-TV chips are down in some fuzzy sort of fashion—i.e., FCC decided it will permit tests (Vol. 13:42)—everyone seems to be waiting for someone else to ante up.

Washington attorneys report that FCC's announcement has stirred almost no response from station clients. A few former uhf operators, eagerly hunting pay system angels, are seeking to get into the swim. Their chances seem slim, since pay promoters would naturally incline to vhf operators and since toll tests are limited to 4-signal markets—where uhf faces enough handicaps already.

Commission itself has heard nothing at all from stations since test decision was issued. Previously, it had bright-eyed inquiries from 3 small-town citizens who asked, in effect, "How do we get into this?"

Question: Who's going to put up the money? It looks like Zenith, if anyone. It has plenty of capital, along with deep, long-nourished yearning to show up commercial TV. Skiatron and International Telemeter just don't have the cash, would have to get it from the public—if public can be persuaded.

Public may be hard to persuade. Special Pulse survey of San Francisco & Los Angeles, for example, indicates that Giants & Dodgers may well take in less money by offering games on wired pay TV than by selling rights on free TV—causing Pulse director Sidney Roslow to speculate that "more people will go broke trying to get it off the ground than will ever make a mint out of it" (see p. 5).

Conditions imposed on stations for subscription tests are totally unrealistic, according to one former uhf operator who has been hot on the toll TV concept. Lou Poller, onetime operator of WCAN-TV, Milwaukee, says that restrictions are "enough to kill the idea." He said he plans to petition Commission to amend rules to restrict pay TV tests to uhf stations only and to one station in each market. "If they restricted it to uhf," he said, "they'd get 2000 applications. As it is, the networks are the only ones who can go into it. And one station would have trouble getting enough programming material in each market. What would 4 do for product?"

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Question of choosing among station applicants has been raised by some attorneys. FCC limits each "system" to 3 markets. Commission sources say it's up to system owners to choose, in event more than 3 stations seek franchises. But there's lot of feeling in Washington that question is academic, that there'll be no plethora of applicants giving system owners the delightful chore of choosing.

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One of the best statements of opposition to pay TV to date came this week in speech by NBC pres. Robert W. Sarnoff, addressing luncheon in his honor by WIIC, Pittsburgh. If fee TV does eventually

replace free broadcasting, he said, "we, like the public, will have no choice but to follow the pay tide."

Inevitably, he said, fee TV must offer same type of programs now presented free—sports, drama, film, culture—and "box-office revenue would enable pay-TV to outbid free TV for programs, even if the pay audience were much smaller." By siphoning off the major attractions, pay TV would shrink free TV's advertising base and either kill it completely or reduce it to "marginal" type of service.

Argument that public will be able to choose between free or pay programs "crumbles under examination," said the NBC pres., taking Giants & Dodgers as example. If they go on pay TV, he charged, only choice left to those who wish to see baseball will be "pay-or-you-don't-see." Subscription TV, he added, "can succeed only by devouring the substance of free TV."

Sarnoff could see no practical difference between broadcast and wired pay systems—end result being "replacement of a broad-based free service by a narrower service with a price tag on it."

While toll-TV prospect might be "tempting" to networks and conceivably could provide larger profits than free broadcasting, he said public interest requires maintenance of free system. "Indeed, if self-interest were the prime consideration, we might well be hedging by laying out a stake in pay TV ourselves; or at least by adopting a non-committal position."

He took inferential swipe at FCC's Barrow report with charge that "a governmental study staff" is giving aid & comfort to toll-TV forces by "tampering with the delicate mechanisms of the broadcasting structure." If the network operation "weakens or fails, pay-TV will not falter in taking over."

Can Pay TV Pay Off? Pulse Inc. director Sidney Roslow thinks it can—eventually. But results of Pulse surveys in Los Angeles & San Francisco have convinced him it will have tough sledding initially, and he predicts that "neither the Dodgers nor the Giants will go pay TV just yet." He revealed results of these toll-TV surveys, plus one made in New York, at AFA district conference at Norfolk last week end. N. Y. survey indicated that while more than 250,000 TV homes would pay to see televised movie while it is playing at Radio City Music Hall, "it is questionable whether these people would pay enough to make the showing of first-run top-quality movies feasible." In N. Y., a top movie could gross $270,000 from pay TV as opposed to $150,000-$160,000 at Music Hall in addition to neighborhood theatres. In Los Angeles & San Francisco, Pulse found 13% of TV homes would pay to see baseball games, but largest number drew the line at 50¢ a game as top price, and most weren't willing to view more than 2 games a week. At the 50¢ price, this would mean $65,000 a game for Dodgers (twice as much as they averaged in Brooklyn from TV-radio & ballpark tickets) and $33,000 for Giants (50% more than at Polo Grounds). But since 2 games a week appears to be saturation point for toll TV, Roslow concludes that teams would actually take in less money via pay TV than by following their former policy of restricted free TV. (Since Roslow didn't mention gate receipts of the Cal. teams in computing his comparisons, apparently he feels they would play to empty ballparks on days they were being toll-televised.)

First educational TV series produced by new Organization for National Support of Educational TV (ONSET), Chicago (Vol. 13:37), is *The World of Medicine*, sponsored by Schering Corp. Cooperating in 13 half-hour filmed programs, with doctors & nurses as actors and clinics as locale, were American Heart Assn., American Hospital Assn., National Education Assn., Optical Society of America, American College of Radiology. Series covers radiology, blood pressure, rheumatic fever, eye, heart, brain, hormones, dentistry, speech. Headed by ex-chairman Edward L. Ryerson of Inland Steel Co., ONSET advocates commercial sponsorship of educational programming.

TV does "Herculean" job of good programming, FCC Comr. Robert E. Lee said Oct. 23 in speech to Chicago Council 182 of Knights of Columbus. "If occasionally a presentation falls short of the mark," he said, "the wonder is not that every once in a while one misses, but that so many hit, if only in the outer rings of the target." Lee lauded NARTB's Code of Good Practice as demonstration by broadcasters of "real effort" to "eliminate much of the objectionable material from TV" and improve programming. However, he said, "audience rejection is by far the most effective method."

Fear of slander suit led to cancellation of *Manion Forum* just before it was scheduled to go on air Oct. 20 over MBS stations with taped speech by pres. Herbert V. Kohler of strike-harassed Kohler Co., Kohler, Wis. Mutual executives decided speech was "unacceptable" for broadcast because Kohler statements about United Automobile Workers leaders and police officials "may be held defamatory." Kohler offered to indemnify radio network, but Clarence B. Manion, former Notre Dame law school dean who heads *Manion Forum*, withdrew 15-min. program.

Pre-censorship of TV programs as well as movies & stage shows was advocated as "absolute necessity to the preservation of decent moral standards" by Rev. Gerald H. Kirwin, editor of *The Evangelist* of Catholic diocese of Albany, in address at Siena College, Loudonville, N. Y. "You would not let a child learn the danger of fire by putting its hands in the flames," he said. contending that without censorship "there will be chaos in the moral world, and then all sorts of conflict in the economic & spiritual worlds."

Union meetings on TV at home are new labor promotion gimmick of United Steelworkers, whose pres. David J. McDonald wants to show public as well as stay-at-home members how union's business is conducted. Series of 13 programs produced by Bob Post, Philadelphia film packager, shows McDonald giving reports on Steelworkers' progress, explaining how union money is spent, illustrating advantages of organization. Scheduled to start in Nov., series is planned for Sunday afternoon showings in 30 major markets where Steelworkers are concentrated.

Personal Notes: Thomas Velotta, ABC-TV v.p. & administrative officer for news, special events, sports & public affairs, assumes new network duties in Hollywood . . . Manny Reiner promoted to TPA v.p. in charge of foreign operations . . . Paul C. Conangle appointed Latin American sales coordinator of ABC Film Syndication . . . Henry W. Levinson promoted to sales development mgr. of ABN . . . Robert F. Hurleigh, in charge of Washington office, and Harold M. Wagner, in charge of programs, named MBS v.p.'s . . . Proctor Jones promoted to national sales mgr. of WNAC-TV & WNAC, Boston, and Yankee Network div. of RKO Teleradio Pictures . . . John E. Kilgore Jr., from Kilgore & Kilgore law firm, Dallas, becomes gen. partner of J. H. Whitney & Co., parent of Corinthian Bcstg. Corp. . . . Frank Barron, from WJW-TV, Cleveland, promoted to national sales staff of Storer Bcstg. Co., N. Y. . . . Paul Garrett, retired public relations v.p. of General Motors, elected a director of Teleprompter . . . John A. Kellogg, ex-Institute for Motivation Research, named v.p. & gen. mgr. of Forbes Marketing Research; Dr. Charles D. Forrest, ex-Forbes, appointed marketing professor at NYU School of Commerce, Accounts & Finance . . . Stanton Webb, ex-Paper Mate Pen, joins Jerry Fairbanks Productions, Hollywood, as sales director . . . Richard Bronson promoted to mgr. of WABI-TV, Bangor; John MacRae to mgr. of WABI . . . Carlos Rivera promoted to gen. mgr. of WAPA-TV, San Juan, replacing David H. Polinger, who resigns Nov. 1 to return to States; Helena Martinez Schettini named head of new sales service dept. . . . Glenn W. White promoted from program director to gen. mgr. of KNAC-TV, Ft. Smith, Ark., succeeding Dick Campbell . . . Wm. D. Gibbs promoted from film director to program director of KNTV, San Jose . . . Arthur L. Smith, from KVTV, Sioux City, named managing director of news & special events of WHTN-TV & WHTN, Huntington . . . Gerald Thomas, gen. mgr. of radio WHIN, Gallatin, Tenn. promoted to exec. asst. to Dot Records pres. Randolph Wood who also controls WHIN . . . Wm. E. Anderson promoted from NBC trade press mgr. to program services mgr. of NBC-TV participating programs.

Obituary

Charles J. Feldman, 57, v.p. & gen. mgr. of Universal Pictures, died Oct. 23 of heart attack in N. Y. home. He joined Universal in 1929 as Sioux City branch mgr. after working in midwest for United Artists and World-Wide Pictures, rose to v.p. of company in 1953. He was past chairman of distributors committee of Motion Picture Assn. of America, noted as conciliator in disputes between distributors & theatre operators. Surviving are widow, brother, 2 sisters.

Richard Field Lewis Jr., 50, Winchester, Va. owning 6 stations and building a 7th, died Oct. 18 after collapsing in Washington hotel. He owned WRFL, Winchester; WSIG, Mt. Jackson, Va.; WFVA, Fredericksburg, Va.; WHYL, Carlisle, Pa.; WAYZ, Waynesboro, Pa.; WELD, Fisher, W. Va., and held CP for WAGE, Leesburg, Va. Surviving are his widow, 3 sons.

Edward A. Allen, 68, pres. of WLVA-TV & WLVA, Lynchburg, Va., died there Oct. 19 from heart disease after long illness.

ADVERTISING AGENCIES: Wm. M. Weilbacher promoted to v.p. & research director of Dancer-Fitzgerald-Sample . . . A. Burke Crotty elected TV-radio v.p. of Ellington & Co. . . . Lucien C. Rondot, who headed own market research firm, named marketing research director of Ketchum, MacLeod & Grove . . . Douglas C. Manson, ex-Benton & Bowles, joins creative dept. of Joseph Katz Co., which also makes these Baltimore office apointments: James A. Miller, TV-radio director; Stanley E. Blumberg, v.p. & gen. mgr.; Morris L. Milstein, production mgr.; George Fondersmith, art director . . . Alan Pottasch, ex-ABC, joins Kenyon & Eckhardt as international account executive . . . Willard Johannsen, ex-*Electrical Dealer*, joins staff of Needham, Louis & Brorby.

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Regional merger of Burke Dowling Adams Inc. and Roy S. Durstine Inc., with joint offices at 3440 Wilshire Blvd., Los Angeles, will give former a southern Cal. outlet. Announcement of "reciprocal working agreement" says both agencies will retain corporate identities, but Durstine v.p. Wm. D. Sloan also becomes western div. mgr. of Burke Dowling Adams.

GE ad account for technical products dept. goes to Brooke, Smith, French & Dorrance for marketing of TV-radio broadcast equipment.

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Tex. Assn. of Broadcasters elects: M. E. Danbom, radio KTBB, Tyler, pres.; Al Johnson, KENS-TV & KENS, San Antonio, v.p.; Joe Leonard Jr., radio KGAF, Gainesville, secy.-treas. New directors: Charles Jordan, KFJZ-TV, Ft. Worth; George Tarter, KCBD-TV, Lubbock; Jim Hairgrove, radio KFRD, Roseberg.

National Community Antenna Assn. of Canada incorporates, elects: Fred Metcalf, Guelph, Ont., pres.; N. Dery, Bagotville, Que., v.p.; K. J. Easton, Montreal, Que., secy.; O. Girard, Magog, Que., treas.

Jail sentence of 45 days was handed out Oct. 23 to newscaster Jean R. LaGrange of radio WLOI, La Porte, Ind., for contempt of court for broadcast interview with murder case defendant which caused mistrial (Vol. 13:42). Special Judge Harry Long fined LaGrange $250 and tacked on prison term on ground that broadcast "constituted a clear & present danger to the administration of justice in this case [and] reflected on the court as an institution." LaGrange told judge he had no intention of questioning court's integrity in broadcast, which reported "deal" had been offered accused slayer.

Carillon for Vatican exhibit at 1958 International Exposition at Brussels is being donated by RCA chairman Brig. Gen. David Sarnoff, according to Paul A. Haymans, Brussels banker who'll be Vatican's commissioner-general at fair. In White House visit Oct. 25, Haymans told President Eisenhower electric carillon will be one of world's largest.

Sole woman engineer on FCC staff is Miss Irma Galane, recently transferred from Defense Dept., where she served primarily in Navy Bureau of Aeronautics, to Commission's rules & standards div. Last woman engineer with Commission was Virginia Erwin Page, who left several years ago.

Father-&-son TV teams show how industry is reaching maturity despite mere decade of growth, Oct. 21 *Television Age* notes in article containing thumbnail sketches of second-generation executives of networks & stations.

FCC Comr. Richard A. Mack and UNESCO Mass Communications Dept. dir. Tor Gjesdal will be banquet speakers Oct. 31 at National Assn. of Educational Broadcasters convention in St. Louis' Statler Hotel.

Mennen Baby Foundation will award $1000 for "outstanding contribution to baby care" by TV or radio program, book, newspaper editorial campaign, etc. Deadline for nominations at 430 Park Ave., N. Y., is Nov. 15.

Transatlantic Telemovies: News film transmitted across Atlantic by cable was telecast for first time on British TV Oct. 22 as result of cooperative effort by UP Movietone News and BBC, climaxing more than 2 years of exploration and tests by UP Movietone. More commonplace TV use of the technique depends on economics—whether telecasting industry is willing to spend the comparatively large amounts of money required for such brief snatches of quickly delivered film.

Film shown on BBC-TV lasted about 15 seconds (9 ft. of 16mm), though somewhat more was transmitted by UP Movietone. Film was taken at 10:10 a.m. in Staten Island, showing arrival of Queen Elizabeth & Prince Philip there. The exposed film arrived at processing lab about 11:45, was "out of soup" and dry shortly before 1 p.m. Transmission to Britain took about an hour, but BBC didn't show film until its usual 11 p.m. news show (7 p.m. N. Y. time).

Transmission via underwater cable used regular wirephoto techniques and equipment. Film was shot on 16mm positive film, printed on photographic paper as a negative, received in England as positive print on negative film stock. UP handled transmission at both ends. Scanning system was stepped up so that lines were 3 times as fine as for regular newsphoto transmission and quality of resulting film was described as "very usable."

The newsfilm which was used was actually sixth transmission in series of such tests, according to UP Movietone mgr. Wm. R. Higginbotham, who said 3 of the tests resulted in "completely usable" film. He added that transmission system gives good quality reproduction on close-ups, but not for distant scenes.

Higginbotham said radio transmission has also been tried for sending film across ocean, but has proven unsatisfactory because of distortion. Ideal system, he believes, would be to transmit from 35mm film print with scanning lines every 1/500 in., receiving station picking up reproduced pictures on 16mm film.

UP Movietone officials said cost details for such service hadn't been worked out. BBC news dept., meanwhile, is exploring same technique, plans cable transmission of news film to U. S. TV next time there's event of sufficient interest to American viewers.

Picture quality could be improved, it's understood, through development of equipment especially designed for scanning of motion picture film—if & when there's real demand for service.

Report on Japanese TV: Japan now has 17 stations on air, plus 4 satellites—with 5 more due to start by end of year—according to TPA foreign v.p. Manny Reiner, who returned this week from far east trip. As of Aug. 31, he said, there was total of 591,116 registered sets, plus about 160,000 unregistered sets. He said circulation is increasing at rate of 60,000 sets a month. Of total stations, 12 are owned by NHK, official semi-governmental network. Most popular screen size is 14-in. (about $210), though 17-in. sets are also manufactured. American TV films are purchased under dollar allocations approved by govt., he said, total for year ended March 31, 1957 being $166,000, for this year $325,000. He quoted survey indicating that films are most popular Japanese TV fare, followed by sports, stage attractions, quizzes. Average TV receiver prices in other Oriental countries: Thailand, $350; Hong Kong (wired TV), $9.50 a month for receiver and 5 hours of nightly programs; Philippines, $400.

"Tactile electronics"—transmission of sense of touch via wire and radio—is predicted in Nov. *Radio-Electronics Magazine* by editor Hugo Gernsback, who in his long career as popular scientific publisher has foreseen many of today's electronic advances. He points out that electronic principles behind "teletac" are already well-known, and looks into future when a telephone subscriber might "see, feel and order a suit or a bolt of cloth or any other merchandise across the continent," or doctor might feel patient's pulse or take his temperature over the phone.

We goofed last week—as a number of cartographic-minded subscribers were quick to point out—in locating "northernmost TV station within U S. borders" (Vol. 13:42). Actually, honor belongs to KVOS-TV, Bellingham, Wash., as a look at map should have shown us in the first place.

RCA shipped live color camera Oct. 23 to Smith, Kline & French, Philadelphia; 3-V color film camera Oct. 21 to WFBM-TV, Indianapolis.

More Cable Applicants: Directory of cable-theatre franchise applications (Vol. 13:41) is augmented by following, reported by trade publications, etc.: Cal.—Berkeley, Skiatron Inc.; Beverly Hills, Harriscope Inc.; Burbank, Harriscope Inc.; Carlsbad, Tele-Movie Development Co.; Gardena, Tele-Movie Development Co.; Lakewood, Skiatron Inc.; Montebello, Tele-Movie Development Co.; Pasadena, Harriscope Inc.; San Diego; Skiatron TV Inc.; San Mateo, Skiatron TV Inc.; Santa Monica, Harriscope Inc.; Uplands, Tele-Movie Development Co.; Vista, Tele-Movie Development Co. Ind.—Muncie, Y. W. Management Corp.; New Albany, Meritt Wilkins. Mont.—Billings, Televents Inc. N. C.—Fayetteville, Wellons Theatres.

DuMont names 7 new distributors for industrial TV line: Boom Electric Corp., 5226 W. Grand Ave., Chicago; De Mambro Sound Equipment, 1095 Commonwealth Ave., Boston; Electronic Specialty Co., Virginia St. W., Charleston, W. Va.; Shaffer Co. Inc., 849 N. High St., Columbus, O.; Signal Equipment Co. Inc., 2706 Third Ave., Seattle; Southeastern Sight and Sound Corp., 400 Glenwood Ave., Raleigh, N. C.; Springfield Sound, 772 Worthington St., Springfield, Mass.

Commercial TV is "acceptable to the overwhelming majority of the public," International Chamber of Commerce has decided, its council passing resolution in Paris calling for commercial TV research based on experience gained in U. S., Canada & U. K.

Boycott of TV sets in Cyprus—where govt.-owned station is operating—is urged by anti-British National Organization for Cyprus Liberation, which claims TV transmissions are loaded with propaganda.

First sponsored show on Spanish TV, Ziv TV reports, will be Spanish-dubbed *Highway Patrol* series *(Caminos de Patrullo)*. It will be sponsored by N. V. Philips, worldwide electronics-electrical combine.

Advertising sales in *TV Guide* for first 3 quarters of 1957 totaled $4,085,809, up 75% from same 1956 period.

FTC Hits Promotion Plan: In blow at TV-radio advertising tie-ins used by all 3 networks, FTC examiner Abner E. Lipscomb ruled Oct. 24 that 6 major grocery producers gave illegal promotional allowances to favored grocery chains by paying for their broadcast time (Vol. 12:30, 44).

Charging violations of Robinson-Patman Amendment to Clayton Act, Lipscomb issued preliminary orders prohibiting such allowances except on a proportionately equal basis for all customers. Examiner said producers paid CBS, NBC & ABC for time which networks gave to favored chains without charge in return for in-store promotional displays of manufacturers' products.

Named in ruling were Groveton Paper Co., Groveton, N. H.; General Foods Corp., White Plains, N. Y.; Sunshine Biscuits Inc., Long Island City, N. Y.; Piel Bros. Inc., Brooklyn; Hudson Pulp & Paper Corp., N. Y.; P. Lorillard Co., N. Y.

According to FTC, plan (called "Supermarketing" by CBS, "Chain Lightning" by NBC, "Mass Merchandising" & "Sell-A-Vision" by ABC) worked this way:

Networks entered into agreements with grocery chains whereby, for free TV or radio time, they conducted in-store promotions of products. Then networks solicited manufacturers to buy time at regular rates, offering in-store promotion as added inducements.

Networks were not named as defendants in case, in which grocery companies argued that their payments to CBS, NBC & ABC covered only their own broadcasting time—not promotional allowances for favored chains.

But Lipscomb held that 6 producers "would not have purchased broadcasting time at all, or would have purchased it only at a reduced price or in a lesser amount, except for the inducement of the in-store promotion." He said companies were sole financial supporters of plan, paying for time given stores for in-store promotion as well as for time for producers' own use.

As examples of payments made by 6 manufacturers to networks for time in N. Y., Chicago & Boston, FTC examiner cited these yearly totals: Groveton (1954), $122,-151; General Foods (1955), $206,411; Sunshine Biscuits (1955), $132,775; Piel (1953), $211,795; Hudson (1954), $154,619; P. Lorillard (1955), $210,758.

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Bait advertising on TV & radio and in newspapers by Universal Sewing Service Inc., 600 Reading Rd., Cincinnati, is alleged in default order issued Oct. 24 by FTC examiner Joseph Callaway prohibiting false claims in sales of sewing machines & vacuum cleaners. Firm failed to answer FTC charges that it used "Westinghouse" name on Japanese sewing machines, advertised products at prices which weren't bona fide.

What Western Admen Earn: "Peons" in ad fields —if there are such—include production assistants employed by agencies & advertisers, whose median pay is less than $4500, and senior copywriters & copy chiefs at TV & radio stations, whose median salary is on level with production assistants, according to Oct. *Western Advertising*. Survey of 6 western states by assoc. professor Daniel S. Warner of School of Communications at U of Washington also shows that TV & radio time salesmen for larger stations make more than space salesmen for larger newspapers. Among "lowest bracket salesmen" at 19 TV stations, 14 radio stations & 14 newspapers, these earn more than $5000: 79% TV, 50% radio, 29% newspaper. More than $7500: 14% TV, 10% radio, no newspaper. Among "highest bracket salesmen," these earn more than $7500: all TV, 82% radio, 71% newspaper. More than $9000: 93% TV, 64% radio, 7% newspaper. Newspaper employes holding titles of commercial mgr. or adv. director on newspapers earn more than TV & radio counterparts, however: 77% earn more than $15,000 on newspapers, while only 39% in TV and 36% in radio are in that bracket.

"Truthful advertising" campaign in cooperation with FTC was launched Oct. 23 by Advertising Federation of America, to "gain greater public confidence" in reliability of claims. Announcement of drive followed FTC-AFA conference in Washington, where FTC Chairman John W. Gwynne said voluntary effort would be aimed particularly at "abuses" such as fictitious pricing, bait ads, exaggerated claims for drugs. He welcomed "help of the industry in clearing the advertising road for honest competition," added that "99 & 99/100%" in business—including TV, radio & newspapers—favor honesty. AFA group was led by chairman Robert M. Feemster, a Dow, Jones executive.

TV & radio contacts are needed by small firms as part of "bank account of dependable friends & allies," Small Business Administration points out in *Public Relations for Small Business Owners* (Marketers Aid No. 27), available from all offices of agency.

Who Owns TV Ad Idea? Unique agency-vs.-advertiser suit—unpublicized by any principal until issues were exposed this week by federal court injunction in Philadelphia—poses this knotty TV commercial question: Who owns idea submitted by agency, rejected by advertiser, then adopted by advertiser after it is proposed by another agency? Warwick & Legler (joined by Remington Rand as party-plaintiff) contends that defendant Schick Inc., former client whose account was switched to Benton & Bowles, has no right to use razor "cotton test" on TV—as Schick did on *Dragnet* Sept. 19. Agency claims that razor sequence, spurned in 1956 by Schick, remains property of Warwick & Legler, which has since sold idea to client Remington Rand, Schick's competitor. Schick maintains that 15% commission it paid to Warwick & Legler covered any ideas submitted by agency, that advertising trade custom permits client to keep such ideas, that in any event Benton & Bowles had come up with "cotton test" dramatization after account was switched. Judge J. Cullen Baney granted temporary injunction to Warwick & Legler, restraining Schick from further use of "cotton test" pending further hearings in case—probably in Jan.

Teen-age TV viewers "seem ashamed that they fell for what was told to them when they were kids," pres. Lester Rand of Youth Research Institute told 37th annual meeting of Conn. Dairy & Food Council at Cheshire. He said teenagers no longer succumb to "soothing blandishments" of TV commercials which in pre-adolescent days encouraged them "to stock pantries with their sponsors' merchandise." Rand cited 1956 study by Institute which showed 59% of teen-agers thought commercials could be improved, only 23% thought they were satisfactory.

Must Reading: (1) "Talent Agents" in Oct. 21 *Broadcasting*. "They're taking $50,000,000 a year from TV," magazine says of 10 percenters. "Are their services that valuable?" (2) "The Rise & Fall of the Radio Commentator" by Quincy Howe in Oct. 26 *Saturday Review*. Veteran newscaster, pres. of Assn. of Radio & TV News Analysts, fears his trade—in both media—faces "gradual extinction."

Deck Cleared for WLWI, Indianapolis: Bitter battle over Crosley's WLWI, Indianapolis (Ch. 13) ended at FCC level, as Commission denied all petitions seeking to block effectiveness of CP. Station management now aims for start with ABC-TV by Oct. 30, hoping to get program test authority by then. FCC vote was 4-2, Lee not participating, Hyde & Bartley dissenting.

Improved facilities were sought by 2 major-city vhf stations this week—KPTV, Portland, Ore. applying for switch from Ch. 12 to newly assigned Ch. 2, KGUL-TV, Galveston (Ch. 11) asking that its channel be assigned to Houston. Latter gave as precedent Commission's action in reassigning KTVX's Ch. 8 from Muskogee to Tulsa—a move that had been contested by KOTV, Tulsa (Ch. 6), which has same ownership as KGUL-TV (Corinthian Bcstg. Corp.).

Allocations actions by FCC: (1) Finalized addition of Ch. 13 to Fajardo, P. R., deletion of Ch. 12 from Charlotte Amalie, V. I., substitution of Ch. 12 for 13 in Aguadilla-Arecibo, P. R. (2) Proposed substitution of Ch. 80 for 70 in Bradford, Pa.

Texas Tech's CP for Ch. 5 in Lubbock, due to become effective Oct. 28, was held in abeyance this week as Commission stated it wanted to look into agreements of Lubbock's KDUB-TV & KCDB-TV to donate funds to college.

CPs granted: Educational Ch. 5, Albuquerque, to U of N. M. and city board of education; Ch. 74 & Ch. 78 translators in Ukiah, Cal.; Ch. 73, 78 & 83 translators in McGill, Nev.; Ch. 75 & 80 translators in Ely, Nev.

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Control of Meyer Bcstg. Co., operating KFYR-TV, Bismarck (Ch. 5) & KFYR and affiliated KUMV-TV, Williston, N. D. (Ch. 8) and holding CP for KMOT, Minot, N. D. (Ch. 10), passes from Etta Hoskins Meyer to daughter Marietta Meyer Ekberg, it's disclosed by transfer application filed with FCC. Mrs. Meyer is turning in 2904 shares (54.3%) to Meyer Bcstg. in return for title to office building which houses studios of KFYR-TV & KFYR. Also involved is $137,000 in obligations—she's cancelling note for $87,000 due her for cash loan to Meyer Bcstg. and assuming two $25,000 notes of Meyer Bcstg., one to First National Bank, other to former gen. mgr. & stockholder Frank E. Fitzsimonds. Ownership after transfer: Wm. A. Ekberg, pres.-gen. mgr., .04%; Marietta Meyer Ekberg, 63.83%; Marietta Meyer Ekberg trust (Etta H. Meyer, trustee), 35.38%; Gordon V. Cox, secy., .49%; Ward R. Lewis, director, .25%.

Mel Wheeler is acquiring 96% of WJDM, Panama City, Fla. (Ch. 7) for $60,000 from builder J. D. Manly, it's shown in application filed with FCC. Wheeler already owns 2%, his wife 2%. Wheeler also owns 25% of WEAR-TV, Pensacola (Ch. 3) & WEAR, holds CPs for radio WSCM, Panama City, and WTYT, Titusville, Fla. Aug. 31 WJDM balance sheet shows $8993 profit to date. It lists $37,351 current assets, $119,872 fixed assets, $46,939 good will; $196,521 liabilities, $10,000 capital stock.

Rate changes: WLWT, Cincinnati, Oct. 27 raised base hour from $1000 to $1500, min. $250 to $330. WLWC, Columbus, O. Oct. 27 raised hour from $800 to $1100, min. $175 to $200. WLWD, Dayton, O. Oct. 27, hour $800 to $1100, min. $175 to $200. WAGM-TV, Presque Isle, Me. Nov. 1 adds Class AA hour (8-10 p.m. daily) at $225, min. $45, Class A hour going from $150 to $200. WABI-TV, Bangor, Me. Nov. 1 offers combination with WAGM-TV, hour at $500, min. $100. Spot increase: WBUF, Buffalo, raises 20 sec. from $110 to $135.

The St. Louis Parlay: St. Louis is experiencing a three-way ownership switch in TV stations, FCC this week having approved sale of KWK-TV (Ch. 4) to CBS along with transfer of CP for Ch. 11 there from CBS to 220 Television Inc.—while *St. Louis Globe-Democrat* (which had held 23% of KWK-TV) filed application to buy 25% of KTVI (Ch. 2). *Globe-Democrat* is paying $31,000 for 310,000 shares of KTVI stock, taking over about $141,000 in mortgages and lending station $360,000. KWK-TV is being sold to CBS for $2,500,000, with network paying additional $1,500,000 to *Globe-Democrat* for TV studio and real estate. Call letters are to change to KMOX-TV. Transfer of CP for Ch. 11 to 220 Television Inc. is part of agreement CBS reached with losers in Ch. 11 hearing (220 Television Inc., St. Louis Telecast Inc. & Broadcast House Inc.) that they terminate all litigation challenging CBS's right to Ch. 11. Agreement also provides that 220 Television is to issue $200,000 in debentures to both St. Louis Telecast and Broadcast House. Future of radio KWK hasn't been settled, but agreement gives 220 Television first refusal if it's put up for sale (Vol. 13:39).

Commission Okays AM-FM Transfers: Radio sales approved by FCC this week: **KQV, Pittsburgh,** by trustees Earl F. Reed & Irwin D. Wolf Jr. for $700,000 to AB-PT (Vol. 13:35) . . . **KRMG, Tulsa,** by Western Bcstg. Co. (Harrington Wimberly, pres.) for $500,000 to Meredith Publishing Co. (Vol. 13:35) . . . **WVDA, Boston,** by Vic Diehm Assoc. for $252,500, plus $206,000 in stockholder's notes to Great Trails Bcstg. Corp., controlled by ex-Secy. of Commerce Charles Sawyer (Vol. 13:39) . . . **KWFT, Wichita Falls,** by Kenyon Brown for $300,000 to Ben Ludy and associates (Vol. 13:40) . . . **WFMF (FM), Chicago,** with functional music service, by Field Enterprises for $125,000 to Chicago attorney Maurice Rosenfield (Vol. 13:37) . . . **WCSI, Columbus, Ind.** by Syndicate Theatres Inc. (J. P. Finneran & Trueman Rembusch) for $100,000 to *Findley* (O.) *Republican-Courier* (Vol. 13:36) **WERI, Westerly, R. I.** by Ted Estabrook for $74,000 to Wm. Sweeney (Vol. 13:36) . . . **WOKE, Oak Ridge,** by Air Mart Corp. for $64,000 to Carter M. Parham (21% of WDEF-TV, Chattanooga) and associates (Vol. 13:39) . . . **KLMO, Longmont, Colo.** by Grady F. Maples for $63,000 to Arline H. Steinbach (Vol. 13:39) . . . **WWXL, Manchester, Ky.** control (47%) by Clifford Spurlock for $32,450 to J. L. Tigue and associates (Vol. 13:39).

Reports of Radio Station Sales: WHAR, Clarksburg, W. Va. sold by George F. Wilson Sr. & Jr. in deal involving $155,000 to Mr. & Mrs. Mason C. Deaver, former owners of WPUV, Pulaski, Va. (broker, Blackburn) . . . WEAR, Pensacola, by Gulfport Bcstg. Corp. (Mel Wheeler, pres.) for $112,500 by Florida Radio & Bcstg. Co. (Edward J. Oberle, pres., also owner of WIVY, Jacksonville, Fla.). WEAR-TV is retained by Gulfport (Chapman) . . . WMMB, Melbourne, Fla. 70% by Mrs. Erna Bessler for $102,500 to Harlan Murrelle and associates; Murrelle is pres. & 20% owner of WOND, Pleasantville, N. J. and publisher of two N. J. weekly newspapers (Chapman) . . . KLEE, Ottumwa, Ia. by Jack Lester & Wm. O'Connor for $57,500 to Carroll Marts, ex-MBS central div. (Hamilton, Stubblefield, Twining & Assoc.) . . . KORC, Mineral Wells, Tex. by J. Elroy McCaw for $45,000 to Action Bcstg. Corp., owned by Waco businessmen J. H. Kultgen, Bernard Rapoport and Wm. Stinson . . . KART, Jerome, Ida. by Herbert E. Everitt (66⅔%) and Karl L. Metzenberg (33⅓%) for $35,000 to Frederick M. Parry, engineer for Radio Free Europe in Biblis-Hessen, Germany.

Telecasting Notes: "The film industry," reports Oct. 23 *Variety*, "has quietly launched a campaign to dispel a rumor that is reportedly sweeping the nation that the screen hits now scheduled for theatre presentation will soon be released for free TV viewing." Elsewhere same issue reports survey by unnamed business analyst firm quoted by Allied Theatre Owners of Ill. as indicating that "22.5% of the lost admissions in July were contributed by those who said that they decided to wait to see a picture when it comes on TV" . . . **Revival of interest** in such "space" shows as *Rocky Jones, Space Ranger* and *Flash Gordon* as well as *Science Fiction Theatre* etc. reported by syndicators as result of sputnik. Screen Gems, AAP and United Artists also reportedly are contemplating putting together "space packages" of interplanetary features . . . **Popularity of Bing Crosby-Frank Sinatra** *Edsel Show* was reflected this week on 2 fronts: (1) ABC-TV's *Frank Sinatra Show* premiere garnered whopping 29.1 Trendex, outranking combined network competition. (2) CBS-TV signed Crosby to another 60-min. special Dec. 11, 10-11 p.m., immediately sold half of it to Shulton cosmetics . . . **Bob Hope lost a sponsor** as result of appearing on *Frank Sinatra Show* (ABC-TV) which included commercial for alt.-week sponsor Bulova Watch Co. U. S. Time Corp. immediately canceled its partial sponsorship of 3 forthcoming Hope shows on NBC-TV; Hope said he didn't know Bulova commercial would be used on Sinatra's Chesterfield-sponsored show . . . **Riding horror wave**, ABC-TV has entered into co-production deal with Screen Gems for 39 half-hour *Tales of Frankenstein* films for 1958-59 season . . . **"Made in Japan"** label goes on U. S. TV commercials for first time as result of pact between Song Ads Inc., Hollywood, and Cinema Guild Productions, Tokyo. U. S. firm will offer advertisers Japan-made commercials featuring stop-action puppets with U. S.-recorded soundtracks. Firm will also distribute puppet shorts to TV stations . . . **Newly reorganized Flamingo Films** (Herman Rush, pres.) enters first-run syndication via *Citizen Soldier*, to be produced in cooperation with Defense Dept. at cost of more than $1,000,000; shooting begins in Europe about Nov. 1.

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Broadcasters must learn to accept criticism, NARTB pres. Harold E. Fellows said Oct. 22, deploring those "who have chosen to ignore criticism, since our industry attracts a good deal, rather than to analyze it." In speech to joint luncheon meeting of Kiwanis Club of Kan. and broadcasters from Kan., Okla. & Tex. at Baker Hotel, Dallas, he said: "It should be the obligation of every broadcaster to take such criticism as comes his way, analyze it, discard that which is motivated by purely selfish reasoning and consider that which comes from responsible sources."

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Comedians will disappear from entertainment world unless networks use their radio stations as "farm system" for training of comics and comedy writers, Steve Allen warned at 16th annual Pulse luncheon in N. Y. this week, where he received the research organization's "Man of the Year" award. He said that young comics need 3 or 4 years on radio, "away from the pressure of ratings," before being moved into TV's "firing line."

Tax Ruling Assailed: IRS refusal to allow station buyers any tax depreciation for TV network affiliation contracts (Vol. 13:35) is "based on something less than knowledgeable facts about our industry & industry practices," Wm. T. Stubblefield of Hamilton, Stubblefield, Twining & Assoc. said Oct. 25. Speaking at U of Miss. School of Business Administration in Biloxi, he said IRS ruling is "unwarranted." Station broker asserted he has first-hand knowledge of "TV operations that have dropped in value one-half upon the receipt of a registered letter serving notice of disaffiliation from a network." He urged "keen awareness of this situation" by all broadcasters. Stubblefield also said that already-high station prices "will continue to increase with the general economy."

"The Critics Be Damned!", Oct. 19 *Sponsor* says in lead article by Evelyn Konrad, deploring press reviews of new TV season programs. "Even *Variety* has begun to wail mournfully, burying the season before it has started," and critics on dailies "have done their best to cry panic," *Sponsor* complains. Magazine runs chart to show Trendex ratings of new shows don't correspond with poor notices in *Variety* and *N. Y. Times, World Telegram* and *Daily News*, quotes ad agency "professionals" as pointing out: (1) total TV audience has increased, (2) network TV as sales medium is powerful as ever, (3) shows have improved in talent & technique, (4) it's too early to predict audience reaction to season as whole, anyway.

NTA Film Network picked up 2 new sponsors for its Shirley Temple feature film "Holiday Specials," after 13-city Trendex indicated rating dominance for first program, shown in most cities Oct. 19 or 20. Show got 14.2 rating and 46.5 share of audience in the 13 measured markets, including No. 1 ranking in its time segment in N. Y., Chicago & Los Angeles. Smith Bros. cough drops signed as partic. sponsor of last 2 Shirley Temple films, and Phillips-Van Heusen Corp. (shirts) bought 2 partics. in each of 3 shows plus 6 partics. in NTA's *Premiere Performance*.

TV Fund Frozen: Educational TV kitty of $100,000 is going begging in N. Y. state treasury because nobody can touch it, according to legal ruling disclosed this week. State legislature appropriated $100,000 at 1957 session in Albany for special aid to schools developing TV programs and for indirect assistance to non-profit groups offering educational telecasts. Fund had survived budget-cutting of more ambitious educational TV plans proposed by Gov. Averell Harriman (Vol. 13:6). But lawmakers neglected to vote any authorization to anybody to decide how TV money should be distributed. So Dept. of Audit & Control has ruled it can't be spent.

TV-radio columnist Marie Torre was formally directed Oct. 21 by Federal Judge Sylvester Ryan to explain why she isn't in contempt of court for refusing to divulge CBS source of item in her *N. Y. Herald Tribune* column, cited by actress Judy Garland in $1,393,333 libel action against network (Vol. 13:42). Show-cause order, returnable Oct. 29, was sought by Miss Garland's lawyer, Lionel S. Popkin, who said identity of source was needed to prove cause for libel suit. Popkin told court exec. v.p. Hubbell Robinson Jr. and gen. program exec. Lester Gottlieb of CBS-TV had denied telling Miss Torre that Miss Garland has "inferiority complex" because "she thinks she's terribly fat."

Secy. of State Dulles will star as "chief communicator" on first of *Camera on Washington* series in NBC-TV educational project starting Fri., Nov. 1, 6-6:30 p.m. Opening program in 10-week series undertaken in partnership with Educational TV & Radio Center, Ann Arbor (Vol. 13:38), will deal with Mutual Security Act, show originating in State Dept. Bldg., Washington.

New closed-circuit pay-TV organization is Selectivision Inc., 1 W. 58 St., New York 19 (Plaza 9-2495), which says it plans to establish wired movie systems from theatres in N. Y., Pa., N. J., Conn., Fla. & Chicago. J. T Hamilton is pres.; Emanuel Demby, secy.; Jules Spaulder, treas.; Bernard L. Goldenberg, asst. treas.

New and Upcoming Stations: KPAC-TV, Port Arthur-Beaumont (Ch. 4) made debut with NBC-TV at 5:55 p.m. Oct. 22, second outlet in area where KFDM-TV (Ch. 6) has been providing service since April, 1955. In Canada, satellites CHBC-TV-1, Penticton (Ch. 13) & CHBC-TV-2, Vernon (Ch. 7) began Oct. 12 repeating programs of parent CHBC-TV, Kelowna, B.C. (Ch. 2).

Meanwhile, Steinman brothers' WLEV-TV, Bethlehem, Pa. (Ch. 51) notified FCC it is leaving air midnight Oct. 31, losses to date totaling more than $500,000. Same owners operate WGAL-TV, Lancaster (Ch. 8) and hold CP for WRAK-TV, Williamsport (Ch. 36). Another station which should be deleted from on-air total is KVDO-TV, Corpus Christi (Ch. 22), which holds FCC authorization to remain dark until Jan. It left air Aug. 19 after unsuccessful effort to continue operation during reorganization (Vol. 13:32). U. S. total is now 511 operating stations (88 uhf); Canadian total 44.

KPAC-TV has 10-kw RCA transmitter and 12-section superturnstile antenna on 702-ft. Ideco tower at site near Vidor, Tex., 8½ mi. NE of Beaumont. Studios are in Port Arthur. Co-equal owners are Port Arthur College and Jefferson Amusement Co., with Julius M. Gordon, pres. & gen. mgr. and Carl D. Levy, secy., representing Jefferson; O. W. Collins, v.p. and Earl R. Moxon, treas., the college. Mack Newberry, from radio KPAC, is sales mgr.; John Stegall, ex-KFJZ-TV, Ft. Worth, production mgr.; Doug Thompson, ex-KCTV, San Angelo, program mgr.; Glenn Boatright, from KPAC and also dean of electronics at Port Arthur College, chief engineer. Base hour is $350. Rep is Raymer.

CHBC-TV-1 & 2 use 75-watt RCA transmitters with 80-ft. towers from Western Bridge with wavestack antennas. They're unattended automatic repeaters, controlled from main studio of CHBC-TV, Kelowna, which began operation Sept. 21. CHBC-TV hour is $170. Reps are Weed and All-Canada.

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In our continuing survey of upcoming stations, these are latest reports from principals:

KMOT, Minot, N. D. (Ch. 10) is wiring 5-kw DuMont transmitter and plans start Nov. 15, operating in affiliation with parent KFYR-TV, Bismarck (Ch. 5), writes pres.-gen. mgr. Wm. Ekberg. It has 6-bay RCA antenna installed on 400-ft. Ideco tower south of city. KFYR-TV, also operator of affiliated KUMV-TV, Williston (Ch. 8), has $275 base hour. Rep is Blair Television Assoc.

WRIK-TV, Ponce, P.R. (Ch. 7) is installing 500-watt DuMont transmitter, plans Nov. 21 test patterns, Nov. 30 programming, reports ⅓ owner George Mayoral, also exec. v.p. of WJMR-TV, New Orleans, and WORA-TV, Mayaguez, P.R. Alford antenna, due Nov. 7, is to be installed on 100-ft. tower by Nov. 15. Base hour will be $150. Rep will be Forjoe.

KDUH-TV, Hay Springs, Neb. (Ch. 4), planned as satellite of parent KOTA-TV, Rapid City, S. D. (Ch. 3), has changed target to Dec. 1, reports KOTA-TV business mgr. Wm. F. Turner. Studio-transmitter building shell is ready and 6-kw RCA transmitter with 25-kw Standard Electronics amplifier and RCA antenna are scheduled to arrive Nov. 1. Footings have been poured for 500-ft. Ideco tower, which is due shortly. KOTA-TV plans to raise base hour to $200 in Dec. Rep is Headley-Reed.

WGTE-TV, Toledo, O. (Ch. 30, educational) has 100-watt GE transmitter on hand and plans Feb. 1 start, reports Murray W. Stahl, program director. Studios and transmitter will be at U of Toledo, with antenna atop University Hall tower. Harry D. Lam, director of radio-TV education for Toledo Public Schools, will be gen. mgr.

WMUB-TV, Oxford, O. (Ch. 14, educational) has 1-kw RCA transmitter on hand, plans to start studio-transmitter construction in Dec., but still has July 30, 1958 target, reports Stephen Hathaway, director of broadcasting activities for grantee Miami U. Truscon 320-ft. tower is due Nov. 1 and 6-section helical antenna is on order.

CJFB-TV, Swift Current, Sask. (Ch. 5) has ordered 5-kw Canadian GE transmitter for mid-Nov. delivery, plans Nov. 20 test patterns, Nov. 30 programming, writes pres.-gen. mgr. Wm. D. Forst, who says station will be first in Canada with automatic program control. Studio-transmitter building is 75% completed and work on 325-ft. Utility Tower begins Oct. 16. It will use 3-bay batwing antenna. Base hour will be $120. Reps will be Forjoe and TV Representatives Ltd.

CKBI-TV, Prince Albert, Sask. (Ch. 5) has ordered 10-kw Standard Electronics transmitter for Oct. 31 delivery, plans Dec. start, reports pres.-gen. mgr. E. A. Rawlinson. It will use 600-ft. Wind Turbine tower. Rates not set; rep not chosen.

CFCL-TV-2, Elk Lake, Ont. (Ch. 2) hasn't ordered equipment, but plans May, 1958 start, reports owner J. Conrad Lavigne. It's to be satellite of his CFCL-TV, Timmins, Ont. (Ch. 6), which also holds license for satellite CFCL-TV-1, Kapuskasing, Ont. (Ch. 3), due to start soon. Construction hasn't begun, but land has been cleared and road is being built to site. It will use 400-ft. tower. CFCL-TV base hour is $180. Reps are McGillvra, Paul Mulvihill & John N. Hunt.

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Translator starts: K70AU, Cave Junction, Ore. began Sept. 2 repeating programs of owner KBES-TV, Medford; K83AC, Globe-Miami, Ariz. plans Nov. 1 start duplicating KVAR, Phoenix—K77AD & K80AE there having begun Aug. 28 repeating KOOL-TV & KTVK, Phoenix. Also planning Nov. 1 starts are K71AF, Cedarville, Cal. with KOLO-TV, Reno, programs; K71AH, Salida, Colo. with KCSJ-TV, Pueblo; K72AK, Yosemite National Park, Cal. with KSBW-TV, Salinas-Monterey.

WLEX-TV, Lexington, Ky. (Ch. 18), requesting change to directional with 1° antenna beam tilt, also filed statement of income which shows station is just entering black. It had $92,292 loss for fiscal year ending March 31, 1956; $53,531 loss for fiscal 1957; $250 net profit for March 31-Aug. 31, 1957.

RCA shipped used 12-section superturnstile antenna Oct. 21 to upcoming KVII, Amarillo (Ch. 7), due in Dec.; 12-kw amplifier Oct. 21 to WLEX-TV, Lexington, Ky. (Ch. 18), planning power boost; 50-kw transmitter Oct. 23 to WICU, Erie (Ch. 12), also going to high power.

New reps: KTVO, Kirksville, Mo.-Ottumwa, Ia. to Hollingbery Nov. 1 (from Bolling); WCBI-TV, Columbus, Miss. to James S. Ayres for southern area (from Dixieland), Everett-McKinney continuing nationally.

WICU, Erie, Pa. became WICU-TV Oct. 25, radio affiliate changing from WIKK to WICU.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
October 26, 1957

RCA'S CAREFUL VIEW OF TV RECEIVER MARKET: "Spotty" is adjective used by Robert A. Seidel, RCA exec. v.p. for consumer products, to describe current TV set sales, as we discussed black-&-white and color outlook with RCA executives in N.Y. offices.

Though industry generally is behind last year in sales, Seidel said, RCA is not -- but he admitted uncertainty about balance of year. Until recently, he said, it looked as if industry sales were firming up. "There are lots of places where there are increases over a year ago," he noted, but "spottiness" is showing up.

Attention to consistently declining factory average price of black-&-white sets was drawn by Seidel -- and he blamed trend to increasing sales of portables -- many of which, he said, are sold as first set in home rather than second. RCA's factory prices, he noted, are considerably above average.

Queried about 14-in. portables, Seidel said they'd remain in RCA line as long as they sell in good volume. However, he said, RCA is selling 3 times as many 17-in. portables as 14-in. -- and, of the 17-in., 3 of 4 sales were high-end sets.

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Turning enthusiastically to color, Seidel reported sales were "going very good," excellent in these cities: San Francisco, Los Angeles, Milwaukee, Indianapolis, Detroit, Baltimore, Columbus, Dayton, Cincinnati, Cleveland. "But," he added, "there still are a number of markets where sales aren't up to expectations."

A key point in color effort, according to merchandising v.p. Martin Bennett, was RCA's 2-hour closed-circuit color show Sept. 4 (Vol. 13:36) -- which drew twice the dealer attendance expected.

Probing for color sales deterrents, Seidel touched on price -- saying he knew of nothing in sight promising reductions, though RCA engineers are continually striving for cuts. "A real reduction will come," he said, "with greater volume."

New Uhf Tuner: General Instrument Corp. comes up with series of strong claims for its new uhf tuner -- not least of which is "appreciably less expensive." Among features: (1) Applicable to all TV sets -- including color and portable. (2) Smaller & lighter -- 2 11/16-in. square, 1⅝-in. deep, 11 oz. (3) Good compensation for heat-induced frequency drift. (4) Reduced radiation -- "to the lowest level yet attained in any uhf unit." (5) Sturdy construction enhancing stability, particularly in portables that are moved and bumped.

Spokesman declined to specify price, explaining that tuners are made to set producers' specifications and the price varies. Production begins shortly.

Economic Outlook: Varying views on business conditions are expressed this month in report of National Assn. of Purchasing Agents Business Survey Committee. "Many of our reporting members have lost some of last month's optimism. Production and new orders are off from Sept., but about the same as reported in July," it says.

Continued rise in personal income, to rate of $346.5 billion annually, was reported by U.S. Dept. of Commerce and President's Council of Economic Advisors. Meanwhile, reports that Federal Reserve Board would ease rein on tight money policy had tonic effect on Govt. securities, corporate bonds, bank credit.

Production: TV output dropped again week ended Oct. 18 to 153,846 compared with 164,627 preceding week and 200,425 in corresponding week one year ago. It was year's 42nd week and brought TV production for year to date to about 5,087,100, compared with 5,874,859 in same period of 1956. Radio production was 411,273 (150,-638 auto) week ended Oct. 18 vs. 407,298 (150,075) preceding week and 352,876 (162,-159) in corresponding week year ago. Radio output for 42 weeks totaled about 11,-549,300 (4,252,870) vs. 10,547,548 (3,470,958) in 1956 period.

Trade Personals: Edward A. Altshuler, marketing consultant, named to new post of managing director of Magnetic Recording Industry Assn., 6234 Scenic Ave., Los Angeles . . . **Selmer Solem** elected v.p. of Appliance Buyers' Credit Corp., finance subsidiary of Whirlpool Corp. . . . **John F. McDaniel** appointed Hotpoint Appliance Sales Co. acting gen. mgr., continuing as gen. mgr. of Hotpoint's range and component parts dept. . . . **Russell S. Rockafellow**, ex-Chrysler, named Raytheon industrial engineering mgr. . . . **Lewis W. Selsor** resigns as Electro-Voice Inc. gen. sales mgr. . . . **Alex Nazemetz**, ex-RCA international div., named account exec., electronic and technical accounts, Evans, McClure & Assoc., San Francisco . . . **Leon Knize**, ex-Capehart, appointed Stromberg-Carlson hi-fi components sales mgr. . . . **Kenneth B. Shaffer** promoted to mgr., field sales, RCA electron tube div. distributor sales staff; **John J. Hemberger** named mgr., northeastern district, headquartering in Boston; **Harold C. Vance**, mgr., sales engineering.

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Dr. Elmer W. Engstrom, RCA senior exec. v.p. and a pioneer in TV development, has been selected to receive 1958 medal of Industrial Research Institute for "outstanding accomplishment in leadership in or management of industrial research which contributes broadly to the development of industry or the public welfare." It will be presented at Institute's meeting next May in Colorado Springs.

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GE's views on color TV sales (Vol. 13:41) are elaborated by Jack S. Beldon, mgr.-marketing, TV receiver dept. who wrote following comment: "I believe that even if a company produced 200,000 sets and sold them even at today's prices, they might break even. You can imagine what would happen if all manufacturers tried this today, with a purchase market of perhaps 200,000 units maximum, which is extremely optimistic—you would really have an over-inventoried situation that would result in a tremendous loss." He also said: "We have stated for a long time, and we still believe, that it will take an invention of some kind to bring the color prices down, and that producing more and more color receivers will not lend itself to the reduction of prices."

GE cuts cooperative ad and promotional fund for radio receivers and electric housewares distributors to 1½% of monthly net billings effective Jan. 1, making grant automatic and eliminating need for filing claims. Previously, GE had granted 2% and required distributor contribution of one-third amount put up by GE. In letter to distributors, dept. adv. mgr. M. M. Masterpool said: "This new plan can only be successful if you continue to add your share to the factory funds up to, and, as has been the practice in the more successful distributorships, in excess of 1% of the net sales billed by the product departments . . ."

RCA sold more black-&-white TV picture tubes in Sept. than in any other month in year, says v.p. and gen. mgr. D. Y. Smith, RCA electron tube div., adding that key factor was "tremendous demand" for 110-degree tubes. Marion, Ind. plant is producing all RCA black-&-white picture tubes, operating at maximum rate with 3 shifts, 6 days weekly.

RCA 2-day clinics on transistors, tape recorders, hi-fi and color TV—for distributor, dealer and independent servicemen—are to be held in scores of major cities, continuing into 1958. Sponsored by RCA and RCA Victor distributors, clinics will include slide projector lectures, demonstrations, workshops.

DISTRIBUTOR NOTES: Graybar appoints W. J. Goerisch and G. L. Carl as Atlantic and Central Pacific district mgrs., respectively; headquarters for the districts are at Philadelphia and San Francisco; W. G. Glennon named district operating mgr. at Boston . . . **Hotpoint** renews contract for distribution in some 30 Graybar branches . . . GE appoints Graybar for radio in Tampa, Miami, Orlando, W. Palm Beach, Jacksonville, St. Petersburg and Ft. Lauderdale, Fla. . . . RCA appoints Southern Radio Corp., Charlotte, for all of S. C. except 7 southernmost counties which will be handled by King's Appliance and Electronics Inc., Savannah; they replace East Coast Appliances Co., Columbia, S. C. which has gone out of business . . . Sylvania appoints Goldberg-Tiller, 959 Myers St., Richmond (LeRoy B. Goldberg, pres.) for TV in 76 Va. counties, including Richmond, Roanoke, Norfolk markets . . . **Krich-New Jersey** (RCA), Newark, names Norman Skier, ex-DuMont, adv. mgr. . . . **Interstate Supply Co.** (RCA), St. Louis, appoints Edgar W. Fehrmann adv. mgr., succeeding John Richmond who is with Interstate's sales staff covering central Mo.; George Meyer named to new post of RCA Victor sales mgr. . . . **Disco Distributing Co.** (Motorola) moves to 5040 Arsenal St., St. Louis . . . Sylvania appoints Chauncey's Inc., 4740 W. Chicago Ave., Chicago, for radio . . . **Admiral** appoints Marshall C. Wells as gen. mgr., Admiral Distributors' San Francisco div.; Clarence B. Flinn promoted from midsouth regional sales mgr. to succeed Wells as regional sales mgr. in Dallas office; E. B. Freeman, regional mgr., mid-Atlantic states, will cover special assignments.

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Imports of crystal cartridges and pickup arms from European and Japanese firms have resulted in 30% sales drop for Astatic Corp., Conneaut, O., reports pres. George Fraser in explaining hearing which Tariff Commission has scheduled for Feb. 4 (Vol. 13:42). Fraser said Japanese imports are hitting both original equipment and replacement market, citing rochelle salt cartridges which his firm has reduced to $1.40 against Japanese imports at 75¢ each. Number of Astatic employes has dropped from normal 600-700 to about 500, he said, noting that company had labor contracts calling for 12¢-hourly wage increase in next 2 years. He said 2 West German cartridges and perhaps 10-12 Japanese phono pickup arms are being sold in U. S.

Latest protest over Oct. 14 *Time* cover story on servicemen (Vol. 13:41-42) comes in letter to editor from RCA Service Co. pres. E. C. Cahill, which says in part: "Our own high opinion of this country's independent servicemen is confirmed by national Elmo Roper survey (which is made annually covering entire service industry) showing 91% of TV set owners are pleased with quality of servicemen's work, 89% said service call was answered promptly, 83% were satisfied with prices, 91% felt serviceman was pleasant and courteous." Cahill concluded that service fraternities' "proven record of outstanding performance wholly justified continued public confidence."

RETMA of Canada cites steady drop in selling prices of TV sets from $523 in 1951 to below $300, despite 10% sales and 15% excise taxes and inflationary pressures of higher material and labor costs, increased taxation and services—during a period when Govt.'s consumer price index rose almost constantly. RETMA says lower TV prices were due to long-range research, advances in mass production, stepped-up TV sales as new stations opened across Canada. However, it said prices appeared to have leveled off and no further reductions were in immediate sight.

Admiral space at Merchandise Mart will be continued (Vol. 13:42); only public relations headquarters moves to former location, 3800 Cortland St., Chicago.

Financial Notes: RCA posts new sales record of $853,667,000 for first 9 months of 1957—5% increase over similar period of 1956. Earnings for the 9 months were $28,320,000 ($1.87 per share) compared with $27,893,000 ($1.82) in corresponding period last year.

RCA chairman David Sarnoff and pres. John L. Burns also reported third quarter record sales of $288,677,000, compared with $286,036,000 for quarter ended Sept. 30 last year. Net profits in 1957 third quarter amounted to $8,009,000 (52¢) vs. $7,856,000 (50¢) in similar 1956 period.

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Hoffman earned $1,214,319 ($1.65 per share) on sales of $31,119,324 for 9 months ended Sept. 30, 1957, compared with $1,101,474 ($1.51) on $34,241,989 sales in similar 1956 period. Third quarter net was $350,020 (47¢ on 735,610 shares outstanding) on sales of $9,993,286 vs. $317,502 (44¢ on 729,120 shares) on sales of $11,366,428 in similar quarter last year. Pres. H. Leslie Hoffman wrote stockholders that higher profits on lower sales in 1957 were due to "concentration on profit rather than volume," elimination of unprofitable activities, "expansion of those activities earning a healthy profit." He said planned expansion of semiconductor facilities has been "held in abeyance" although land has been acquired and that no other expansion projects "are contemplated at this time." Hoffman said Defense Dept. adjustments had resulted in terminating one minor contract, rescheduling a major one at ⅔ former rate, plus some cutbacks in orders for semiconductor devices.

Daystrom Inc. earned $1,107,000 ($1.22 on 903,533 common shares) on sales of $39,339,000 in 6 months ended Sept. 30, compared with $1,116,000 ($1.26 on 888,793 then outstanding) on sales of $33,652,000 in similar 1956 period. For 3 months ended Sept. 30 profits were $560,000 (61¢) on sales of $19,498,000 vs. $589,000 (67¢) on sales of $16,751,000 in similar quarter year ago. Pres. Thomas Roy Jones said Sept. was best month in fiscal year with sales up 36% from Sept. 1956. He said firm had no material defense cutback and he expects sales and earnings to increase in next 6 months.

Aerovox Corp. earned $365,000 (42¢ per share) on sales of $16,361,000 in 9 months ended Sept. 30, 1957, compared with $76,000 loss on sales of $18,826,000 in similar 1956 period. Pres. Wm. Owen reports business volume holding "fairly well but the anticipated fall increase has not materialized as is apparent in many other lines of industry." Working capital, he said, has increased since Jan. 1 from $5,280,000 to $6,132,000.

Oak Mfg. Co. earned $831,964 ($1.27 per share) on sales of $16,487,797 in first 9 months of 1957, compared with $1,352,631 ($2.06) on sales of $18,368,576 in similar 1956 period. Third quarter net profits were $333,763 (51¢) on sales of $5,692,885 vs. $347,234 (53¢) on sales of $5,516,599 in same period last year.

Dividends: Sylvania, 50¢ payable Dec. 23 to stockholders of record Dec. 2; **Television-Electronics Fund,** 11¢ Nov. 30 to holders Nov. 1; **P. R. Mallory,** 35¢ plus 2% stock, both Dec. 20 to holders Nov. 15; **Sperry Rand,** 20¢ Dec. 31 to holders Nov. 7.

Kaiser Aircraft & Electronics Corp. is being purchased from Willys Motors Inc. by Kaiser Industries Corp. in intra-company shift, will be renamed Kaiser Aircraft & Electronics Div. of Kaiser Industries, with executive offices in Oakland, Cal.

Philco Improves: Strong Philco comeback, showing net profit of $3,112,000 (74¢ per share) on sales of $270,246,000 in first 9 months of 1957, evoked this comment from pres. James M. Skinner Jr.:

"Although competition is particularly intense at this time, especially in the consumer appliance field, we are indeed gratified with the profit and sales trend. We believe that the forward progress will continue for the balance of 1957. While EIA figures show that the industry is off this year over the comparable period for last year, Philco figures run counter to this. We are very glad to see this since it clearly indicates the public preference for Philco TV-hi-fi-radio lines."

Philco's 9-month profit total nearly tripled last year's earnings of $1,071,000 (21¢) on sales of $254,322,000 for the similar period. Earnings for quarter ended Sept. 30, 1957, were $1,499,000 (37¢) on $87,595,000 vs. $240,000 (4¢) on $87,460,000 sales in corresponding quarter last year.

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N. V. Philips' Gloeilampenfabrieken, big Dutch TV-radio-electrical combine, reports consolidated earnings of $21,052,631 on sales of $365,789,473 in 6 months ended June 30 compared with $16,578,947 on $294,736,842 in corresponding 1956 period. In first 1957 quarter, net profit was $10,974,000 on $189,181,000 (Vol. 13:23). The report issued at Eindhoven contained no breakdown of world operations, but noted total number of employes was 154,000 as of June 30 vs. 146,000 year earlier, said sales this year are increasing at 18% rate over 1956—that second-quarter sales "have been higher than we expected." Report also said liquid assets had increased since end of 1956.

Ampex Corp. expects total sales of $27,500,000 in fiscal year ending next April 30, with profits of $1,500,000 after taxes & profit sharing, pres. George I. Long told Security Analysts Society of San Francisco. Company's profits for fiscal 1957 totaled $1,087,000, up from $311,275 in 1956 (Vol. 13:25). He said company expects to get its video tape recorder "selling program" under way with delivery next month of first production unit—aiming not only at TV stations but at closed-circuit TV market, advertising agencies and large TV advertisers.

Hycon Mfg. Co. has filed registration statement (File 2-13697) with SEC for 400,000 shares of 10¢ par common stock to be offered for public sale by Dempsey-Tegeler & Co. Statement said $500,000 of proceeds would be used to repay $500,000 bank note endorsed by pres. Trevor Gardner, $80,000 for research & developement, $120,000 for capital improvements, balance for working capital. Price of offering will be stated in amendment.

Thompson Products had record earnings and sales of $10,568,195 and $284,139,517 respectively in first 9 months of 1957. Comparable figures last year were $7,565,219 & $214,772,134. For 3rd quarter ended Sept. 30, net income was $2,244,984 on sales of $88,138,814 vs. $2,703,377 on $71,841,023 sales in similar period last year.

Orradio Industries earned $83,968 (18¢ per share on 477,335 shares outstanding) on sales of $970,174 in 6 months ended Aug. 31 vs. $53,266 (12¢ on 422,515) on sales of $621,051 year earlier.

P. R. Mallory & Co. had net income of $2,701,313 ($1.81 per share) on sales of $60,552,262 for first 9 months of 1957, compared with $1,900,511 ($1.14) on sales of $49,752,951 in similar period last year.

Republic Pictures reports net loss of $248,895 in 39 weeks ended July 27 compared with earnings of $946,595 (32¢ per share) in comparable 1956 period.

Sylvania's Surge: Sylvania marked up record third quarter and first nine month sales of $89,363,209 and $251,883,741 respectively, compared with $83,792,859 and $246,153,243 in comparable 1956 periods. Chairman-pres. Don G. Mitchell reported third quarter net income of $3,853,571 ($1.07 per share), compared with $4,167,321 ($1.16 on fewer shares outstanding); for first 9 months, net income was $8,642,240 ($2.37) vs. $11,544,570 ($3.20). All figures were adjusted to reflect Jan. 2, 1957 acquisition of Argus Cameras.

Mitchell attributed record sales and third quarter earnings, which more than doubled the $1,718,725 (46¢) earned in this year's second quarter, to number of factors, including: "TV industry's return to more normal production levels, which in turn increased the demand for the components supplied by Sylvania to other TV set producers"; completion of changeover to 110-degree sets and picture tubes; record-breaking Sylvania TV set sales; strong business in lighting products.

"From the standpoint of both sales and earnings, the outlook is favorable for the remainder of the year in Sylvania's diversified product lines," Mitchell said. He declared that TV factory unit sales nearly doubled last year's first 9-month total, but that company's market for home radios and phonographs softened during third quarter. However, he expects an improvement, especially in hi-fi, during balance of year. Receiving and picture tube sales to other setmakers, said Mitchell, showed substantial increase in third quarter over year's first and second quarters, third quarter picture tube sales setting record for any comparable period.

Commenting on national economy, Mitchell described condition as "rolling adjustment" to be followed by a "resumption of the upward trend by the latter part of 1958." Decline in capital spending, he went on, indicates manufacturing capacity has moved ahead of consumer demand, that temporary industry need is for "breathing spell." Mitchell predicted increased state and local spending, stepped up housing construction, probable softening of interest rates in 1958, increased consumer spending will make up for any "weak spot" in economy and decline in Federal spending.

Despite decreasing govt. defense spending, Mitchell declared that more money is expected to be channeled into electronics equipment and devices. He said Sylvania is participating in a number of defense research and development projects and received several new contracts during third quarter.

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American Broadcasting-Paramount Theatres reports operating profit of $1,333,000 (30¢ per share) in third 1957 quarter compared with $1,484,000 (34¢) in corresponding period year earlier. Earnings for first 9 months were $4,033,000 (91¢) vs. $5,686,000 ($1.31) in same 1956 period. In letter to stockholders, pres. Leonard H. Goldenson said AB-PT theatre business "was very good" in summer months, exceeding results last year, but that in broadcasting "there was the usual seasonal decline." Noting that "ABC had been running behind for the year," Goldenson observed that difference between 1957 & 1956 results "was steadily narrowed in each quarter" this year. "Overall," he said, ABC-TV programs this season "are indicating good audience gains" over last season; ratings "augur well for ABC in that they point up the network's ability to deliver a more competitive share of the total audience than at any prior time."

Muter Co. earned $248,155 (34¢ per share) on sales of $10,407,480 for first 9 months of 1957, compared with a loss of $148,773 on $8,646,210 sales in comparable period last year.

TV in Space: More plans for space-stationed TV were revealed this week by Office of Naval Research in disclosure of plans for huge "satellite observatories" to circle earth for decades. Project Stratoscope, long-term astronomical photography program, has already completed first step, which involved photographic cameras carried 20 mi. aloft in balloons. Second step—"Strato II"—will be taken in 1961 and will comprise 36-in. telescope on balloon at altitude of more than 80,000 ft. relaying pictures to ground monitors. Strato III is still tentative, envisions one-ton satellite orbiting 500-mi. above earth and also carrying TV telescope focused remotely on sun and other celestial objects. Meanwhile, Air Force took first step toward possible celestial TV this week when it fired "Farside" rocket to height estimated at between 1000 & 4000 mi. Air Force denied, however, that "Farside" was any more than code name, repudiating earlier stories that project's aim was to shoot TV-equipped rocket around moon to get pictures of never-seen far side of moon. In telephone interview with station WDMG, Douglas, Ga., Russian geophysical officials denied reports that sputnik is sending TV pictures or other strategic information back to Soviet bases. FCC Comr. Lee, in Chicago address, praised Commission's monitoring control branch for "outstanding job in tracking and positioning the Russian satellite."

Sam Norris, chairman of Nuclear Corp. of America, will be sworn in Oct. 28 as asst. director of Electronics Div. of Commerce Dept.'s Business & Defense Services Administration on without-compensation 6-month loan basis. Donald S. Parris is director.

ELECTRONICS PERSONALS: M. A. Maurer promoted to mgr., RCA electronic instruments & parts marketing, Camden; he's been mgr. of RCA Detroit mfg. plant . . . Jose D. Dominguez, exec. engineer of telephone & radio operating dept., named an asst. v.p. of IT&T . . . Allen C. Munster promoted to Philco assoc. director of research, assisting Dr. James F. Koehler, director of research for Philco G&I div.; Wm. H. Forster promoted to director of research, Philco research div.'s solid state electronics dept.; Carlo V. Bocciarelli appointed asst. director of research . . . Chester A. Grondzik, ex-Emerson labs, named mgr. of Systems Automation Group, Washington, a new section of Van Norman Industries' H. W. Butterworth & Sons Co.

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National electronics symposium on reliability & quality control, sponsored by EIA, IRE and other industrial & professional organizations, will be held next Jan. 6-8 in Statler Hotel, Washington. M. M. Tall of RCA is gen. chairman of 4th annual session. Keynoter will be Maj. Gen. F. L. Ankenbrandt (USAF, ret.), RCA defense electronics products div., speaking on future reliability requirements.

TV system of improved resolution which will permit optical tracking of guided missiles is included in list of 65 electronics and electricity problems for which the National Inventors Council, Dept. of Commerce, is seeking solution. Total of more than 380 technical problems affecting U. S. defense is listed in 34-pp. booklet, *Inventions Wanted by the Armed Forces.*

Ad Year Nears $10.4 Billion: Paced by 28% radio increase, biggest U. S. advertising volume in history is running at rate 5% ahead of 1956, should top $10.4 billion by end of 1957, Oct. 25 *Printers' Ink* reports.

Based on data for first 6 months of 1957, all-year estimates prepared for magazine by Robert J. Coen of McCann-Erickson indicate that network & spot radio revenue will total $295,000,000 vs. $229,900,000 in 1956, that network & spot TV advertising will be up 6% to $1.015 billion from $954,700,000 last year.

Radio is "surpassing its first quarter pace," TV "failed to hold its earlier gain" but still is expected to run $60,000,000 ahead of 1956, according to *Printers' Ink*.

Other media share anticipated gains for year in national advertising revenue: Business papers up 10% from $495,500,000 to $595,000,000, newspapers up 5% from $788,900,000 to $825,000,000; magazines up 3% from $794,700,000 to $820,000,000.

Printers' Ink, noting that advertising volume at end of first half this year was 5% ahead of 1956 after 3.4% increase in first quarter, pointed out that level nevertheless was below average 9% rate of annual increase in past 5 years.

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Underground Color TV: Installation of closed-circuit color TV system in Strategic Air Command's subterranean headquarters at Offutt Air Force Base, Omaha, was reported Oct. 22 by exec. v.p. Theodore A. Smith of RCA industrial electronic products. System permits instantaneous transmission of briefing information, air intelligence, weather data from colored charts, maps, etc., duplicating them for any location within SAC nerve center. RCA equipment includes 5 live color cameras, 3-vidicon camera system for integrating film material, monochrome industrial camera for surveillance of operations control room, central control facilities, 21-in. color monitors.

"First completely new film studio built in New York in over 25 years" was opened this week at 20 West End Ave. by Caravel Films Inc. The new 4-story $1,000,000 production center was made necessary by increasing volume of business, particularly TV commercials, according to pres. David I. Pincus, who added that expanded facilities will make possible production of complete TV series packages in addition to commercials. Founded in 1921, Caravel is a leading producer of industrial films.

TV commercials aren't overdone—"it only seems that way," Oct. 21 *Advertising Age* says stoutly. Magazine totted up data for 401 TV stations in Barrow report to FCC (Vol. 13:39-41), found that they average less than 90-sec. of paid commercials for every viewing hour. Even in 6-11 p.m. period, viewers are exposed to less than 2 mins. per hour. Average for commercials from sign-on to 1 p.m. is 50-sec. per hour. Most common commercial runs 1-min.

Doerfer's Pet Peeve: "Protest" section of Communications Act (309c) was described as "instrument of extortion in the hands of certain people" by FCC Chairman Doerfer in Oct. 24 address to Federal Communications Bar Assn. "You know and I know that monies have been passed," he said—adding that it is usually impossible to prove. He urged repeal of section, which he called "fit subject for Congressional investigation." He said protest procedure delays new service to public while FCC hears "internal corporate disputes and other private differences." Since last amendment of protest section in Jan. 1956, he said 72 protests have been filed, of which 64 were in broadcast field. Processing these cases required total of 11,395 professional man-hours and 5596 non-professional man-hours, not including more than 1300 professional and 252 non-professional man-hours spent on these cases by offices of Commissioners. He estimated that total cost to Govt. in processing the 72 protests amounted to $71,963.55. Doerfer's next speech is Nov. 14, before members' council of New Orleans Chamber of Commerce, at Roosevelt Hotel.

TV-radio audience measurements may be superior to sworn-circulation newspaper gauges, NBC planning & research v.p. Hugh M. Beville Jr. told annual ABC meeting in Chicago. Conceding that broadcasters' systems for estimating audience size aren't comparable to ABC's methods of counting readers, Beville speculated on "enormous effect" on publishers & advertisers if newspapers adopted TV-radio techniques to show: (1) number of readers, page by page, for entire week, (2) how many men who read sports pages also read financial pages, (3) how many women who read society section also read amusement pages & comics, (4) how competing papers rate in such reader counts. Even if ABC service were available to broadcasters, Beville said, it would be complementary—not primary—measurement of audience.

Political speech on N.Y. gangsterism was cancelled by WABC-TV Oct. 24 on ground station's lawyers hadn't had time to "digest & approve it." Time for 15-min. speech by Robert Blaikie had been bought for about $1200 by Republican headquarters for mayoralty candidate Robert K. Christenberry, but they were notified by station just before scheduled 11:45 a.m. telecast that it couldn't go on. Script hadn't been submitted until about 10:15 a.m. Station substituted travel film.

Rumors of TV deal for White House press secy. James C. Hagerty were denied Oct. 21. He told newsmen there was "nothing to" reports that he had signed contract to take industry job in 6 months—that "as long as the President wants me to remain . . . I will do so."

Broadcasting scholarships for 4 years of college study are offered by Meredith Foundation, sponsored by Meredith Publishing Co., to 2 finalists in National Merit Scholarship competition. Preference will be given to boys in Meredith TV & radio station coverage areas in N. Y., Ia., Mo., Neb., Kans., Ariz., Okla.

One TV station application was filed with FCC this week, bringing total pending to 117 (34) uhf. Application was for Farmington, N. M., ch. 12, by local business group headed by attorney Wade Beavers. [For details, see *TV Addenda 25-M* herewith].

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SUMMARY-INDEX OF THE WEEK'S NEWS — November 2, 1957

EIA'S NEW SPECTRUM STUDY committee optimistic after discussions with top military men; EIA board to act on recommendation Nov. 21 (p. 1)

FTC TV-RADIO MONITORS win first compliance agreement in year-long drive on objectionable commercials; Lanolin drops shampoo claims (pp. 2 & 3).

MEXICAN TV EXPANSION seen starting with growth of new middle class. Elaborate studios, shoestring budgets are secrets of growing success (pp. 2 & 6).

SUBSCRIPTION-TV "POLL' in Bartlesville by Sen. Langer finds 1430 against pay TV, 113 in favor; he'll ask Senate committee probe (p. 5).

ST. LOUIS PROTEST by St. Louis Amusement Co. slows transfers, though chances of success are considered slim. Several site shifts granted (p. 8).

TV SALES & PRODUCTION in Oct. down 20% from last year. Hi-fi trend extending to TV, RCA introducing transistorized combinations, color sets (p. 12).

MOTOROLA REPORTS RECORD 9-month sales, profit up over year ago; Zenith 9-month profit up sharply; Magnavox quarter sales & profits higher (p. 14).

FREY REPORT ON AGENCIES finds mixed opinions on 15% fees for TV packages. Advertisers complain it's too much; agencies, too little (p. 9).

FIVE STATIONS START, including 2 uhf; one uhf resumes operation while another goes off; new Mexican border station. U.S. total now 516 (p. 10).

SOVIET-U.S. TV-RADIO trade talks open in Washington on high diplomatic level but with low outlook for any free exchange of broadcasts soon (p. 16).

EIA MOVES BRISKLY ON SPECTRUM STUDY: That broad-gauge spectrum study urged by many Congressional and industry forces (Vol. 13:41), designed to weigh efficiency of radio utilization by everyone, including the military, moved a step toward realization this week. Electronic Industries Assn. pres. Dr. W. R. G. Baker appointed a strong committee, headed by Hoffman Electronics pres. H. Leslie Hoffman, to recommend EIA's next move—and committee got to work promptly. Though Office of Defense Mobilization has frowned on study, terming it unnecessary and duplicative, industry leaders are still optimistic.

A very knowledgeable "task force" within the "Special Spectrum Study Committee," headed by GE's Paul Chamberlain, met this week with top Defense Dept. & ODM communications officers, seeking to firm up the favorable attitude noted recently by Chamberlain (Vol. 13:41).

Serving on task force are: David B. Smith & Donald G. Fink, Philco; Ira J. Kaar, Hoffman Electronics; Daniel E. Noble, Motorola; Thomas G. Rives, GE; Philip F. Siling, RCA. All except Rives are veterans of industry spectrum & standards hunts—but Gen. Rives is hardly a slouch at the business, having headed up similar jobs for Signal Corps as chief of Ft. Monmouth center before his retirement.

Rest of main committee comprises top-level EIA members: Robert C. Sprague, Sprague Electric, vice chairman; E. C. Anderson, RCA; Max F. Balcom, Sylvania; Robert S. Bell, Packard-Bell; David R. Hull, Raytheon; F. R. Lack, Western Electric; W. J. Morlock, GE; C. B. Thornton, Litton Industries; L. C. Truesdell, Zenith; L. G. Cumming, IRE-JTAC, ex officio.

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There's no question but that sputnik has strengthened military's hand in any spectrum horse-trading, if any develops soon. However, industry's thinking is long-range—8-10 years—and there's no wholesale rejuggling in immediate sight. As for military designs on TV channels, very top level military men still say they see nothing like that in the cards. Incidentally, we understand that the very-long range radar

recently disclosed by Aviation Week magazine as operating in Turkey and elsewhere—to cover Russian missile activity—is an enormous user of spectrum.

In appointing committee, Dr. Baker said its job should be to state why study is needed; to prepare a proposal for submission to President, Congress or govt. agencies; to recommend names of men to serve on a study commission, these to be appointed by President. He suggested procedure may be similar to that leading to establishment of Airways Modernization Board—which followed study by Presidential commission under Edward P. Curtis of Eastman Kodak.

EIA's task force sums up work in meeting Nov. 14; full committee goes over it Nov. 19; whole EIA board considers results in New York meeting Nov. 21.

FTC HALTS ITS FIRST TV COMMERCIAL: FTC's special TV-radio monitoring unit celebrated its first anniversary this week by winning its first advertiser-compliance agreement in its campaign against false & misleading TV commercials—which so far has netted only 8 complaint cases.

Lanolin Plus Inc., Chicago, signed FTC consent order prohibiting it from representing in TV commercials that competitive detergent shampoos will burn hair. FTC complaint, first to be directed at audio-visual advertising for toiletries, alleged Lanolin violated Federal Trade Commission Act (Vol. 13:29).

Order was included in initial decision by FTC hearing examiner Loren H. Laughlin which was adopted by Commission with concurrence of its Bureau of Litigation. FTC announcement of compliance by Lanolin contained usual for-the-record statement in such cases: "The agreement is for settlement purposes only and does not constitute an admission by the company that it has violated the law."

Settlement of charges against Lanolin leaves these TV commercial cases on FTC's active complaint book: Mentholatum Co. (Mentholatum Rub), Omega Chemical Co. (Omega Oil), Fidelity Storm Sash (storm windows), Helene Curtis Industries (Enden Shampoo), Schick Inc. (razors), American Chicle (Rolaids), Whitehall Pharmacal (Infrarub, Heet).

American Chicle is fighting complaint against Rolaids alkalizer commercial, squaring off against FTC in hearing which started early last month and threatens to continue for some time (Vol. 13:40). Whitehall Pharmacal began defending itself Nov. 1 at hearing on charges that its TV advertising for arthritis treatment was false & misleading. Other cases are in varied pending phases. In none is any network or station involved directly.

For other news of FTC's TV advertising campaign, see p. 3.

MEXICAN TV—REAL EXPANSION BEGINNING: Growth of TV in Mexico, hampered by low living standards, vast distances and widely scattered areas of population, appears to be on verge of really significant spurt —and some Mexican admen are predicting it will be nation's biggest medium within 10 years.

However, you can discount recent reports of plans to extend network of TV stations "to every corner of the republic within a year." Mexicans make haste slowly, and growth of TV there is geared to the rise of a large middle class, a slow process which began in the cities shortly after World War II—but one which is now accelerating with the country's almost sudden economic awakening.

Mexico was first Latin American nation to have TV, but one of slowest in audience growth. Today, after more than 8 years, number of sets-in-use is just pushing 300,000, with a score of set manufacturers and assemblers—most of them U.S.-connected—sharing the market.

Nation's 11th TV station went on air a month ago, and at least 4 more outlets are in various stages of construction. Ten of the 11 stations are operated by, or affiliated with, Telesistema Mexicano, the combine which resulted from an "operational merger" of 2 bitter rival telecasters.

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Mexico's advertising economy is built around radio, which is far-&-away the No. 1 medium. There are no important national print media, due largely to illiteracy rate (about 45%). Nation has nearly 300 AM stations—and one estimate (by Mexico City's Noble adv. agency) places radio's annual billings

at about $26,880,000, more than half the all-media total of $48,480,000. TV last year took in about $2,800,000, newspapers $5,600,000, movie theatre ads some $2,040,000.

TV rates are low—highest being about $320 for 30 min. in Class AA time on 3-station interconnected network serving country's principal center of population. This figure includes use of large theatre studio. A 5-sec. spot can be bought on one Mexico City station in prime evening time for a little over $3.

Popularity of TV in Mexico is fantastic—even after more than 8 years of TV it's still not uncommon to see large group of onlookers clustered around an operating TV set in store window. Cheapest sets cost $200-$250 (20% down, 18 months to pay), beyond reach of vast majority. But booming Mexican economy and increasing growth of a middle class hold promise of an ever-expanding rate of set sales.

Only in the last year has Mexico become a really significant market for U. S. TV films. An incongruously elaborate studio setup, combined with the low cost of acting and technical talent, has made it advantageous for Mexican TV to concentrate on live entertainment.

As in most Latin American countries, TV in Mexico produces amazing results on a comparative shoestring by relying on liberal portions of imagination and inventiveness. For our impressions of TV on recent trip through Mexico, see story on page 6.

FTC Streamlines TV Monitoring: Federal Trade Commission's TV ad monitoring procedure, now one year old (see p. 2)—having started in Oct. 1956 with $100,000 appropriation — is being streamlined again.

For the past year monitoring unit under T. Harold Scott has depended largely on dragnet operation by 135 agency lawyers throughout country to fish up evidence against TV-radio advertising (Vol. 12:20). In spare time (with compensatory time off) field attorneys listened to and viewed commercials at sets in hotels and own homes. They sent in reports & taped recordings from which Scott's Washington full-time headquarters staff of 5 culled likliest complaints.

Now, for first time, monitoring unit has monitoring equipment of its own. TV set, radio, and recorder are being installed in room on top 7th floor of headquarters building, where staff lawyers will do their own preliminary screening, counting mostly on beefs from public for tips on programs to watch. Then specific commercials will be picked out for further investigation and assignment to field lawyers.

"It's been pretty helter-skelter since we started," unit spokesman told us. "Now we're going to use a rifle instead of a shotgun approach to targets."

At same time NARTB distributed Oct. *Code Bulletin* containing Q.-&-A. rundown on "FTC —Friend or Foe?" One question addressed by NARTB to FTC: "Is the FTC concentrating in disproportionate fashion its attention upon TV advertisers?" FTC answer: No; 8 TV complaints are among 250 issued in past year involving all advertising media.

NARTB also reported that spot check of 52 key Better Business Bureaus throughout U. S. showed "positive results" from 8-month-old voluntary joint campaign against TV "bait" advertising. Only 5 of BBB offices reported any unresolved "bait" problems in May, June & July, NARTB said.

Note: Although they weren't named as defendants in FTC "supermarket" case (Vol. 13:43) which predates monitoring unit and is unrelated to its campaign against fraudulent commercials, CBS & NBC have issued statements on advertising tie-in plans cited in preliminary FTC orders against 6 grocery firms.

CBS said FTC decision that chain store promotional tie-ins with network-owned stations discriminated against smaller customers of grocery producers was "unsupported by the record and insufficient in law." NBC said its present "Chain Lightning" merchandising plan, in which manufacturers pay for radio commercials, is offered to retailers "without discrimination of any kind."

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Compromise settlement may be near in long-standing dispute between New York City's stations & networks and City Hall over sales tax on films shown on TV, *New York Times* reported Oct. 30. City has been negotiating with telecasters for 3 years in attempt to arrive at formula for the sales tax payments. Normal sales tax rates paid by movie theatres for showing films is 3% of film rental charge. However, networks and stations argue that films televised from N. Y. are aimed at entire nation or region, and that N. Y. City viewers are only small part of audience. High rate, telecasters argue, might well drive telecasting industry out of city. TV industry has offered to settle for 5% of the 3% rate, *Times* stated, adding that city's counter-offer has been 15% of the 3% tax—which *Times* "understands" most networks and independent stations, with possible exception of NBC, are ready to accept.

"Corporate caste system" is becoming increasingly "formalized & rigidified" by "status symbols" of rank, such as keys to executive washrooms and parking lot assignments, Oct. 29 *Wall St. Journal* says in first of series of reports on management customs & practices. For instance: "At a major broadcasting company an executive's stratum is given away by a look at his secretary's typewriter. Only the offices of higher-level officials get electric models."

Personal Notes: **Kenneth W. Bilby**, NBC v. p. for public relations, elected an exec. v. p. to head press, national adv. & promotion, exploitation, merchandising and continuity acceptance depts. . . . **Everard Kidder Meade Jr.**, ex-Earl Newsom public relations firm, N. Y., named CBS Inc. v. p. for information services . . . **M. H. Dann** resigns as NBC-TV v.p. for program sales to join Henry Jaffe Enterprises as pres.; **Henry Jaffe** becomes chairman of TV production firm, **Wm. Phillipson** exec. v.p. & gen. mgr. . . . **Harry T. Floyd** promoted to western div. mgr of NBC-TV sales . . . **Charles M. McAbee Jr.**, from CBS-TV Spot Sales, named gen. sales mgr. of KMOX-TV, St. Louis, call letters taken by CBS for newly-bought KWK-TV . . . **Wm. M. Dozier**, production v.p. of RKO Radio Pictures, rejoins CBS-TV as a general programming exec. in charge of live Hollywood shows . . . **John R. Porterfield**, ex-ABC-TV, appointed mgr. of WJMR-TV & WJMR, New Orleans, and elected v.p. of Supreme Bcstg. Co. . . . **John B. Garfield** promoted to local sales mgr. of WJW-TV, Cleveland . . . **Maitland L. Jordan**, from KOMO-TV, Seattle, named mgr. of radio KOMO . . . **Edward Scherer** promoted to production supervisor of WTTG, Washington; **Coral Long** to sales service & correspondence coordinator . . . **Gil Martyn** promoted to public affairs & public service director of KTLA, Los Angeles . . . **John T. Curry Jr.** promoted to new post of regional sales mgr. of RAB . . . **Benn Squires** promoted to new post of program development coordinator of NBC Radio . . . **Harold (Hal) V. Phillips**, gen. mgr. of WTVH, Peoria, and **Edward Breen**, pres. of KQTV, Ft. Dodge, named vice chairmen of Committee for Competitive TV . . . **Donald L. Sandberg**, ex-Indianapolis public schools, named distribution director of Educational TV & Radio Center, Ann Arbor, succeeding **Barton L. Griffith**, now on U of Mo. faculty . . . **John Dunn**, CBC coordination officer, assigned to represent network at UN headquarters, N. Y., replacing **Vincent Tovell**, who joins CBC public affairs dept., Toronto . . . **Lester R. Frankel** resigns as v.p. & technical director of Alfred Politz Research Inc., to join Audits & Surveys Co. as exec. v.p., partner and a director . . . **John Leslie** promoted to local sales mgr. of WEEK-TV, Peoria . . . **Jack Markward** promoted to TV sales mgr. of WOOD-TV, Grand Rapids . . . **Keith E. Barze** promoted to program director of WBRC-TV, Birmingham . . . **Bernie Whitaker**, ex-WSJS-TV, Winston-Salem, named local sales mgr. of WRAL-TV, Raleigh, succeeding **Gene Gaudette** . . . **Ed Sanchez**, ex-KGGM-TV, Albuquerque, named production mgr. of KFSD-TV, San Diego. . . . **Hugh Graham**, ex-NBC, named to new CBS-TV post of mgr. of unit management & control services for production operations . . . **Robert O. Moran**, promotion mgr. of WBEL, Beloit, Wis., named to vacancy on Broadcasters Promotion Assn. board created by resignation of **Joseph Zimmerman**, who has been named mgr. of WLBR-TV, Lebanon, Pa.

Obituary

Louis B. Mayer, 72, movie great who led MGM into world leadership in film-making, died Oct. 29 of anemia complicated by kidney ailment in UCLA Medical Center, Los Angeles. Son of immigrant Canadian ironmonger, he organized old Metro in 1915 after operating New England theatre chain, joined in 1924 with Marcus Loew & Nicholas M. Schenck in establishing MGM studios, was eased out of control in 1951 after postwar development of TV helped put company into decline. He returned to movie industry next year as chairman of Cinerama Corp., joined with other dissidents who tried this year to take control of MGM's parent Loew's Inc. from pres. Joseph R. Vogel. For 7 years (1943 salary: $1,138,992.47) he was nation's highest-paid executive. Surviving are widow and 2 daughters, Mrs. Irene Selznick, former wife of producer David O. Selznick, and Mrs. Wm. Goetz, wife of movie executive.

ADVERTISING AGENCIES: **Frank Martello**, TV producer for Kenyon & Eckhardt, Chicago, named commercial production supervisor there . . . **Irving Adelsberg** named TV dept. mgr. of Norman, Craig & Kummel . . . **Rollo Hunter**, TV-radio director; **Richard Diehl**, art director; **John C. Legler** & **B. W. Matthews**, account supervisors, named v.p.'s of Erwin Wasey, Ruthrauff & Ryan, N. Y. . . . **Robert R. Kibrick**, ex-Kenyon & Eckhardt, joins Richard K. Manoff Inc. as media & broadcast planning director . . . **John C. Maddox**, from Cleveland office, named senior v.p. in charge of marketing services of Fuller & Smith & Ross, N. Y. . . . **Howard Mendelsohn**, ex-CBS-TV, forms own public relations firm at 612 N. Michigan Ave., Chicago.

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Daniel (Jake) Jacobson, supervising FCC engineer in charge of processing TV applications since freeze was lifted in 1952, was picked this week by Comr. Ford to be his engineering asst. Jacobson joined FRC in 1930, has been in FCC's Broadcast Bureau since 1946 except for short period in Safety & Special Radio Services Bureau.

New public relations firm—Taylor-Walker Assoc.—is formed by John H. Taylor & Mary T. Walker, both ex-Steve Hannagan and Hill & Knowlton, at 1270 Sixth Ave., N. Y. (Judson 6-5777).

Gaynor & Ducas Inc. is new name of Gaynor, Colman, Prentis & Varley Inc., with Paul Gaynor as pres.; John J. Ducas, exec. v.p.

Ben Duffy, BBDO pres., is subject of interesting feature in Nov. 1 *Printers' Ink.*

New rep: WPST-TV, Miami, to Petry Oct. 28 (from H-R Television).

Groucho Marx is winner against Govt. in capital tax gain ruling by U. S. Tax Court on $1,000,000 sale in 1950 by him and partner John B. Guedel of interests in *You Bet Your Life,* which was switched from CBS to NBC. Court in Washington held that price paid Marx & Guedel represented "fair market value" of their interests in program — not "compensations for personal services" as claimed by Govt. for income tax purposes. Deal gave Marx $750,000, Guedel $250,000 over 10-year period, NBC taking all rights to program.

Liquor commercials should be accepted by broadcasters, Oct. 28 *Broadcasting* says in editorial asserting that "interdiction" against such advertising on TV & radio "was imposed and has been cultivated by fear." Arguing that influence of prohibitionists in country as whole is "unimportant," magazine calls on "courageous broadcasters" to defy the taboo: "Where liquor is legal, which is to say most parts of the United States, the advertising of liquor on the air is equally legal. Why shouldn't broadcasters accept their legal rights?"

TV-radio program screening by specific U. S. Catholic censorship agency, as called for by Pope Pius XII in "Remarkable Inventions" encyclical (Vol. 13:37), can definitely be expected by broadcasters, Oct. 26 *Sponsor* says in speculative article on possible effects of censorship by church. But immediate likelihood is that meeting of Catholic bishops in Washington Nov. 12 will delay formal establishment of machinery for reviewing programs, possibly referring question to study committee, magazine says.

United Artists, big independent movie distributor, plans to finance and distribute TV films, with first offering due in 1958-59 season.

Toll TV—Great Debate Rolls On: It was another routine week on pay-TV front—marked, as usual, by violent attacks and staunch defenses of subscription TV via broadcast and wire—with repetitions of most of the same old arguments. But still no applications at FCC for subscription telecasting trials.

Sen. Langer (R-N.D.), member of Senate Judiciary anti-trust subcommittee who plans to introduce bill to ban fee TV in Jan., incensed by recent *Life* magazine article on Bartlesville Telemovie experiment, started postcard poll of Bartlesville residents on subject of pay TV. He addressed letter to every Bartlesville family, stating his opposition to toll TV and enclosing postcards on which respondents could check whether or not they were "in favor of pay-as-you-see TV." Results, he said, would be turned over to anti-trust subcommittee.

Unfortunately the Senator became a little confused, his letter indicating that he thought Bartlesville was "the only city that has been allowed by the FCC to try out the pay-as-you-see program."

By week's end, Langer had received total of 1693 postcards and letters in his Bartlesville poll: 1430 voted against pay TV, 113 in favor; 150 wrote letters, most of them indicating that while the writers opposed fee TV they favored wired Telemovies, which they said wasn't the same thing. A few of the 150 expressed fear that Telemovies was forerunner of pay TV.

In Bartlesville, Video Independent Theatres pres. Henry S. Griffing reacted quickly, dispatching letter to Langer denying that Telemovies were same as pay TV and insisting it is merely extension of the movie exhibition business, that it removed no free channels from TV set, and in fact added 3 more choices for viewers. "Like you," he said, "we are opposed to pay TV . . . We just want to continue selling motion pictures in Bartlesville."

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House Judiciary Chairman Celler (D-N.Y.) was heard from again this week—addressing RTES meeting in N.Y., sharing platform with ex-FCC chairman Paul Porter. Celler maintained tests of pay TV would be impossible to call off, once started; that toll TV would siphon good programming from free TV; that networks and other commercial TV interests would be drawn into it and it would only aggravate monopolistic situations in TV. He also called on FCC commissioners to request Comr. Lee's "removal from the panel when it considers trial pay TV," because of Lee's authorship of *Look* article last year favoring trial.

Porter, who is attorney for International Telemeter, welcomed FCC's decision for trial of broadcast pay TV, but added: "Maybe it would appear that the immediate future of pay TV is the closed-circuit route." He said wired closed-circuit would solve problem of shortage of TV channels, suggesting that wired system should add 3 new channels between Ch. 6 & 7. He added that wired TV could supply community TV and "local outlets of self-expression" which he said are lacking in current broadcast TV system.

There were these other developments on pay-TV front, meanwhile:

(1) More "cable theatre" projects are in the works, according to Milton J. Shapp, pres. of Jerrold Electronics, which installed Bartlesville setup. He told convention of Allied States Assn. of Motion Picture Exhibitors that his company is now "working with several exhibitors who are preparing to add cable theatres to their circuit operation." He added that other exhibitors are planning to install community antenna systems "in select fringe-area communities." These will have extra channel for future cable theatre programming.

(2) Non-exclusive contract was granted by Ft. Smith, Ark. to Midwest Video, Inc. to wire up city for pay TV, city to receive $100 a year plus 2% of gross income. Schine Home View Theatres applied for combination fee-TV-community antenna franchise in Herkimer, N.Y.; Hardy Theatres & Lippert Theatres applied for fee-TV franchise in Fresno, Cal.

(3) Another advertising industry spokesman served notice that "if pay TV attracts audiences away from free TV to any appreciable degree you can be certain advertisers wil find ways either to use pay TV or to circumvent it." *Tide Magazine* editorially suggested several methods, in addition to the obvious sponsorship technique: For example, advertisers might supply special slugs to be used in TV coinbox which they would later redeem from operators; or they might arrange to pay for a particular program so viewers wouldn't be billed for that show. Magazine finds it "ludicrous . . . that the operators of pay TV would forever eschew the rich rewards of commercialization," and predicts that "ultimately the only losers will be the viewers."

GE doesn't plan to enter video tape recording field, technical products dept. gen. mgr. Wm. J. Morlock told us this week. "We're not in the tape recording business," he said when asked about company's plans. He said company did some TV recording research, which was discontinued about 1½ years ago. At the moment, he said, GE doesn't visualize a market "expansive enough to permit that kind of competition," presumably meaning 3-company competition among Ampex, RCA & GE.

Animated commercials patterned after successful spots for Jell-O and Piel's beer are TV trend this season—but few are "different, exciting or unusual," Oct. 25 *Tide* says. Article singles out these "top" examples of good ones: Columbia Records ("Hi-Fi for Fun"), Johnson & Johnson (Band-Aids), Armour (Liquid Chiffon), Timken Roller Bearings (locomotion methods), Westinghouse (TV sets), Kaiser Industries (diversified operations).

TV sewing lessons on WBAY-TV, Green Bay, Wis. were so successful that Viking salesman Roy Fahlstrom reported 25% sales increase although no TV or newspaper announcements of course were made. Cost of 10-week afternoon course was $1200, half of which was paid by national distributor, Consolidated Sewing Machine Corp. Fahlstrom plans to offer course in Duluth, Minneapolis and other cities in his territory which includes Wis., upper Mich., Ill., Ind.

Show-cause hearing for *N. Y. Herald Tribune* TV-radio columnist Marie Torre, at which she was scheduled to explain why she wasn't in contempt of N. Y. federal court for refusing to divulge CBS source of item about actress Judy Garland (Vol. 13:42-43), was postponed Oct. 29 until Nov. 7. Judge Sylvester J. Ryan recessed proceeding in Miss Garland's $1,393,333 libel suit against network because Miss Torre's counsel was out of town.

Telecasting Notes: Televised salute to telecasting industry—on NBC-TV's *Wide Wide World* Nov. 10, produced with cooperation of ABC-TV & CBS-TV—won't devote itself entirely to networks' contributions. One segment will use pickups from stations across nation to show how local stations help develop new talent and program ideas . . . Among local program pickups on the salute to TV: Rehearsals of Japanese program from KRON-TV, San Francisco; inside look at production of children's programs at KMTV, Omaha; square-dance program from KYTV, Springfield, Mo.; look-in on science program from WBZ-TV, Boston, featuring exclusive sputnik films; rehearsal of teen-age rock-&-roll program from WLW-TV, Cincinnati; section of *The Arbitrator* program on WWJ-TV, Detroit, which airs public controversies . . . From network standpoint, program will feature 40 stars of network TV in flashbacks over past 10 years. It will conclude with statements by 4 TV critics and "a number of viewers" on whether TV has "fulfilled its promise" . . . To the amazement of critics—and even of industry itself—westerns seem to be most popular program fare this season. Two trade publications noted this week that Oct. Trendex puts every new western ahead of show which occupied its time slot last year and gives every returning western an improved rating over last year . . . NBC's faith in late-night live TV finally is being vindicated. Critics have been applauding it lately, *New York Times*' Jack Gould giving it kudos Oct. 31; billings have been rising, biggest coup being this week's $450,000-gross order from Marlboro cigarettes; station line-up increases to 85 markets Nov. 4 . . . Unusual cultural presentation: Hartford's WTIC-TV (Ch. 3) will present J. Arthur Rank's 2½-hour filmed "Romeo & Juliet" Nov. 3, 7:30-10 p.m., complete and without cuts; station is stirring up interest by pointing out that scholars have disagreed on merit of film, and programming v.p. Leonard J. Patricelli has invited teachers and literature students to send critiques of film to station . . . Despite defections of Dodgers & Giants, New York probably will have as much baseball on TV as ever next season—WOR-TV plans to televise about 78 Philadelphia Philly games, for which it reportedly is paying about $600,000, and WPIX is negotiating with Yankees to add 70 away-from-home games to TV schedule in addition to all home games . . . TV hit drama, *Playhouse 90*'s "Requiem for a Heavyweight," has been acquired for Broadway stage by Norman Panama & Melvin Frank, who also hope to make it into movie; Jack Palance is being sought to repeat starring role.

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Counterclaim for $9,000,000 against CBS Inc., asking triple anti-trust damages, has been filed in Chicago federal court by Amana Refrigeration Inc., which was sued in July by network for $284,545 for alleged contract failure (Vol. 13:29). In reply to CBS suit, Amana says it has paid $252,431 to network to satisfy network's charges for 7 spots on *Phil Silvers Show*, but that CBS owes refrigerator firm $3,000,000 on each of 3 anti-trust counts: (1) CBS gave discounts of up to 25% to other advertisers, but limited Amana's discount to 5%; (2) network compels advertisers to buy time on all stations stipulated by CBS; (3) CBS imposes tie-in requirement by which CBS-produced programs & those in which network has interest are favored over programs available from other producers.

MBS news headquarters have been switched from Washington to N. Y. in move "necessitated by increased use of special circuitry for overseas pickups," pres. Paul Roberts announced Oct. 29. Norman Baer, former AP & INS byliner who was TV-radio director of Lewin, Williams & Saylor and consultant to Hilton & Riggio before joining Mutual in Sept., has been appointed news & special events director of radio network. He succeeds Robert F. Hurleigh, recently named an MBS v.p. (Vol. 13:43), who continues in charge of Washington operations.

Mexico's Do-It-Yourself TV: When Mexico's Telesistema Mexicano revealed last summer that it hoped to bring live World Series telecasts to Mexico City via hook-up involving a single microwave hop spanning nearly 300 mi. (Vol. 13:33, 38), American TV engineers shook their heads and said the Mexicans were dreaming.

It turns out that they were. As a Telesistema official put it (mildly), engineering tests showed such a distance "calls for another relay," and so World Series wasn't seen live in Mexico City. In an industry in which phenomenal expenditures are commonplace, it would seem logical to install the extra relay or 2 and have it done with. But in Mexico, such an expenditure was out of the question and international hook-up was shelved "for the time being, at least."

Technical and artistic ingenuity on a relative shoestring budget keeps Mexican TV operating with some first-class entertainment (and some that's not so good), despite low receiver circulation (see p. 2).

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"Not a single American or European expert helped us get started. Our TV is strictly Mexican. We've made some mistakes, too, but they were also our own." So we were told by one of topkicks of big Telesistema Mexicano, formed 3 years ago when the 2 principal Mexican TV operators got together in a sort of marriage of convenience. The rival TV entrepreneurs were Emilio Azcarraga, owner of large string of radio stations, and Romulo O'Farrill, industrialist and publisher of *Mexico City Novedades* and *News* (English). Their alliance is complicated, falling short of merger in that each holds title to own stations. However, both groups share same technicians, equipment and studios in Mexico City's huge Televicentro.

Claimed to be world's largest TV studio under one roof, Televicentro was built originally as a Mexican "Radio City," but was changed in midstream to a TV city. On recent visit there, we toured Televicentro's 18 large studios (largest of which seats 1100 spectators). The center is equipped with 27 live image orthicon camera chains—RCA, GE & DuMont—with Zoomar and other associated equipment.

Televicentro is headquarters for Mexico City's 3 TV stations, origination point for live programming on 3 others (by off-the-air pickup) and kines for non-interconnected outlets. Some 700 people are employed there, all of them connected in some way with telecasting.

On our tour of Televicentro, we were amazed at the number of live shows in various stages of rehearsal and preparation. Until this year, 70% of programming has been live, with 27 drama shows originating from Televicentro each week. Telesistema produces no original filmed shows—"they're too costly," an official explained.

Economy-bound budgets have given rise to some ingenious techniques. Almost all large scenery flats consist of plain brown wrapping paper mounted against wooden frame. Telesistema artists are told what scenery to depict—and they go to work, using only their imagination

and ordinary colored chalk. Colored, because it helps create illusion of depth and makes actors feel more at home. When show is over, wrapping-paper scenery is discarded; no storage problems.

Popularity of live dramatic shows is undisputed. No. 1 show this year has been 60-min. *Teatro Angel Garaza*, starring Spanish actor Angel Garaza and consisting of light domestic comedies. Also popular are variety shows —including one 11:15 p.m.-12:15 a.m. stanza reminiscent of NBC-TV's *Tonight*. We saw a 60-min. Pepsi-Cola spectacular, built around Mexican popular songs and featuring some of the country's favorite artists. Among other live presentations, of course, are quiz shows (including the ubiquitous *64,000-Peso Question*).

Telesistema does large number of remotes, boxing being most popular of the sports, which also include baseball and an occasional bullfight. One popular remote origination is *Visiting the Stars*, televised live from celebrities' homes, which seems to have been inspired by Ed Murrow's *Person to Person*.

Conducting latter show and serving as news commentator and all-around trouble-shooter is soft-spoken, U. S.-educated Juan Duran y Casahonda, whose official title is director of public relations. Not the least of his tasks is maintaining good relations with Ministry of Communications, which—unlike FCC—exercises strict control over program content and is empowered to (and does) levy fines when it thinks program content is in questionable taste or when "adult programs are broadcast during children's hours."

This year, for first time, Telesistema has been going in heavily for Spanish-dubbed U. S. TV films. "We resisted them for a long time," said Sr. Duran, "because we didn't think that's what the people wanted"—but they're obviously going over, and Mexico City's 2 principal stations now divide their time evenly between live and filmed shows.

Among popular U. S. shows in Mexico are *Rin Tin Tin, Count of Monte Cristo, Highway Patrol, Lassie, Disneylandia*. Only one film series is presented entirely in English—Ziv's *Eddie Cantor Show*—sponsored by Raleigh cigarettes and aimed at city's large English-speaking population.

Telesistema has library of "thousands" of feature films of all vintages and origins—mainly French, Argentine, Spanish. Virtually all Mexican-made features may be shown on TV 3-4 years after release to theatres. Because of small number of sets and low govt.-controlled price of theatre admissions (32¢ top), this has made no dent at all in tremendous popularity of movies.

Many of the non-Spanish films have subtitles, but some—notably old U. S. 2-reel comedies—rely on technique of off-camera narration. Telesistema tries to get copy of original script with its films, and narrator explains picture as it is unreeled. We viewed an elderly Laurel & Hardy comedy shown in this manner, and the result was a trifle confusing.

As for commercials—like Mexican radio, Mexican TV has plenty of 'em. Watching a late evening show we counted 7 in a row before a power failure ended our viewing for the night—the closing commercial on one show, two spots, two station break spots (station uses 2 ID's and 2 sets of call letters, identifying originating station and satellite), another spot followed by an opening commercial for next show.

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Programs from 2 of the 3 Mexico City channels are picked up off-air and retransmitted by 2 transmitters on 13,500-ft. Cortez Pass about 50 mi. SE of Capital. These transmitters give amazing coverage, and they are picked up direct at another mountain-top site—Mt. Zamorano, near Queretaro, more than 150 mi. NW—and retransmitted by Ch. 3 transmitter there. At present, Zamorano transmitter repeats one Cortez Pass channel for one week, the other the next week—alternating to give sponsors even break. Second transmitter is being installed on Mt. Zamorano.

Remainder of Mexico's stations are not interconnected with Mexico City. Only other stations in the interior are at Monterey & Chihuahua, but new ones are under construction at Torreon & Durango. There are stations along U. S. border at Tijuana, Mexicali & Juarez.

Big barrier to interconnection of Mexico's TV stations is fact that—except on and near the central plateau—distances between populated areas are vast. It's not economically feasible to interconnect 2 stations which are 600 mi. apart without populated areas in between which can support own TV stations and thus help amortize cost of relay.

Viewing in Mexico—particularly outside of the city—is an experience in itself. Due to variations in power-line voltage and frequency (50 cycles is nominal house-current standard), picture falls in and out of sync, sound wells up and fades. But Mexicans aren't nervous dial-twiddlers; they've learned that if you wait patiently the picture will come back.

Heavy variations in line voltage are tough on sets, and there seem to be more TV repair shops than there are sets-in-use—all apparently doing thriving business.

TV sets are available in sizes from 14 to 24-in., mostly assembled largely from U. S. parts and bearing such familiar trade-names as Admiral, Philco, RCA, GE, Packard-Bell, Majestic—with European brands such as Philips also making headway there.

Powerful new Vatican radio station was dedicated this week by Pope Pius XII with plea for peace. The $2,500,000 broadcasting center was financed by funds from congregations throughout world, has medium-wave transmitter with 120-kw power, 3 short-wave installations, one with 100-kw and 2 with 10-kw each. Vatican has plans for telecasting, too, in future, having requested 2 frequencies under Stockholm allocations plan. It once experimentally used 819-system donated by French.

West German TV stations, owned by non-profit state-private combines, served notice that they would seek commercial telecasting monopoly, opposing entry of privately owned competitors into TV field. Three of Germany's 5 public TV chains already accept limited number of spot commercials, which are generally bunched into 30-min. program.

Subsidy of about $2,000,000 for Swiss non-commercial TV network has been voted by Govt. Operated by Post Office dept. and supported by receiver licenses, the 4-station system is heavily in red. Swiss newspaper publishers have also offered annual subsidies totaling some $500,000, so long as stations continue on non-commercial basis.

Cuban Labor Confederation buy of Union Radio, acquiring stations in Havana and 9 interior cities, was announced Nov. 1 by Confederation secy. Eusebio Mujal. He said $150,000 would be spent for modern equipment at stations, whose sale price was reported as $450,000.

Circulation peak of 5,806,060 copies was set by *TV Guide's* Oct. 12 edition, topping previous record of 5,669,726 set March 9, 1957. New York metropolitan edition led magazine's 50 regional editions with 1,210,800 for Oct. 12 issue.

St. Louis Switch Protested: A fly in the balm of everybody's-happy-now station-ownership parlay in St. Louis—wherein FCC approved CBS's purchase of KWK-TV (Ch. 4) and 220 TV's acquisition of Ch. 11 CP (Vol. 13:43)—appeared in form of protest filed this week by St. Louis Amusement Co. (Fanchon & Marco theatres). Protestant was once competitor of CBS's for Ch. 11 but defaulted early in the fight, never was considered a contender; in this week's filing, it charges "unlawful combination," and "buy out" of opposition. Protestant faces uphill fight proving its standing to protest. However, even if it fails to convince FCC, it delays transfers.

Commission cleared up several facilities-change applications: (1) WNHC-TV, New Haven (Ch. 8) from 9 mi. north of New Haven and 26.5 mi. southwest of Hartford to 19.8 mi. northeast of New Haven and 14.5 mi. south of Hartford. (2) WJBF, Augusta (Ch. 6) to about 10 mi. south of present site, increasing height from 610 to 1370 ft.—affirming earlier grant after WNOK-TV, Columbia, S. C. (Ch. 67) withdrew protest. (3) WICU, Erie (Ch. 12) to 5.6 mi. southeast of city's center—affirming previous authorization upon withdrawal of protest by WSEE, Erie (Ch. 34). (4) KTRX, Kennewick, Wash. from Ch. 25 to 31.

Convinced that Hattiesburg-Laurel, Miss. area can't support 2 stations and that uhf can't survive in Baton Rouge, majority owners of WDAM-TV, Hattiesburg (Ch. 9) and WAFB-TV, Baton Rouge (Ch. 28)—Edgar Stern group, operating WDSU-TV, New Orleans (Ch. 6)—asked FCC for permission to move WDAM-TV to Baton Rouge, take WAFB-TV off air. Also submitted was agreement whereby grantee WTLM, Laurel, Miss. (Ch. 7) would take over WDAM-TV facilities for $160,000, begin operating on Ch. 7.

Another uhf grant for Baton Rouge was lined up with initial decision favoring Port City TV Co. for Ch. 18, after competing applicant Bayou Broadcasting Co. dropped out. Port City agreed to pay Bayou $4000 for expenses, in return for which Bayou agreed to drop its Ch. 40 CP, which it had sought to change to Ch. 18.

FCC received petition from Ch. 15 grantee WCBF-TV, Rochester, to assign Ch. 13 to that city so it can switch to the vhf channel.

Translators granted: Lebanon, N. H., Ch. 81, to WWLP, Springfield, Mass.; Gold Beach Ore., Ch. 74, to Community TV Assn.; San Saba, Tex., Ch. 80, to Norman R. Phillips.

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FCC network study staff report (Vol. 13:40-41) will be printed by House Commerce Committee in about a month. Spokesman for Chairman Harris (D-Ark.) said it will be issued as report of Committee to House—without endorsement, but in form of "letter of transmittal." FCC's Office of Network Study currently is re-editing report carefully for typographical errors, incorrect footnote references, etc. Single copies will be available without charge.

Early congressional consideration of bills to exempt all-channel sets from 10% Federal excise tax was urged in letter to House Ways & Means Excise Subcommittee Chairman Forand (D-R. I.) by Committee for Competitive TV. Pointing out that at least 10 more uhf stations have gone off air since last spring, CCTV stated: "The uhf TV situation is more serious at this moment than it was a year ago."

NARTB Code Review Board quarterly meeting Nov. 11-13 in Hollywood will take up TV films staff monitoring report, viewer complaints & comments.

Craven Boosts Boosters: Legalizing the illegal vhf boosters will be proposed formally to full FCC by Comr. Craven, who inspected Colo. booster operations at request of Gov. Steve McNichols. He'll propose that boosters be classified as "limited radiation device," and that station operators whose signals are to be relayed certify to FCC as to probability that boosters will cause no interference and agree to provide regular engineering inspection. His view is that Communications Act doesn't require boosters to be considered "transmitters," that they may be considered part of receiver. Craven says western telecasters are willing to go along. He also reports that community antenna operators are prepared to accept proposal. Actually, he says, CATV operators have little desire to build cable systems in towns served by boosters because they're too small. In one case, booster serves 7 families.

Refusal of equal TV time to Negro leader by WLBT, Jackson, Miss., following 60-min. program in which 3 southern politicians aired views on racial issues, posed problem of "fair" programming—and what Govt. can do about it—to FCC this week. In protest dated Oct. 17, Miss. field secy. Medgar Evars of National Assn. for Advancement of Colored People asked Commission to enforce equal time rule against station so he can answer Gov. J. P. Coleman, Sen. Eastland (D-Miss.) and Rep. John Bell Williams (D-Miss.), who had discussed Little Rock, Ark. crisis. FCC spokesman pointed out to newsmen that rule applies only to bona fide candidates for public office, not to controversial issues, although Commission expects stations to be "fair" in overall programming. FCC itself had made no reply to protest this week.

Trial of test case involving legal right of United Automobile Workers to spend dues money directly for political broadcasts opened this week in U. S. District Court, Detroit. Corrupt Practices Act indictment against union for sponsoring campaign shows on WJBK-TV, Detroit, in 1954 election was dismissed last year (Vol. 12:5), but Govt. won appeal to Supreme Court, which ordered trial to determine issues (Vol. 13:11). Union claims telecasts were educational—not political—even if they did favor candidates supported by UAW. Govt. contends they violated law against direct contributions to candidates by unions or corporations.

"Equal time" protest alleging discrimination against Socialist Workers Party by DuMont's WABD, N. Y., in mayoralty campaign was filed Oct. 29 with FCC, which offered little hope of any action prior to Nov. 5 election. Minority party complained that station excluded candidate Joyce Cowley from *Between the Lines* program which gave time to rivals, asked that FCC "rectify" situation before voters go to polls. But FCC replied that issue (including rejected offer of 15-min. by WABD to Mrs. Cowley) may require hearing which couldn't be concluded before Nov. 5.

Invitation to inspect uhf setup of WWLP, Springfield, Mass. (Ch. 22) has been accepted by FCC members who will fly there Nov. 22. Station also operates satellite WRLP, Greenfield, Mass. (Ch. 58), translator W79AA, Claremont, N. H., holds CPs for translators W71AA, Newport, N. H. and W81AA, Lebanon, N. H.

Only TV application on agenda of CBC Board of Governors Dec. 6 meeting is for satellite of CJBR-TV, Rimouski, Que. (Ch. 3), to be operated by La Compagnie de Television Pohenegamooke Inc. in Estcourt, Que. (Ch. 70). CBC also is reported exploring possibility of building 4 satellite TV stations in northern Ont.

Transocean TV pickup from BBC was reported Nov. 1 by Press Wireless at Baldwin, L. I., where reception of signal lasted 1½ hours.

Preview of Frey Report: Most advertisers think they pay agencies too much commission for packaged TV shows, while even more agency men are convinced that the 15% they get isn't enough.

These are among preliminary findings in long-awaited Frey Report disclosed this week in Atlantic City at 48th annual meeting of Assn. of National Advertisers, which commissioned $40,000 study of agency practices, services & compensation a year ago.

Prof. Albert W. Frey of Amos Tuck School of Business Administration at Dartmouth College polled 845 adv. mgrs., 412 agencies, 277 media, 193 officers of corporations, came up with 24-page report, 17 pages of tables which will be included in full study to be published in Jan.

Among adv. mgrs. responding to Frey questionnaires, 59% thought agencies' commission for packaged TV shows should be less than 15%, only 35% supported standard fee. For agency-produced shows, 60% thought 15% was proper, 31% thought figure should be higher.

Among agencies, 70% of those which have produced TV shows figured commission should be higher—and higher proportion of agencies which have bought packaged shows believed that 15% is least which should be charged.

In general, many big advertisers reported they want to scrap present 15% commission system, substitute flat fees negotiated with agencies. Agencies generally said commission system should be continued—with the 15% upped.

Advertisers and agency & media executives at ANA meeting reached no common conclusions on touchy subject of fees, but indications were that Frey Report might lead to some major changes in system. ANA itself confined itself to statement that "any comment at this time would be premature," although pres. Paul B. West said at press conference that "positive note" had been struck by industry's unprecedented self-examination.

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TV fare itself came under criticism at meeting, pres. John P. Cunningham of Cunningham & Walsh asserting that "index of boredom" by public "has been rising steadily" under "great massive waves of imitation." Next sponsor who buys a TV western which isn't "marked creative departure from the pattern ought to turn in his grey flannel suit and go to the eternal showers," he said.

"We want it [TV] to be a strong, well-rounded medium," Cunningham said. "Multiplication of the same type of show, such as the present wave of singers, quizzes, and westerns, can only narrow the base of TV, restrict its power and its value to the people."

On the other hand, v.p. Lansing B. Lindquist of McCann-Erickson told meeting that if there is one word for TV & radio networks today, in comparison with 5 years ago, it is "maturity." He said that for first time advertisers have "full-blown, grown-up set of media tools" in broadcasting. Lindquist particularly praised network radio as "programmed, scheduled & priced more intelligently than ever before in the history of the medium."

Warning that much "management, marketing & advertising energy goes down the drain" in developing & promoting new products, Conrad Jones of Booz, Allen & Hamilton said admen should give "more to the management decisions that precede commercial introduction."

"There are brilliant advertising campaigns for products in dying fields, but the product will still die," Jones said, asserting one function of admen is to help make sure new products will yield commercial return.

Ownership in WMFD-TV, Wilmington, N. C. (Ch. 6) is being sold by Richard A. Dunlea & wife, who are disposing of their 210 shares (60%) for $153,850. Dan D. Cameron, other TV stockholder, retains 40%; Dunlea keeps radio WMFD, of which he is sole owner. Dunlea stock buyers are WNCT, Greenville, N. C. (Ch. 9), paying $150,000 for 171.5 shares, and Wilmington businessman J. W. Jackson paying $3850 for 38.5 shares. After transfer has been effected, stockholders are to buy additional shares at $100 each in following amounts: WNCT, 250 shares; Dan D. Cameron, 200; James W. Jackson, 50. Ownership will then be: WNCT, 49.58%; Dan D. Cameron, 40%; James W. Jackson, 10.41%. WMFD-TV Sept. 30 balance sheet shows $46,878 in accumulated earnings as of Jan. 1, 1957, reduced by loss from sale of coaxial cable, trade of transmitter equipment and depreciation to $38,186. It had $73,380 current assets, $389,731 in property; $60,967 current liabilities, $18,035 taxes payable, $288,453 notes payable. WNCT Sept. 30 balance sheet lists $103,299 surplus and $51,896 profit to date for 1957.

Option for 50% of WIIC, Pittsburgh (Ch. 11) may now be exercised by H. Kenneth Brennen & family, FCC having approved $500,000 stock sale to them under terms of merger agreement reached in 1955 with *Pittsburgh Post-Gazette* (WWSW), which retains other 50% (Vol. 13:40). Brennen family has sold Pittsburgh radio WJAS & WJAS-FM to NBC (Vol. 13:39), but retains radio WHJB, Greensburg, Pa. and Radio Advertising Co., Pittsburgh. WJAS formally changed hands Oct. 31.

Sale of WATV, Newark-N. Y. (Ch. 13) with WAAT & WAAT-FM, includes assumption of $950,000 in obligations by buyer NTA, bringing price up to $4,500,000, sales agreement providing that NTA is to pay $2,500,000 for stock, additional $1,000,000 out of station profits (Vol. 13:40). WATV Sept. 30 balance sheet filed with transfer application lists $148,115 deficit. It had $123,362 current assets, $475,939 fixed assets; $532,416 liabilities, $215,000 common stock. NTA consolidated July 31 balance sheet lists $1,474,443 earned surplus since June 8, 1955 and additional $3,640,896 capital surplus. It lists $5,152,154 cash, $11,510,869 in notes and accounts receivable, $27,611,493 current assets, $903,461 fixed assets; $16,985,218 current liabilities, $3,531,617 deferred film rental income, $2,734,787 payables due after 1 year, $4,600,000 6% sinking fund subordinated notes.

Purchase of WROM-TV, Rome, Ga. (Ch. 9), which holds authorization for move to Chattanooga, by Martin Theatres of Georgia for $722,500 (Vol. 13:40) was approved by FCC. Sellers, headed by Dean Covington, failed to find financial aid needed to build "first-class" Chattanooga outlet and decided to sell to Martin Theatres (E. D. Martin, pres.), owner of WTVM, Columbus, Ga. (Ch. 28).

Sale of WREX-TV, Rockford, Ill. (Ch. 13) for $2,850,000 by Greater Rockford Television Inc. (Louis E. Caster, pres.) to Continental Television Corp., in which Bob Hope has 50% interest (Vol. 13:40), was approved by FCC. Hope's associates are Albert Zugsmith, 25%; Ashley L. Robison, 15%; Arthur B. Hogan, 10%.

New and Upcoming Stations: Bumper crop of stations began operation this week, largest number to make debut since summer of 1955. Five were new starters (2 uhf), one uhf resumed after moving to new site, and Mexican border outlet reports start earlier this month. Demise of WGLV, Easton, Pa. (Ch. 57), in economic difficulties, which left air Nov. 1, brings on-air total to 516 (90 uhf). New starters: WLWI, Indianapolis (Ch. 13) began 5 p.m. Oct. 30 with ABC-TV; WINR-TV, Binghamton, N. Y. (Ch. 40) 7 a.m. Nov. 1 with full NBC-TV schedule, also carrying some ABC-TV; WOWL-TV, Florence, Ala. (Ch. 15) Oct. 28 with NBC-TV & CBS-TV; KXGN-TV, Glendive, Mont. (Ch. 5) Nov. 3 with CBS-TV; WMVS-TV, Milwaukee (Ch. 10, educational) 4:45 p.m. Oct. 28. WKST-TV (Ch. 45) resumed Oct. 31 as Youngstown, O. outlet with ABC-TV, after moving from New Castle, Pa. Border starter is XEM-TV, Mexicali-El Centro, Cal. (Ch. 3), which reports Oct. 1 debut as independent.

WLWI began programming same day it got program authorization, following FCC denial of petitions by losing applicants, who sought to block effectiveness of grant to Crosley Bcstg. Corp. (Vol. 13:43). It's area's fourth outlet; Crosley's fifth vhf, third affiliated with ABC-TV. It has 50-kw RCA transmitter and 12-bay superturnstile antenna on 1016-ft. Ideco tower at Ditch Rd. & 96th St. Studios are at 1401 N. Meridian St. John T. Murphy is TV v.p. for Crosley; John Babcock, from WLWT, asst. gen. mgr. of WLWI; Robert Lamb, ex-Chicago sales mgr. for Crosley, sales mgr.; Lyle R. Allen, ex-WITN-TV, Washington, N. C., merchandising mgr.; Charles W. Brodhead, ex-CKLW-TV, Detroit-Windsor, program director; Bruce Cox, WLWT, director of special services. Base hour is $1100. Rep is Crosley.

WINR-TV is programming 18 hours daily using 25-kw RCA transmitter and 52-gain pylon antenna on 400-ft. tower to get 1070-kw maximum ERP. City's other outlet is Triangle Publications' WNBF-TV (Ch. 12). WINR-TV is owned by *Binghamton Press* (Gannett). Dale Taylor, ex-mgr. of radio WENY, Elmira, is gen. mgr.; A. Victor Ludington, ex-sales mgr. of WOAY-TV, Oak Hill, W. Va., sales mgr.; Bill Densmore, ex-WDAN-TV, Danville, Ill., program director; Gino Ricciardelli, ex-WPTV, Palm Beach, technical director. Base hour is $300. Rep is Hollingbery.

WOWL-TV is in northwest corner of state near Tenn. border; only TV within 90 mi. is WMSL-TV, Decatur, Ala. (Ch. 23), 43 mi. away. WOWL-TV has 1-kw GE transmitter, GE antenna on 300-ft. tower from U. S. Tower Co. at 800 Cyprus Mill Rd. Richard B. Biddle, pres.-gen. mgr., owns 50% (25% personally, 25% through radio WOWL, of which he has 52% control). Jack Worley, from WOWL, is sales & program mgr.; John Utley, ex-KLAS-TV, Las Vegas, production mgr.; Larry Rohling, WOWL, chief engineer. Base hour is $200. Rep is Forjoe.

KXGN-TV has 5-kw DuMont transmitter and 1-bay GE antenna on 192-ft. Fisher tower at Kendrick Ave. & Valentine St. It's near eastern border of state, 92-mi. from KDIX-TV, Dickinson, N. D. (Ch. 2) and 88-mi. from KUMV-TV, Williston, N. D. (Ch. 8). Owner is Lewis W. Moore, also owner of radio KXGN and local theatre. Coming from KXGN are gen. mgr. Dan C. Palen, sales director Karl Johnson, film buyer Lewis W. Moore, chief engineer Donald J. Powers. Base hour is $125. Rep is Grant Webb.

WMVS-TV has 10-kw RCA transmitter at Port Washington & Donges Bay Rds.; Alford 4-bay antenna is side-mounted at 700-ft. level of WITI-TV tower. Studio is at 1015 N. 6th St., where closed-circuit operations have been conducted for over 2 years by grantee Board of Vocational & Adult Education. H. E. Barg, Board business mgr., is gen. mgr.; Paul K. Taff, operations mgr.; John Lemke, program & film mgr.; James C. Wulliman, chief engineer.

WKST-TV quit air Jan 14, 1955 while awaiting FCC action on petition to move transmitter to Youngstown, O. 17-mi. away (Vol. 11:2). Permission was given early this year (Vol. 13:8), contingent on field intensity survey showing that coverage of New Castle would comply with rules. It has new RCA transmitter and 638-ft. tower at 3800 Shady Run Rd., Youngstown, emits 198-kw ERP. Studios are at Shady Run Rd. and in New Castle. S.W. Townsend, pres. & gen. mgr., and Wanda E. Townsend control WKST-TV & WKST. Robert C. Harnack, from Paul Smith Adv., is sales & production mgr.; Harry Reith, from WKST, is New Castle sales mgr. Base hour is $350. Rep is Everett-McKinney.

XEM-TV claims 100-kw ERP, with 90% of programming in English. It has studio & transmitter in Hotel Barbara Worth, El Centro. Affiliated with Telesistema Mexicano S.A. (Emilio Azcarraga interests), it's headed by Don Carlos Blando, gen. mgr. Robert Kelly, ex-KIVA-TV, is sales mgr. Base hour is $200. Reps are National Time Sales and Harlan G. Oakes.

Application for sale of KVTD, Sioux Falls, Ia. (Ch. 9) & radio WNAX, Yankton, S. D. by Cowles Bcstg. Co. for $3,000,000 to Peoples Bcstg. Corp. (Vol. 13:41) includes Oct. 5 balance sheet for Cowles (also operator of WHTN-TV, Huntington, W. Va. & WHTN, radio KRNT and owner of 60% of KRNT-TV, Des Moines), which lists $351,863 paid in surplus, $194,852 operating surplus. It had $599,739 current assets, $195,933 in KRNT-TV common stock, $2,066,933 fixed assets; $450,823 current laibilities; $107,285 long term liabilities, $1,800,000 capital stock.

Facilities changes: KOVR, Stockton (Ch. 13) began Oct. 28 with 316-kw from new site on Butte Mt., near Jackson, Cal., after operating since Sept. 16 with interim 138-kw on Mt. Diablo. WESH-TV, Daytona Beach (Ch. 2) goes to 100-kw, having received program authorization Nov. 1. KROC-TV, Rochester, Minn. (Ch. 10) Oct. 31 went to 240-kw. KSHO-TV, Las Vegas (Ch. 13) went to 11.5-kw Oct. 26, now located at El Rancho Vegas Hotel.

Transfer of KHVH-TV, Honolulu (Ch. 13) & KHVH to Kaiser-Burns Development Corp. in deals involving $168,750, plus assumption of $266,000 in notes due Henry Kaiser (Vol. 13:40) was approved by FCC. Hal Lewis, who remains with stations, gets $25,000 for his 25% of TV, $100,000 for 50% of radio stock. Henry J. Kaiser Co. owns 50%, Fritz B. Burns 43.5%, of Kaiser-Burns Development, operator of Hawaiian Village Hotel.

TV, radio & press dominate "mind, morals & thinking" of Americans who once were influenced by ministers & educators, Rev. Paul O. Madsen of N. Y. told American Baptist urban convocation Oct. 29 in Indianapolis. Citing 3 TV & 4 radio networks and 3 press associations as main influences now, he said "church is not prepared for such broad scale mass manipulation of mind and perhaps never should be."

RCA shipped 24-gain antenna Oct. 18 to upcoming WMBD-TV, Peoria (Ch. 31), due in Jan.

Reports of Radio Station Sales: WRMA, Montgomery, Ala. by Ralph M. Allgood & Grover Wise for $165,000 to WRMA Bcstg. Co. Inc., owners of WAOK, Atlanta (broker, Blackburn) . . . WIKB, Iron River, Mich., by WIKB Inc. (Henry Frailing, pres.) for $53,000 to Edwin Phelps and son, of Wilmette, Ill. (Kander) . . . WDIA, Memphis, Tenn. by John R. Pepper & E. R. Ferguson for $1,000,000 to owners of WOPA, Oak Park, Ill. (Ch. 44 grantee) and KXEL, Waterloo, Ia., headed by Egmont Sonderling . . . WAND, Canton, O. by P. C. Wilson for $150,000 to Agnes J. Reeves Greer, owner of WJER, Dover, O.; WKJR, Pittsburgh, Pa., & WAJR, Morgantown, W. Va. (Crisler) . . . WZIP, Covington, Ky. by WZIP Inc. (Arthur L. Eilerman, pres.) for $150,000 to Leonard P. Goorian & Alfred B. Katz (Crisler) . . . WTAN, Clearwater, Fla., 75% by Mary B. & William G. Wells for $150,000 to H. Dennison Parker, v. p. and 25% owner of station.

Radio sales approved by FCC this week: WNGO, Mayfield, Ky. by R. B. Ligon and gen. mgr. T. E. Brewer for $120,000 to Charles W. Stratton and H. D. & Mose Bohn (Vol. 13:37) . . . WSKI, Montpelier, Vt. by Paul Perrault for $75,000 to Elles E. Erdman & Nayte Schoonover (Vol. 13:33) . . . KYTE, Pocatello, Ida. by J. Ronald Bayton for $60,000 to Thomas R. & Andrew H. Becker (Vol. 13:41) . . . WOOW, New Bern, N. C. by Paul Reid for $50,000 to Leo Hoarty and associates of WBOF, Virginia Beach, Va. (Vol. 13:39) . . . WCPM, Cumberland, Ky. by Edward F. Shadburne for $41,860 to Elmo Mills (Vol. 13:40) . . . WJOE, Ward Ridge, Fla. by Vacationland Bcstg. Co. Inc. for $40,000 to Rupert P. Werling (Vol. 13:41).

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Just plain music and nothing else—this plan seems to winning a few adherents among radio stations. *N. Y. Herald Tribune*'s Joe Hyams devoted Oct. 29 column to AM station described as "Radio 860," San Diego, which is programming nothing but background music, with no commercials — collecting $1-a-month subscriptions from listeners who want to hear commercial-free music, sans calypso or rock-&-roll. Though not identified in article, station is presumed to be Tijuana's XEMO. Meanwhile, new "music-only" FM-only station WBKW (Joe L. Smith Jr.) began operation in Beckley, W. Va., announcing programming will "consist entirely of hi-fidelity music, uninterrupted except by station and sponsor identification at the quarter hour"—with music continuing in background during these announcements. Station will also play binaural tapes, cooperating with local WJLS (AM).

TV gives "new dimensions" to education, consultant Alexander J. Stoddard of Ford Foundation's Fund for the Advancement of Education said Oct. 30 in Chicago at national conference on high schools. "TV does not substitute for what was in the past," he told teachers, "but it adds new dimensions to what we already have had and can continue to hold."

CBS Foundation fellowships, worth $8000 each for study at Columbia U, will be awarded for second year to 8 "promising persons engaged in radio & TV news & public affairs" (Vol. 13:1, 18). Applications for new grants, which start in fall of 1958, will close Dec. 16 at Foundation office, 485 Madison Ave., N. Y. Winners will be announced in Feb.

America's biggest fortunes, as listed in Nov. *Fortune*, are noteworthy for scarcity of those with TV connections. Of total of 76 named, having fortunes from $75,000,000 to $1 billion, only 6 have known connection to TV industry: oilmen H. L. Hunt & Sid Richardson, Amory Houghton & Arthur A. Houghton Jr. (Corning Glass), financier John Hay Whitney, Henry J. Kaiser.

Return to Radio: CBS Radio took page ads in Oct. 30 *N. Y. Times* and *Wall St. Journal* to proclaim that 14 of 15 "biggest network radio advertisers in the peak radio year 1948" are back this year—and all have used CBS Radio. "Even more important," ad boasts, "large corporations (Ford, Home Insurance, Longines-Wittnauer, GM) which were not big network radio users 10 years ago are now important advertisers" on network. Returnees listed: Procter & Gamble, Sterling Drug, General Mills, General Foods, Gillette, Miles Labs, Lever Bros., Liggett & Myers, American Home Products, Colgate-Palmolive, R. J. Reynolds, Philip Morris, Swift, GE. Radio also was promoted in Oct. 31 *N. Y. Herald Tribune* by rep Henry I. Christal with page telling "How to Wrap Up a Region" — using WBEN, Buffalo; WHAM, Rochester; WGY, Schenectady; WSYR, Syracuse.

"Radio will be a major tool of the free nations of the world in offsetting the iron & intellectual curtains which the Communist nations are attempting to put around the masses of people that they have doomed to slavery." So said Westinghouse Broadcasting pres. Donald H. McGannon this week in address to Chicago Kiwanis Club describing his recent tour of Radio Free Europe installations. "Honest news is a scarce commodity behind the Iron Curtain," he said—and RFE has exploited this fact by "beating the Communists' time and again on their own stories."

Network ban on "darkies" and other racial terms in folk songs used as official state songs was ended this week by CBS & NBC following demands by southern Democrats for investigation of such "censorship" (Vol. 13:31). But restoration of original language to state-adopted songs only didn't satisfy Chairman Harris (D-Ark.) of House Commerce Committee, who said Nov. 1 committee "undoubtedly" will explore issue, which he described as "serious one." Fla. uses "Swanee River," Ky. "My Old Kentucky Home" as official songs.

Little Rock crisis provided "electrifying example of TV's unique ability to give the nation an unobstructed, on-the-scenes view of the crucial events of our time," CBS-TV station relations v.p. Wm. B. Lodge told Baltimore Ad Club luncheon observing 10th aninversary of WMAR-TV. System of free TV breeds unity in times of crisis and strengthens U. S. democracy, he said.

Radio & TV Executives Society opens 4th annual time buying & selling seminar Nov. 12 at luncheon in Biltmore Hotel, N. Y., with pres. Lewis H. Avery of Avery-Knodel speaking on "History of Spot Radio & TV." Series of 16 Tues. sessions there runs until March 11.

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FM Progress in Europe: There are now more than 500 FM stations on air in Western Europe, according to tabulation by European Broadcasting Union's Technical Centre in Brussels. List shows Italy leading with 199, West Germany with 157, United Kingdom 37, Finland 28, Switzerland & Austria 16 each, Denmark 10, Netherlands 8, France & Yugoslavia 7 each, Sweden 6, Morocco & Norway 4 each, Vatican City 2, Luxembourg & Spain 1 each. Tabulation of stations as of April 1957 by location and by frequency, with essential technical information is available from EBU Technical Center, 4 Rue de la Vallee, Brussels for 25 Belgian francs (about $5). Title: *List of Sound Broadcasting Stations (VHF Band)*. Also available from Technical Center is similar listing of European TV stations, covering principal outlets (but not repeaters and satellites) as of April 1957. Titled *List of Television Stations (VHF Band)*, it may be purchased from same address for 25 Belgian francs.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
November 2, 1957

OCT. SALES & PRODUCTION DOWN 20% FROM LAST YEAR: TV production, factory and distributor sales are about 20% under totals for Oct. 1956, but manufacturers are watching retail sales and inventories, keeping good balance at a lower level.

Production in Oct. was 656,000 compared with 821,000 a year ago; factory sales of 662,000 compared with 861,000, distributor sales were 646,000 vs. 860,000. End of Oct. factory and distributor inventories totaled 1,650,000, a reduction of about 50,000 below those of same period in 1956.

Trade sources feel heavy production cutback in Oct. corresponds to similar reduction in Nov. 1956 when production dropped from Oct.'s 821,000 to 680,000.

Meanwhile, final retail sales figures for Sept. have been set at 705,000, excluding about 18,000 exports, only about 2000 less than we reported in preliminary estimate (Vol. 13:42). Retail sales in Sept. 1956 were 763,908.

TV with Transistors: Transistors have finally come to TV -- via hi-fi. RCA, going along with trend toward revival of TV-phono combinations, this week announced new TV-phono, 2 black-&-white consoles and one color set -- all using the transistorized sound system which RCA developed for its hi-fi sets.

The 4 new sets all have 21-in. picture tubes. Combination has 5 speakers, lists at $550. Others have 3 speakers -- and jack for phonos, tuners or stereo tape players, etc. Color set lists at $895, black-&-white consoles at $495.

RCA's pitch on these sets will be quality of sound. RCA Victor TV div. v.p. C.P. Baxter said introduction of sets follows "survey that reveals a considerable market for complete home entertainment instruments that include both TV and high fidelity." He sounded keynote in RCA campaign when he said new sets provide "the most realistic TV sound ever produced."

RCA also added to its line new 21-in. table model at $180-$190, console at $380. All new sets are due for shipment in "near future."

Raytheon Tube & Transistor Surge: Not one of the tube-making giants, but a steady producer over the years, Raytheon's picture tube plant at Newton, Mass. is operating 24 hours daily; "limited" 3-shift schedule is in effect at the Newton semiconductor plant and at one of 2 receiving tube plants at Newton & Quincy.

Transistor production is "considerably ahead" of last year, N.B. Krim, v.p. and gen. mgr. of receiving and CR tube operations, told us. He listed Raytheon's total transistor production since 1954 at about 7,750,000 through Oct. or more than 20% of U.S. industry total.

Total value of Raytheon tube and semiconductor production is "well over one-third billion dollars," or about 10% of U.S. total since 1922, Krim said. By units this amounts to about 400,000,000 receiving tubes, 2,500,000 picture tubes, 24,000,000 transistors and diodes.

Oct. was "particularly good month" for picture tube sales, reports Krim, although year-to-date total is not quite up to last year, following sale of Raytheon TV-radio div. to Admiral (Vol. 12:22). Bulk of Raytheon picture tube sales are to manufacturers of new sets, some "5 or 6 major accounts," which Krim declined to name -- but which we understand includes Philco and Westinghouse. He said receiving tube production is slightly ahead of last year.

Tube prices "can only go one way -- up," said Krim, describing business this way: Very few picture tube companies are able to show a decent return on investment.

Pointing up diversification, Raytheon -- which did considerable radar work in World War II -- took wraps off new Hawk air defense missile which it is making for

Army. Shown at Assn. of U.S. Army meeting in Washington Oct. 29, Hawk ignores stationary objects, makes use of supersonic speed to attack moving aerial targets even at tree-top height. Spokesman said Hawk uses advanced radar system, can be transported by plane and used with fast-moving assault troops.

Production: TV output was 169,806 week ended Oct. 25, compared with 153,846 preceding week and 200,148 in corresponding week one year ago. It was year's 43rd week and brought TV production for year to date to about 5,245,000, compared with 6,080,052 in same period of 1956. Radio production was 401,178 (125,813 auto) week ended Oct. 25 vs. 411,273 (150,638) preceding week and 346,349 (144,547) in corresponding week year ago. Radio output for 43 weeks totaled about 11,953,000 (4,380,000) vs. 10,884,760 (3,607,911) in 1956 period.

Trade Personals: Robert W. Redecker promoted to mgr., sales and merchandising, RCA Service Co. consumer products service . . . **Samuel N. Regenstrief** resigns as v.p.-manufacturing, Philco appliance div. . . . **Tom E. Mumford** promoted to Hoffman radio div. sales mgr. for radio-hi-fi . . . **Richard D. Evans** promoted to govt. sales mgr., Sylvania special tube operations, Woburn . . . **Norval H. Green** promoted to mgr., RCA semiconductor div. general quality control . . . **Robert A. Jewett** promoted to product sales mgr., chemicals, phosphors and semiconductors, Sylvania chemical & metallurgical div. . . . **Walter H. Powell**, International Resistance Co. director of industrial relations, elected a v.p.; **J. Burton Henry** promoted to sales mgr., new products div., continues as administator of IRC sales divs. . . . **Kendrick R. Wilson Jr.** elected Avco pres. succeeding **Raymond A. Rich** who resigned post but will continue as consultant; **F. C. Reith**, ex-Ford v.p. and mgr. of Mercury div., elected Avco v.p. and pres. of Crosley div. . . . **C. M. Mooney**, ex-IBM, joins IT&T as U. S. govt. relations director . . . **Nat Welch**, Orradio sales v.p., appointed to Ala. Educational TV Commission . . . **Wm. M. Stafford Jr.**, ex-Electra Distributing Co., named SE sales rep., Westinghouse electronics tube div. . . . **Sam P. Karr** named editor of *NEDA Journal.*

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James J. Cassidy, ex-editor of *Electrical Dealer*, recently merged into *Mart*, has joined trade news staff of *Television Digest.*

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"Phenomenal results" are reported by Motorola consumer products marketing v.p. S. R. Herkes from current $1,000,000 TV advertising program. He said this is "first time we have taken national advertising down to local level to this extent." Series consists of 12 full-page newspaper ads in over 100 key markets—with 5 ads already having run—as supplement to national magazine ads. Series has evoked many queries from non-Motorola dealers, he said, and added that he had reports of consumer ordering sets on strength of ads. Herkes described the ads as "hard-hitting," making use of such gimmicks as Motorola's Tube Sentry.

Attention set manufacturers: An American serviceman's gripes about difficulties of repairing printed-circuit sets are entertainingly aired in article appearing in Nov. issue of—of all things—*Wireless World* of London. Author of highly amusing and provocative piece is Jack Darr, Ouachita Radio-TV Service, Mena, Ark.

Sequel to service problem story in Oct. 14 *Time* (Vol. 13:41) came in Nov. 4 issue which carried 10 letters to Editor—none overly critical—commenting on story. Included was one from Sol Polk, Chicago, wishing story had reported "obvious need for adequate, authorized, qualified schooling in our high schools to train service people."

DISTRIBUTOR NOTES: **Hotpoint Appliance Sales Co.** names Max Culpepper dealer-sales mgr. for New York district . . . **Associated Merchandising Corp.** promotes James Garrigan to merchandising representative for TV, radios, tape recorders, phonographs, etc. . . . **Sylvania** appoints Whitehead Radio Co., 118 E. Long St., Columbus, O. for tube and semiconductor products . . . **Elliott-Lewis Corp.** (Motorola), Philadelphia, moves to former headquarters of Motorola-Philadelphia Co., 120 S. 30th St. . . . Polk Bros., Chicago, elects Milton E. Hellman, ex-Merchants Acceptance Co. exec. v.p., as financial v.p.

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EIA renames Julius Haber, RCA, chairman of public relations & adv. committee. Other members: Edward W. Allen Jr., DuMont; Robert Burros, Olympic; Karl H. Carstens, Magnavox; Allen Center, Motorola; J. D. Hevron, J. W. Davis Co.; Bert Housman, Automatic Radio Mfg. Co. Inc.; Norman Huey, GE; C. Erik Isgrig, Zenith; James Jewell, Arvin; R. W. Johnson, Westinghouse; Robert M. Jones, Philco; C. R. Lunney, Sylvania; Harold J. McCormick, Motorola; Joseph R. Owens, GE; W. W. Price, Bendix Radio div.; Wm. T. Reedy, Packard-Bell; D. A. Sandberg, Delco; Arthur Schwartz, Columbia Records, CBS; Wm. F. Sharkey, Industrial Develop. Engineering Assoc.; D. B. Van Winkle, Hoffman.

Kudos for TV-radio dealers and servicemen is aim of Westinghouse electronic tube div. booklet, *This is the Story of a TV Set.* Adv. mgr. J. C. Lane said "consumers are not aware of the 'buy' they get in modern servicing because they fail to understand basic costs that go into servicing. Our program is designed to bring this story to the consumer." Booklet is given dealers in a "Build Consumer Confidence" kit which also includes window display and streamers.

Improved and expanded federal business statistics have been recommended to Congress by the National Accounts Review Committee of the National Bureau of Economic Research. Group called for increased Commerce Dept. staff, surveys of consumer spending and saving every 5 years. Also recommended was immediate action on suggestion of Federal Reserve Board consultant committee for improvements in consumer finance surveys of U of Mich. Survey Research Center.

German TV market presents good opportunity for American manufacturers, reports Blaupunkt v.p.-gen. mgr. Werner Meyer, saying Germany "would require approximately 50,000 units a year for next few years." However, he said sets would have to meet German standards and be backed up with strong service setup. Meyer also said he expects hi-fi boom here to continue with rate of German set imports remaining at about 200,000 annually.

Kansas City Electric Assn. reports sale of 211 color sets in Sept., bringing total to date to 2369.

New Display Devices: Two new electroluminescent panels capable of storing images for long periods were described by RCA scientists this week at third annual meeting of IRE Professional Group on Electron Devices. The experimental devices, with potential applications in radar and other electronic display systems: (1) A new form of light amplifier, which, after 1/100-sec. exposure to dim image, stores and displays the image in bright form for several minutes or longer. This has been made in 3-in. square panel, is based on newly discovered properties of cadmium selenide. (2) A high-definition picture storage panel comprising arrangements of photoconductive and electroluminescent materials in tiny cells on a specially fabricated glass plate. One design contains 1275 cells per sq. in., another about 1600.

Fast-growing Litton Industries has plans for 2 new mergers into new fields, chairman-pres. Charles B. Thornton disclosed at anual meeting. Litton recently announced mergers with Maryland Electronics Mfg. Corp., Aircraft Radio Corp. and Monroe Calculating Machine Co. (Vol. 13:38; 41-42). Thornton told stockholders that a special meeting would be called in next 2 weeks to study Monroe merger, that nearly 90% of Monroe stockholders have agreed to the move. He said all mergers would be on basis of exchange of Litton stock.

Business pickup in second half of 1958, sparked by demand for household appliances, is view expressed by Commerce Dept.'s Business Advisory Council at last week's meeting in Hot Springs, Va. Sears, Roebuck chairman T. V. Houser told economic outlook session that "BAC sees over-all business activity continuing at a high-level plateau but gradually dropping from the present record-breaking high slowly until some time in 1958. It sees no basis for any long continued decline in the American dynamic economy."

Engineer salaries are still increasing, reports American Management Assn., but average boost of 5.9% in year ended June 30, 1957, is down from preceding year's 8.6% average. Assn. says pattern of decreasing salary hikes for engineers and technicians closely follows rate of middle and top management. Survey shows median annual engineer salaries were $5400 for "entering category" to $13,100 for highest non-management group. In Canada, median salaries range $4700-$10,400 for similar levels.

All-industry semiconductor sales will total $200,000,000 in 1958, Hughes Aircraft Co. semiconductor mgr. Joseph S. O'Flaherty predicted this week. He said 1957 sales will total $125,000,000, up from last year's $70,000,000. Hughes' semiconductor sales, he added, are expected to total more than $20,000,000 this year and $35,000,000 next year.

Continued faith in fair trade laws was voiced this week by Willard H. Sahloff, v.p.-gen. mgr., GE housewares & radio receiver div., in talk to Housewares Club of N.Y. He admitted "recent legal developments have not been favorable to fair trade" but reaffirmed "our belief in the continued vitality of fair trade as a marketing philosophy."

Battery-powered radios with built-in radiation detectors were proposed by AEC Comr. Dr. Willard F. Libby in talk this week to Assn. of U. S. Army in Washington. His plan calls for "manufacture and sale of perhaps tens of millions" of such sets as part of national defense plan against radioactive fallout from enemy attack.

Hotpoint reports 1958 TV line exceeding sales estimates, describing sales as "now rising sharply, well ahead of the normal year-end holiday season." Five new 21-in. sets are being introduced, leader table model priced at $190.

Financial Notes: Motorola reports record 9-month sales of $166,023,034, earnings of $5,350,422 ($2.76 per share) and pres. Robert W. Galvin "envisions a satisfactory fourth quarter . . . and total earnings for the year will be greater than last year." Comparable figures for first 9 months of 1956 were sales of $162,689,182, earnings of $4,817,964 ($2.49).

Third quarter earnings were $1,940,644 ($1)—second highest for any third quarter—on sales of $60,356,275 vs. $1,751,757 (91¢) on sales of $60,887,948 in comparable 1956 period.

Galvin wrote shareholders that enhanced earning situation was due to improved price-to-cost TV relationship, increased hi-fi sales, favorable contract car radio business—"all 5 of our divisions having contributed to this result."

Terming the economic situation "fluid," he said Motorola is "alert to this condition" and has "good control of our inventories, receivables and general operations." However, Galvin stated that "we do not envision anything other than a moderate readjustment in the economy as a whole . . ."

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Zenith earned $4,885,301 ($9.92 per share) on sales of $111,134,284 in first 9 months of 1957, compared with $3,890,765 ($7.90) on $100,568,265 sales for corresponding months of 1956. Net profits for quarter ended Sept. 30 were $2,487,164 ($5.05) on sales of $44,648,062 vs. $1,359,941 ($2.76) on sales of $35,197,330 in similar 1956 period. Pres. E. F. McDonald Jr. said profit figures do not include proceeds from settlement of litigation with RCA, et al (Vol. 13:37-38) since exact amount is still being determined. He said Zenith unit sales of TV receivers in third quarter were up 22% from last year while industry sales were down 9.1%. For 9 months, he said, Zenith TV sales were up 11% while industry was down 14%. McDonald noted third quarter jump of 50% in dollar volume of radio-hi-fi-phonographs compared with 1956 third quarter, strong demand for 7-transistor portable radio—with company unable to keep up with orders despite increased production.

Magnavox reports net profit of $920,150 (95¢ per share) on sales of $19,222,205 in quarter ended Sept. 30, 1957, compared with $790,333 (81¢) on sales of $17,037,158 in comparable 1956 period. Pres. Frank Freimann told annual meeting that despite decline in TV orders, increased hi-fi and electronics business would keep volume high in current quarter. Introduction of products such as transistorized radio, new concept in portable TV, hi-fi radio-phonographs and TV models now going into production will help current and subsequent quarter sales, he said.

Dividends: Magnavox, 37½¢ payable Dec. 14 to stockholders of record Nov. 25; Westinghouse, 50¢ Dec. 2 to holders Nov. 8; Official Films, 5¢ Dec. 2 to holders Nov. 15; Erie Resistor, 10¢ plus 1% stock Dec. 15 to holders Nov. 29; Consolidated Electrodynamics, 10¢ Dec. 13 to holders Nov. 27; IBM, 60¢ Dec. 10 to holders Nov. 13 plus 2½% stock Jan. 28 to holders Jan. 6; International Resistance, 5¢ Dec. 2 to holders Nov. 15; Lear, dividend omitted; Loew's, dividend omitted.

Electronic Assoc. earned $830,800 ($1.43 per share) in first 9 months of year, compared with $750,549 ($1.37) in corresponding 1956 period. Third quarter net income was $437,416 (75¢) vs. $168,859 (31¢) last year.

DuMont Labs reports profit of $20,000 on third quarter sales of $10,302,000, compared with a net loss of $439,000 on sales of $12,019,000 in similar 1956 period. However, for 9 months ended Sept. 30, 1957, DuMont lost $978,000 on sales of $30,151,000 vs. loss of $923,500, after a $1,209,500 tax carryback credit, on sales of $34,490,000 in comparable 1956 period. Pres. David T. Schultz said improved TV receiver business was "an important factor" in third quarter profit. Allen B. DuMont Jr., TV receiver div. mgr., reported "receiver operation has made a profit during each month" since June introduction of new line. "Despite some present sales slowdown in the industry," he said, "DuMont television and high fidelity business remains at anticipated levels."

Westinghouse earned $49,102,000 ($2.83 per share) on record sales of $1.477 billion in first 9 months of 1957, compared with a loss of $1,399,000 on sales of $1.015 billion during strike-affected first 9 months of 1956. Third quarter net profit was $18,487,000 ($1.07) on record sales of $494,394,000 vs. $10,314,000 (59¢) on sales of $409,717,000 in corresponding 1956 period. Chairman-pres. Gwilym A. Price expects continued high volume of shipments in fourth quarter, saying unfilled orders remain at high levels despite record sales. New line of consumer products was well accepted, he said, and reported Sept. sales to distributors & dealers "considerably ahead of 1956."

Clevite Corp. reports that its diversified electronics & automotive parts business earned $3,553,000 ($1.87 per share) on record sales of $57,071,000 in first 3 quarters of 1957 vs. $2,630,000 ($1.35) on $53,790,000 year earlier. Third quarter net profit equivalent to 39¢ per share, compared with 56¢ in same 1956 period, was short of expectations, however, chairman James L. Myers & pres. Wm. G. Laffer ascribing decline to reduction in defense shipments. Partly offsetting reduction were gains by Clevite transistor & diode manufacturing units in Waltham, Mass. and Dusseldorf, Germany. "We expect these operations to continue to show increasing sales & profits," they said.

Webcor Inc., formerly Webster-Chicago, specializing in hi-fi but reporting govt. and lamination divisions also operating profitably, increased sales 29% in first 9 months of 1957 to $28,548,591 and net profits to $1,107,545 ($1.70 per share). Result, says pres. N. Malz, is that it will resume cash dividend payments "late this year," especially since "sales and income outlook for the 4th quarter appears exceptionally favorable." In same 1956 period, sales were $22,073,680, net loss $216,505 (35¢ per share). Sales in Sept. quarter were $12,910,115 and net income $603,502 (93¢) vs. $9,577,472 & $18,470 (3¢) in 1956 quarter.

Raytheon earned $3,258,000 ($1.15 per share) on sales of $172,948,000 in 9 months ended Sept. 30, 1957, plus net gain of $2,671,000 (94¢) from stock sales and loans to Datamatic Corp., for total earnings of $5,930,000 ($2.09). Third quarter earnings were $962,000 (34¢) on sales of $60,999,000. No comparative figures are available since Raytheon changed from fiscal to calendar year Jan. 1. Pres. Charles F. Adams listed govt. business backlog of $250,000,000, substantially devoted to guided missiles.

Record sales of $85,000,000, earnings of better than $3 per share for current fiscal year, were seen by Daystrom pres. Thomas Roy Jones in talk this week to N. Y. Society of Security Analysts. This compared with sales of $75,069,000, earnings of $2.77 per share, in year ended March 31, 1957. Jones said Daystrom's business is divided into 68% commercial, 32% government, with backlog—mostly industrial—at $35,000,000 vs. $26,000,000 a year ago. He declared that research & development expenditures had been expanded from last year's 4% to 6.5% of sales.

Grim Warning: "Possibly five years," warns RCA chairman David Sarnoff, is all the time we have "to head off catastrophe for the human race . . . The Free World under American leadership must concentrate . . . on the supreme task of weakening World Communism — from within and from outside—to the point where it ceases to be a peril." Gen. Sarnoff told third annual meeting of Assn. of U. S. Army Oct. 29 in Washington that perfection of an intercontinental missile is "now inevitable . . . It is only a matter of time before both sides have an operational missile . . ." He went on to say "because electronics is at the heart of this weapon, I have been close enough to its development to believe that this climax will be reached within 5 years, and possibly sooner," achieving a stalemate which he termed "Dreadful Parity." He called for countermeasures such as "an adequate Cold War offensive—not a mere holding action . . .;" formation of a "NATO for Political Defense;" maintenance of balanced military forces and resolving "whatever inter-service conflicts there may be in the field of ballistic missiles and related weapons, and speed up their development into operational forms."

American Bosch Arma earned $4,286,617 ($2.26 per share) on sales of $101,089,137 in first 9 months of 1957 compared with $3,385,438 ($1.77) on $86,729,566 year earlier. Backlog of military business in electromechanical & electronic systems and fuel injection & automotive electrical equipment stood at $180,000,000 Sept. 30. But Arma operations have been affected by military budget alignments, necessitating 10% cut in employment, and general business business slowdown is expected to reduce American Bosch sales slightly in present quarter, according to pres. Charles W. Perelle.

Collins Radio Co. earned $2,699,179 ($1.63 per share) on sales of $123,912,221 in year ended July 31, 1957, compared with $3,195,930 ($1.96) on sales of $125,141,055 in comparable period year ago. Order backlog of $115,000,000, 25% higher than a year ago, was reported as of July 31. Report said drop in earnings was due to cost of research & development on commercial items.

Texas Instruments, big transistor manufacturer, reports net profit of $953,000 (29¢ per share) on sales of $17,284,000 in 3 months ended Sept. 30 vs. $476,000 (14¢) on $10,563,000 in same 1956 period. For 9 months of 1957 earnings were $2,572,000 (78¢) on $48,114,000 compared with $1,506,000 (45¢) on $29,853,000 year earlier.

E. J. Korvette Inc. sought SEC approval this week (File 2-13715) to register 70,000 shares of $1 par common stock which it holds in its treasury for an employe stock participation plan. Korvette said plan was set up by agreement with Retail Clerks Union.

General Tire growth is detailed in Nov. *Fortune* article by Spencer Klaw. Story says its RKO Teleradio subsidiary will gross about $55,000,000 this year, net $3,000,000—a return of 27% on General's $11,000,000 investment (including a $7,000,000 loan) in the business.

Ling Electronics Inc. earned $308,485 (35¢ per share) on sales of $3,970,000 for year ended July 31, 1957, compared with loss of $66,505 on sales of $191,879 in 9 months ended July 31, 1956 (full year figures not available).

Jefferson Electric Co. purchase of Electronics Products Corp., Santa Barbara, Cal., for approximately $650,000 has been approved by boards of both companies, report officials.

Meredith Publishing Co. earned $1,068,046 (83¢ per share) in quarter ended Sept. 30, 1957, compared with $1,145,082 (89¢) in similar 1956 period.

Reds Bid for TV Swap: High-level diplomatic conversations between U. S. & Soviet Union on on-again off-again proposals for TV-radio and other exchanges (Vol. 13:31) finally opened in Washington this week. Indications were that there'd be plenty of talk, running for long time, before any agreement is reached—if then.

Preliminary jockeying for advantage by U. S. Ambassador Wm. S. B. Lacey, who spoke for Secy. of State Dulles, and Russian Ambassador Georgi N. Zaroubin, who led Red delegation, centered around (1) U. S. suggestion for uncensored TV-radio programs as starter toward better relations between 2 countries, and (2) USSR suggestion for virtually unlimited trades—but without mention of Russian censorship or other restrictions.

Reminding Zaroubin that Dulles had proposed freer exchange of information at 1955 Geneva conference, Lacey pointed out that "obstacles in the information field have not been removed in the USSR," that broadcasts from other countries are still jammed and news dispatches censored.

"It is in connection with these obstacles to free exchange of information and ideas that my Govt. has taken the initiative to repeat the proposal it made 2 years ago to engage in a periodic exchange of radio & TV broadcasts of commentaries on world events," Lacey said.

Ignoring Lacey's references to Soviet "obstacles," skipping subject of "commentaries," Zaroubin said:

"Soviet proposals also provide for an exchange of radio & TV broadcasts on science, techniques, sports, industry, agriculture, education & health. We propose also that a regular exchange of radio & TV programs of classic, folk & contemporary music be organized. We have in mind the organization of reciprocal trips of radio, TV & press representatives."

This diplomatic exchange failed to bring either party close to acceptable agenda for negotiations.

Meanwhile in Moscow censorship issue was sharpened —possibly to provide fresh bargaining point for Washington discussions—by sudden ban on all shipments of movie or TV film abroad, although for more than 2 years foreign correspondents have been able to send it out freely.

At diplomatic reception Oct. 29, correspondents protested ban to Communist boss Nikita S. Khrushchev, whose interview on CBS-TV's *Face the Nation* in June (Vol. 13:23) revived talk of reciprocal TV-radio trade. He brushed them away, saying he hadn't even heard of order.

Foreign Ministry spokesman said, however: "There are no regulations in the Soviet Union permitting customs to pass film for shipment abroad." He thought somebody must have made mistake in passing previous shipments.

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TV set licenses in Britain undoubtedly now outnumber radio-only licenses—because at end of Aug., licensed TV receivers totaled 7,331,207 (increase of 61,459 during month), radio-only licenses totaled 7,354,024, of which 322,085 were for auto receivers.

Blow to Free Access: Continuation of Canon 35 ban on TV, radio and press photography coverage of court trials was recommended Nov. 1 by American Bar Assn. committee, reporting in Chicago on findings of 18-month study of organization's Code of Ethics. Scheduled to be acted on by ABA's House of Delegates in Atlanta, Ga., next Feb. 24-25, report concluded that cameras and broadcasting apparatus "inevitably create visual & psychological distractions which have no justification in a court of law." It did urge that Canon 35's language be modified so that rule wouldn't apply to ceremonial occasions such as naturalization proceedings. Report was promptly denounced by NARTB pres. Harold E. Fellows, who deplored ABA committee's "unwillingness to recognize 20th Century methods of communications," expressed broadcasters' "regret" that committee "has seen fit to perpetuate ABA's position against broadcast & photographic coverage of court trials which prevents public proceedings from being truly public." Fellows asked ABA to give NARTB "fair opportunity to state its case" against Canon 35 before acting on report. NARTB's protest was seconded by pres. Ted Koop of Radio-TV News Directors Assn. and chairman Julian Goodman of its freedom-of-information committee. They said "ABA still seeks to inhibit the right of the American people to full information about their courts."

TV courtroom coverage in Conn. as "experiment"—despite American Bar Assn.'s Canon 35 against it—was proposed by Superior Court Judge Thomas E. Troland at annual meeting of Conn. Bar Assn. in Hartford. Most lawyers participating in panel on Canon 35 at meeting opposed relaxation of ban, but Troland said it should be tried, along with radio microphones & still cameras, because: "The time is coming inevitably when this rule will be relaxed . . . I don't mean with noise, Klieg lights, wires and popping up and down. But if the methods are unobtrusive we ought to try it. We ought to have a pilot project in one court and experiment with it for a time."

Canon 35 isn't needed to control TV, radio & photographic coverage of courts, directors of Tex. State Bar assert in report adopting recommendations by special committee against observance of American Bar Assn.'s ban on cameras & microphones. Report presented by Chief Justice Spurgeon E. Bell of Court of Civil Appeals, Houston, holds that trial judges themselves should continue to decide whether such coverage is proper.

Two applications for TV stations and 7 for translators were filed with FCC this week, bringing total to 118 (34 uhf) for stations, 37 for translators. Station applications: for Portland, Ore., Ch. 2 by *Tacoma News-Tribune*, owners of KTNT-TV (Ch. 11), Tacoma; for Lubbock, Tex., Ch. 5, by partners David P. Pinkston & Leroy Elmore. Translator applications were for Indio, Cal., Eureka, Nev., Gallup, N. M., Olean, N. Y. and 3 for Redwood Falls, Minn. (For details, see *TV Addenda 25-N* herewith.)

Conversation down to the old firehouse must be dull. Eureka, Nev. (pop. 470) Volunteer Fire Dept. this week applied for Ch. 76 translator to repeat programs of KSL-TV, Salt Lake City.

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WYATT BUILDING, WASHINGTON 5, D. C.

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SUMMARY-INDEX OF THE WEEK'S NEWS — November 9, 1957

"HIDDEN SELL" — subliminal commercialism — stirs up storm as 20 congressmen protest; FCC investigates. Can it be used on TV? (p. 1).

NO MORE KINES on NBC-TV after April, pres. Sarnoff announces, revealing plans for monochrome & color "Tape Centrals" on both coasts (p. 2).

ROYALTY-FREE CROSS-LICENSING deal for use of RCA patents on radio & monochrome TV equipment and tubes, offered to manufacturers (p. 3).

FM BAND IN DANGER? Rep. Roosevelt says his Small Business Committee will act as "watchdog" to prevent encroachment by "vested interests" (p. 5).

ABC STRENGTHENS DRIVE against toll TV which "will kill network TV as we know it." Sen. Langer's Bartlesville poll: 1930 against, 163 for (p. 7).

MATURITY OF TV-RADIO as news media again proved by coverage of new Sputnik. Eisenhower's new science czar is veteran of allocations study (p. 8).

NO PRICE BOOST seen for TV sets by major manufacturers with exception of Motorola. Average factory price of sets rises to $131 in Sept. (p. 10).

1958 TV SALES about equal to 1957, but at lower dollar volume, predicted by Philco's Skinner. Official 9-month TV output put at 4,589,164 (p. 10).

JAPANESE FM TUNERS due here soon, backed by U.S. technical know how. Japan's transistor output seen hitting 5,000,000 monthly by 1959 (p. 12).

DISCLOSURE OF FINANCES of protestant proposed in Austin, Minn. case; to be considered by FCC as method of discouraging protest filings (p. 8).

NEW UHF OUTLET begins programming in La Salle, Ill., bringing TV stations to 517. Canadian satellite starts. Reports on upcoming stations (p. 9).

NETWORK TV BILLINGS mount again in Sept. with 4.6% gain over year earlier for $40,810,081 total; 9-month billings reach $369,076,607 (p. 14).

FCC TO REPORT ON 'INVISIBLE' TV ADS: Report of FCC's "task force" investigation of advertising industry's own sputnik—the injection of commercial messages directly into the subconscious, bypassing the conscious mind—is due to be made public within next 2 weeks.

Whole issue may be academic, according to some well qualified TV engineers, who doubt whether subliminal impression technique is practical—or even possible—on TV. There are others, however, who believe such a system can be made to work—although we could find no indication technique had been tested on TV except by its own promoters, Subliminal Projection Co., 5 E. 57th St., N.Y.

Subliminal perception technique, already tested in movie houses (Vol. 13:37), consists of superimposing brief commercial message or trade name in such a manner that it makes impression on mind of viewer without his consciously knowing that he has seen it. It has aroused storm of complaints—particularly in Congress, and FCC's investigation resulted from receipt of about 20 letters from legislators.

In application of subliminal technique to movies, special projector is used to flash instantaneous word or trade-name on screen—demonstrations have employed 1/3000-of-a-second pulse—which viewer doesn't even know he's seen. But his subconscious mind knows.

But how do you flash a 1/3000-second impulse on a TV screen—considering that it takes electron beam 100 times as long to paint one single frame of a TV picture? This stumps some TV engineers, both in industry and FCC.

But Subliminal Projection Inc. claims to have the answer. Exec. v.p. Richard E. Forrest explained to us this week that subliminal perception is dependent on elements other than speed—one of them

being intensity of image. He said that as length of viewing period is increased, if intensity of the image (brightness) is decreased, commercial message can be kept below threshold of conscious perception.

His company's TV technique, he said, uses image of extremely low brightness, which can be superimposed on regular TV image for extremely long periods of time without being noticed consciously—but which gets its message through to the mind nonetheless. With low contrast and brightness, he said, superimposed image can be retained for minutes—doing its work unnoticed.

He said system had been used successfully on closed-circuit TV but added that his company is not currently demonstrating it because it owns no closed-circuit gear. We could find no network officials who would say they had seen it, but all 3 networks are known to be cautiously interested—even if only because their policy is to overlook no new technological developments.

So far as we could ascertain, system has never been tried on the air in this country and there are no present plans to try it—to which both Forrest and the 3 networks agreed. There have been unverified reports that BBC tested system using—of all things—dirty words superimposed on drama show, to stir audience reaction. Along Madison Ave. there is tendency to dismiss this report as adman's dream.

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Whether it's practical for TV or not, FCC is deadly in earnest in its investigation. Chairman Doerfer, in preliminary report to interested congressmen, stirred up some headlines this week when he said "there is some indication in the trade press that this new technique may have been used on TV." He didn't say whether he was referring to reports of British TV tests.

Conducting FCC's flash inquiry is task group drawn from Broadcast Bureau and offices of general counsel & chief engineer. Purpose of investigation is to determine whether "hidden sell" should be barred from TV, and if so, whether FCC has power to control it or requires new legislation.

While Communications Act provides that FCC can't censor programs, some staffers point out that possible approach to banning any subliminal commercials might be contained in Sec. 317, which provides that sponsors of each program must be identified. Also, they point out, Commission is obligated to check stations' performance in public interest, including any use of deceptive advertising.

Rep. Dawson (R-Utah), one of protesting congressmen, this week urged FCC to ask stations voluntarily to withhold use of technique until investigation is completed. This isn't necessary at this stage of game. Until more is known about technique—not only whether it's possible, but about its moral and ethical implications—industry people we queried echoed the network executive who told us: "I wouldn't touch it with a 10-ft. pole."

Note: In addition to Subliminal Projection Co., another company—Experimental Films Inc., New Orleans—claims to have developed the process and to have had patent applications pending for a year.

TAPE REPLACES KINES ON NBC NEXT SPRING: NBC is first network to announce outright abandonment of kinescope film recordings in favor of magnetic tape.

Just 2 weeks after RCA's impressive demonstration of first practical color TV tape recording (Vol. 13:43), NBC pres. Robert Sarnoff disclosed that network will have 6 RCA prototype color recorders plus 5 Ampex black-&-white machines installed in $1,500,000 "Tape Central" in its Hollywood studios by start of Daylight Time next April. Sarnoff said "similar Eastern Tape Central" will be built in Radio City.

With this one fell swoop, network will discontinue both monochrome and lenticular film color kinescoping of programs and take large step toward "clock-time" programming for different time zones.

From New York and Hollywood, Sarnoff said, NBC-TV plans to eliminate completely Daylight Time schedule changes in all Standard Time zones and to "meet the west coast problem by a tape repeat of the whole schedule throughout the year."

All 3 networks have been making increasingly heavier use of tape for time-zone problems, and particularly west coast repeats. CBS-TV, with largest number of Ampex recorders, has been making greatest use of tape.

One fly-in-the-ointment—though Sarnoff didn't seem to consider it an obstacle—may be difficulty of obtaining the extra AT&T circuits required for such a repeat schedule during Daylight Time period. He stated that NBC plans to lease "an additional 2000 mi. of lines" for 6 months beginning in April, at cost of about $750,000. It's known that the other networks also are planning Standard Time tape repeats for their summer programming—and AT&T is going to be faced with a monumental new-facilities task if it hopes to meet all of these requests for extra circuits.

It's known that at least one network—probably all of them—put in requests with AT&T for enough trunk circuits to get close to "clock-time" programming this winter, but that they had to tone down their requirements because there just weren't enough intercity lines to go around (Vol. 13:39).

NBC currently has 3 prototype Ampex monochrome tape recorders, is understood due to receive 2 production models in Jan., 3 more in Feb.; CBS has 5, and at least 9 more on order; ABC has 3, more on order. Deliveries of production model Ampex black-&-white recorders, at $45,000 each, are due to begin this month—company aiming to have 100 in use by midsummer.

RCA has announced that production model color tape recorders would be available commercially in "latter 1958;" Ampex has indicated it will have color conversion kit for its black-&-white recorders about same time.

RCA OFFERS ROYALTY-FREE PATENT EXCHANGE: RCA's promised new deal on patent licensing (Vol. 13:37-38, 40, 42,) is currently being submitted to its TV, radio and tube manufacturing licensees. These are principal provisions:

(1) Licensees would pay no royalties on use of patents in fields of radio and monochrome TV receiving & transmitting equipment, commercial radio apparatus and all tubes except color TV tubes—in exchange for cross-licensing agreement.

(2) "Color apparatus of any kind"—transmitting, receiving and tubes—is specifically excluded from proposed agreement.

(3) Agreements are to be retroactive to Sept. 1, 1957 and to extend to Jan. 1, 1963.

It's not known whether any agreements have been signed yet—RCA maintaining strict silence.

Add Cable Applications: Additional applications for cable-theatre franchises (Vol. 13:41, 43) were reported this week as filed in 5 states by Tele-Movie Development Co., Film Exchange Bldg., Los Angeles; in 2 states by Frisina Amusement Co., Springfield, Ill. Tele-Movie applications: Ariz.—Phoenix. Cal.—Arcadia, Azusa, Bakersfield, Chula Vista, Colton, Corona, Coronado, Covina, Delano, El Cajon, El Segundo, Escondido, Hawthorne, Hermosa Beach, La Mesa, Lakewood, Manhattan Beach, Monrovia, National City, Paramount, Pomona, Redlands, Riverside, San Fernando, San Gabriel, Santa Barbara, Ventura. Ill.—Chicago. Nev.—Las Vegas. Wis.—Milwaukee. Frisina applications: Ill.—Charleston, E. St. Louis, Effingham, Greenville, Litchfield, Mattoon, Shelbyville, Springfield, Taylorville. Mo. — Hannibal, Mexico, St. Charles. Tele-Movie Development, which also has formed subsidiary Tri-Cities Tele-Movie Co., was organized in May by pres. Walter J. Dennis, v. p. Will Baltin, treas. J. E. Poynter, secy. Harrison W. Hertzburg. Frisina Amusement manages movie theatres in central Ill. cities with John B. Giachetto as gen. mgr. Port Arthur, Tex. application was reported filed meanwhile by Custom TV Inc., Houston.

Color telecasts will be started on limited schedule Nov. 8 by WGN-TV, Chicago, with *The World Is Yours* travel film sponsored by Chicago Motor Club. *Ding Dong School* will be shown in live color starting Nov. 11. Station's equipment includes studio live camera chain and 3-tube vidicon film chain.

TV Critic Faces Critics: CBS-TV's long-heralded *The Seven Lively Arts*, cultural series featuring acidulous TV critic John Crosby of *N. Y. Herald Tribune* as narrator, had premiere Nov. 3—and got panned in his own column. Crosby delicately gave task of reviewing first program (S. J. Perelman-written "The Changing Ways of Love") to playwright George Axelrod, who reported in Nov. 6 *Herald Tribune* that topic "managed to overwhelm 7 arts, 3 narrators (Crosby, Perelman, Mike Wallace), 9 cameras and a whole trunkful of marvelous film clips." Axelrod found Sun. 5-6 p. m. show "disappointing," although "vast improvement on the unchanging ways of Desi & Lucy." As for Crosby himself, guest critic thought his "gentle, wryly perceptive style" wasn't displayed to best advantage, hoped he'd be more himself in upcoming programs. Nov. 3 *N. Y. Times* gave series send-off with interview with Crosby by J. P. Shanley. Next day *Times* critic Jack Gould took off after it: "It is not often that sex can be tedious for most of an hour, but it was . . ." Critic Gould was kind to critic-turned performer Crosby: "The Newspaper Guild may be proud of his debut, and certainly Actors Equity will be understanding." Series is unsponsored.

TNT establishes 4 regional offices, names these mgrs.: John B. O'Connor, eastern div., 575 Madison Ave., N. Y.; Gordon N. Morford, western div., 612 N. Michigan Ave., Chicago; Fred V. Davis, central div., Fisher Bldg., Detroit; Douglas George, Pacific Coast div., 5859 Melrose Ave., Los Angeles.

Personal Notes: **Thomas W. Moore** resigns as gen. sales mgr. of CBS-TV Film Sales to join ABC-TV as sales v.p.; John Howell promoted to his CBS-TV Film Sales post . . . Slocum Chapin assumes new ABC-TV post of v.p. in charge of client relations . . . **John H. Pace** resigns as exec. v.p. & gen. mgr of Public Radio Corp. (radios KAKC, Tulsa, and KIOA, Des Moines) to join ABC as gen. mgr. of radio KABC, Los Angeles, and managing director of radio KGO, San Francisco, Dec. 1 . . . **Jess Oppenheimer**, TV producer-director-writer, appointed head of new NBC-TV creative programming unit, reporting to **Manie Sacks**, v.p. for network programs & talent . . . **H. W. (Hank) Shepard**, special projects director of NBC o-&-o stations, named gen. mgr. of radio WJAS, Pittsburgh; **Martin Pollins**, from NBC Radio Spot Sales, sales mgr.; **Oscar Campbell**, chief accountant for o-&-o stations, business mgr. . . . **Bradley R. Edimann** promoted to sales mgr. of WGN-TV, Chicago, succeeding **Theodore Weber**, resigned; **Edward A. Warren**, ex-WNDU-TV, South Bend, named film mgr. succeeding Bob **Hibbard** . . . **Kenneth E. Chernin** promoted to new post of promotion director of Triangle Publications TV-radio div.; **Donn E. Winther**, from WNBF-TV & WNBF, Binghamton, to asst. promotion director . . . **Wm. F. Kiley**, ex-gen. mgr. of WFBM-TV & WFBM, Indianapolis, and TV-radio-theatre sales veteran **Ted Nicholas**, have formed new adv. agency, Kiley & Nicholas, 3445 Central Ave., Indianapolis, starting with 18 accounts . . . **Warren Fritze** promoted to engineering director of WTCN-TV & WTCN, Minneapolis; **Dave Lee**, from Willis S. Martin Co., named adv. & promotion director of WTCN-TV . . . **Ken Sparnon** promoted to station relations director of BMI . . . R. W. (Pat) O'Brian, ex-TPA, named marketing director of Fred A. Niles Productions . . . **Arthur R. Lerner** promoted to asst. treas. of Guild Films; **Curtis Kaufman**, ex-WMBV-TV, Marinette-Green Bay, named client relations director . . . Art Holbrook, ex-WIBW-TV, Topeka, named managing director of Southern Cal. Broadcasters Assn., succeeding **W. J. Taylor**, now sales & operations mgr. of radio KWIZ, Santa Ana . . . **Charles Hinds**, ex-WCBS-TV, N. Y., named program director of WXIX, Milwaukee, replacing **Leon Drew**, who joins KMOX-TV, St. Louis, as program director . . . **Bert Samson**, ex-Crosley Bcstg. Corp., named exec. v.p. & gen. mgr. of Song Ads Inc., Hollywood, replacing **Robert Sande**, resigned . . . **Hernan Nigaglioni** resigns as gen. mgr. of WKAQ-TV, San Juan, P. R., to return to own public relations firm; **Jose Oviedo** named acting gen. mgr. . . . **Michael Ames**, ex-D. M. S. Hegarty Assoc. and Emerson Radio, joins Ursula Halloran Assoc., public relations . . . **Jack M. Davidson**, ex-Northern Bcstg. Ltd., which operates Ont. & Alta. radios, named exec. v.p. of CKY Ltd., Winnipeg . . . **Robert I. Guy**, ex-operations mgr. of KNTV, San Jose, named program director of KTNT-TV, Tacoma, succeeding **Burke Ormsby** . . . **Zack Hill**, ex-WREC-TV Memphis, named operations mgr. of WKXP-TV, Lexington, Ky . . . **Richard P. Robbins**, ex-*Queen for a Day* staff, named press information director of KTLA, Los Angeles; **Robert G. Reagan** promoted to public relations director . . . **Gene Strul** promoted to news director of WCKT, Miami . . . **Paul S. Abbott**, from WSYR-TV, Syracuse, named gen. mgr. of WSYE-TV, Elmira, succeeding **T. Robert Bolger**, resigned . . . **Bruce H. Ratts** promoted to studio supervisor of WBZ-TV, Boston . . . **L. Walton Smith**, from WROC-TV, Rochester, advanced to promotion director of Transcontinent TV Corp.

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Bruce Eells resigns as TPA western div. v.p. to become exec. v.p. of United Artists TV, headquartering in N. Y. and embarking on large-scale TV production-financing project; TPA central div. v.p. Walter Plant succeeds Eells as western div. v.p., headquartering in Los Angeles; in other TPA promotions, Arthur Spirt moves from account exec. to central div. mgr., Stanley Levy from sales spot mgr. to national station sales director. TPA plans to add 8-12 men to central & western divs. after kick-off sales meeting week of Nov. 18 in N. Y.

Obituary

Harry L. Palmer, 76, retired v.p. of McCann-Erickson, N. Y., died Nov. 2 at home in Skowhegan, Me. He joined agency's predecessor, H. K. McCann Co., as gen. mgr. in 1917, retired in 1938. His widow survives.

Kyoshi Nagata, 54, pres. of govt.-owned Bcstg. Corp. of Japan (NHK), died Nov. 3 following heart attack in Tokyo during reception for visiting Berlin Philharmonic.

ADVERTISING AGENCIES: **Gray Playter**, adv. research mgr. of Armstrong Cork Co., appointed chairman of ANA adv. research committee . . . **Dr. Jaye S. Niefeld**, ex-McCann-Erickson, joins Keyes, Madden & Jones as research v.p. and plans board member; **Edwin L. Fletcher** named research director; **Charles Chappell**, v.p. & art director . . . **Roswell W. Metzger** named exec. committee chairman of Erwin Wasey, Ruthrauff & Ryan, Chicago; **Haakon B. Groseth** & **Larry Northrup**, exec. v.p.'s; **Jack E. Fleisch**, **Kenneth D. Stewart** & **Wm. D. Watson**, senior v.p.'s . . . Dan Kane promoted to TV-radio director of Ellington & Co., Harry Bailey to TV-radio creative supervisor . . . **Charles M. Skade**, ex-American Management Assn., named a senior v.p. of Fuller & Smith & Ross . . . **Ted Grunewald**, TV-radio director and a v.p. of Hicks & Greist, elected a director . . . **Charles A. Bornstein**, ex-NBC, joins traffic staff of N. W. Ayer TV-radio dept. . . . **Robert Coen** appointed assoc. media director of McCann-Erickson.

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Segal, Smith & Hennessey, veteran Washington communications law firm, splits in two—one firm to be headed by Paul M. Segal, other to be known as Smith & Hennessey, headed by George S. Smith and Philip J. Hennessey Jr. Change is effective Jan. 1, Segal to remain at 816 Conn. Ave., others to move. Division of other attorneys in firm hasn't been indicated.

Broadcasters' Promotion Assn. elected Elliott W. Henry Jr., adv., promotion & press information director of ABC's central div., as pres. at closing session of second annual meeting Nov. 2 in Sheraton Hotel, Chicago. He succeeds Westinghouse adv. & sales promotion mgr. David E. Partridge. Charles A. Wilson, WGN-TV & WGN, Chicago, was named 1st v. p.; Montez Tjaden, KWTV, Oklahoma City, 2nd v. p. Directors for 3-year terms: James M. Kiss, radio WPEN, Philadelphia; Ken McClure, WMBR-TV, Jacksonville; Ed M. Morrissey, KIMA-TV & KIMA, Yakima; Robert Peel, WHEN-TV & WHEN, Syracuse.

RAB reelects all officers, led by chairman Kenyon Brown, KGLC, Miami, Okla. Retained at N. Y. headquarters are pres. Kevin B. Sweeney; v. p. & gen. mgr. John F. Hardesty; v. p. & promotion director Sherril Taylor; asst. secy.-treas. Wm. L. Morison. Also renamed are secy. Wm. B. McGrath, WHDH, Boston; treas. John S. Hayes, WTOP, Washington.

Pennsylvania Community Antenna TV Assn., newly formed, elects: Bob Tarlton, Landsford, pres.; Ray Schneider, Williamsport, v.p.; John Arnts, Bangor, treas.; Miss Yolanda Barco, Meadville, secy.

Mass. Broadcasters Assn. elects: Roy V. Whisnand, radio WCOP, Boston, pres.; W. C. Swartley, WBBZ-TV, Boston, v.p.; George Jaspert, radio WCCM, Lawrence, treas.; Lawrence Reilly, radio WTXL, W. Springfield, secy.

FM Band in Danger? Rep. Roosevelt (D-Cal.) focused attention this week on upcoming FCC study of long-range requirements for 25-890 mc portion of spectrum when he charged in Portland, Ore., speech that "vested interests" threaten to encroach on FM broadcast band and pledged that his House Small Business Committee would set itself up as a "watchdog" to protect rights of small businessmen dependent on FM broadcasting.

Among groups he said have expressed desire for all or part of FM band are American Petroleum Institute, AT&T, NAM, "power combines," railroads and shortwave radio manufacturers. Former FCC Comr. Frieda Hennock, now in private law practice and representing MBS, is believed to be behind Roosevelt's concern over the FM band.

Deadline for filing in FCC's 25-890 mc proceeding has been extended to Nov. 25—and there are certain to be renewed requests for sharing of FM band by industrial radio users. NAM's Committee on Manufacturers Radio Use filed petition for shared use of band nearly 3 years ago (Vol. 11:6). It's still pending—but FCC has made what is, in effect, a counter-offer.

In its split-channel proposals, Commission offered the manufacturers the shared use of 150-mc band (with other services) and exclusive use of band around 450 mc. Commission's feeling is that this would accommodate industrial users for another 5-10 years anyway. Manufacturers haven't yet indicated whether offer is adequate.

On long-term basis, industrial radio users spearheaded by NAM are expected to put in strong pitch for FM band (and possibly even a portion of TV band; American Trucking Assn. once hinted it had eye on Ch. 2). Their argument is that their need for frequencies is constantly expanding and that some broadcasting services—notably FM—aren't making maximum use of spectrum.

If industrial radio users want to push hard for FM band, it could be real threat—since NAM group includes nation's industrial giants, many dwarfing companies in TV-radio. It's too early to say for sure, but feeling among those who have followed situation closely is that manufacturers—while continuing to demand FM band frequencies—will finally accept current FCC proposal, but call it a stopgap.

On a long-range basis, outcome could be different—depending upon how strong a case is made in FCC's proceeding by FM broadcasters and others for continued exclusive use of entire FM band. Recent resurgence of FM "came at the right time," so to speak, to provide evidence to Commission that FM, far from being dead, is getting livelier all the time.

Tax on TV & radio commercials is proposed in Baltimore City Council ordinances scheduled for hearing Nov. 13. One measure would assess 7½% sales tax on gross sales price of any advertising time sold for intrastate broadcast originating in city and directed at persons within Md. Similar municipal tax would apply to other media. Proposals face opposition from broadcasters, press, advertisers, retailers, labor. In advance of hearing, TvB pres. Norman E. Cash sent telegram to Mayor Thomas D'Alesandro Jr. warning against "revolutionary move." Cash said it "could reduce the income to your city and severely restrict your administration," which supports tax as means of raising $4,200,000 for 1958 budget, although opponents argue it actually would cause business losses, hurt city's economy. "This is a gun at the back of the advertising world," pres. C. James Proud of Advertising Federation of America said, terming proposals "threat to freedom of the press."

TV columnist Marie Torre of *N. Y. Herald Tribune* was formally ruled in contempt of court by Federal Judge Sylvester J. Ryan Nov. 7 for refusing to identify CBS informant she quoted in item about contract dispute between network and actress Judy Garland (Vol. 13:42-44). Miss Torre was released in custody of her counsel pending possible sentencing at further hearing Nov. 12 in U. S. District Court, N. Y. *Herald Tribune* has promised to appeal to Supreme Court if necessary to sustain columnist's right to protect source in case, in which Miss Garland is suing CBS (but not Miss Torre or newspaper) for $1,393,333 for libel.

Camera-microphone coverage of N. Y. City Council sessions was demanded again Nov. 3 by Radio-Newsreel-TV Working Press Assn., which protested that Council had "pigeonholed" request made at hearing last March (Vol. 13:10). Letter to majority leader Joseph T. Sharkey said that Council's failure to act on issue "will not result in the disappearance of the question," that with public support Assn. will win right to cover meetings—and "our efforts will not cease until we do."

Political telecasts sponsored on WJBK-TV, Detroit, by United Automobile Workers in 1954 Congressional election campaigns didn't violate Corrupt Practices Act (Vol. 13:44), U. S. District Court jury decided Nov. 6. Jurors took less than 2 hours to free UAW from govt. charges that 9 TV programs constituted illegal electioneering under law forbidding direct political contributions by corporations & unions. Court listened to recordings in which only Democratic candidates spoke, UAW spokesman explaining all Republicans had refused invitations to appear on dues-paid programs. Union argued successfully that telecasts were part of UAW's educational program for members.

"Blasphemy of democracy" is committed by broadcasters who try to manipulate public by "application of subtle psychological devices," chairman Dr. Charles A. Siepmann of NYU's Communications in Education Dept. told Freedom Forum at Mt. Pleasant High School, Schenectady. He deplored what he said was assumption by TV-radio industry that "best programs are those with the most viewers," protested big-audience-big-profit concept of broadcasting, said industry should "get back to the fact that our society is dedicated to the nurture of individuals." Siepmann urged public pressure for "improved mass media conscience."

Public interest programming requests, averaging some 200 annually for each station, pose major problem for broadcasters to determine which community efforts to support, NARTB pres. Harold E. Fellows told American Medical Assn.-NARTB meeting Nov. 7 in Chicago. He said "more thorough knowledge of broadcasting and its problems" helps public service groups to get air time.

Suit for $2,000,000 has been filed in U. S. District Court for Southern District of Cal. by Sarkes Tarzian Inc., alleging 8 former employes, after leaving about Aug 1, conspired with Audio Devices Inc. to "convert Sarkes Tarzian Inc.'s restricted, confidential and secret information and processes to their own purposes and to defraud Sarkes Tarzian Inc."

Telecasting Notes: **New wave of panic** is sweeping over movie exhibitors, apparently based on public impression that films currently in movie houses will soon be on TV. Movie trade press lately has buzzed with demands for campaign to assure public that current features won't come to TV for long time. Movie industry market researcher Albert E. Sindlinger, according to Nov. 6 *Variety*, has prepared report indicating that 36,000,000 potential theatre admissions were lost during July because of wait-&-see-it-on-TV attitude . . . **Movie industry is doomed,** said pres. Edwin Silverberg of Chicago's Essaness Theatre Corp., unless it ends "suicidal giveaway" to TV. He predicted 10,000 movie houses will be forced to shut down next year because of old movies on TV . . . **AAP reported withholding** its unsold Warner Bros. features in some 35 markets for wait-&-see period of year or more. Purported reasons: Possibilities of pay TV; waiting for more free TV outlets to open, offering bigger markets. Among markets reportedly affected (those in which full 725-picture library hasn't been sold): N.Y., Los Angeles, Milwaukee . . . **Bargain film sale** in 200 basement markets has been started by CBS-TV Film Sales for 2-month run through slack syndication season, ending Dec. 31. Calculated to make smaller stations bulk buyers, offerings of 10 film packages are ticketed at $20-$75 each for 104-show contracts, $10-$37.50 for 520-show contracts, with final starting date Nov. 1958. *The Gray Ghost, Annie Oakley, Whirlybirds* aren't on bargain counter, but such CBS-TV properties as *Life With Father, Our Miss Brooks, Honeymooners, Brave Eagle* are . . . **NBC now placing** its *Tonight* show on non-affiliates in markets where affiliates won't carry it . . . **New Sun. night entry,** running against formidable Ed Sullivan-Steve Allen field, is *Harbourmaster*, filmed adventure series which R. J. Reynolds Tobacco is moving Jan. 5 to ABC-TV Sun. 8:30-9 p.m. from CBS-TV Thurs. 8-8:30 p. m. Apparent reason for sponsor's switch: *Maverick* has been doing well on ABC-TV Sun. 8-8:30 p. m. despite Sullivan on CBS-TV and Allen on NBC-TV 8-9 p. m. In past, ABC-TV has found advertisers reluctant to take them on . . . **New live network:** Federated Networks Inc. is name given by Television Clearing House (whose main line is supplying merchandise prizes for TV) for proposed live program packaging deal aimed at groups of 3, 4 & 5-station regional hookups of small-market stations . . . **Kings of boxoffice** in feature films on TV are Clark Gable & Spencer Tracy, Nov. 4 *Billboard* reports on basis of survey of 15 months' ratings of feature films on Los Angeles' KTTV . . . **Guild Films** reportedly has completed buyout of its reported 380,000 shares formerly owned by Matty Fox . . . **NBC's rating improvement** shows up dramatically in early Oct. reports of Nielsen and ARB: Nielsen's total audience rating give NBC & CBS each 5 of top 10 shows; Nielsen average audience is divided 6-4 in favor of CBS; ARB is 5-to-5 for regularly scheduled programs Oct. 8-14—and if you include 4 specials, ARB's "top 14" would be 8-6 in favor of NBC . . . **"Peter Pan" returns:** NBC-TV proposes 3rd engagement March 31 for Mary Martin in smash show which drew estimated 67,000,000 viewers March 7, 1955 and 55,000,000 for repeat performance Jan. 6, 1956. Starred in "Annie Get Your Gun" on network Wed. Nov. 27, 8:30-10:30 p. m., she's reported ready to give "Peter Pan" another swing . . . **Bing Crosby cancels** his scheduled Dec. 11 CBS-TV 60-min show. Reported reason: unavailability of desired guest performers.

TV-induced "rigor kinescopis" threatens children, associate prof. Edward Stasheff of U. of Mich. told 28th annual Parent Education Conference at Ann Arbor, describing symptoms as glazed look in eye, ache-all-over feeling, drowsiness, extreme wear on TV-room furniture. Now on leave as program associate at Educational TV & Radio Center, Stasheff said cure is improved programming to meet children's needs, greater selectivity in parents' viewing habits. He added: "TV has, on the whole, avoided the programming excesses of radio in the '30's & '40's. Children's TV programs have, in the main, not been harmful. At worst, they have been time-wasters & habit formers."

Popularity of horror films on TV is analyzed in Nov. 2 *Sponsor* by pres. Dr. Ernest Dichter of Institute for Motivational Research, who concludes that their "final and perhaps conclusive appeal" for viewers is: "No matter how horrible the commercial is, this is more horrible!" He also thinks there is self-identification by audience with "uncontrollable monster"—that "we would not really mind being a little out of control every once in a while, if only just to redress the balance." Advice to sponsors: Use products as "bridge back to reality, a practical & radical contrast to horrifying unreality."

Piel's TV "Bert & Harry" are principals in injunction suits filed by beer firm against competitor Gunther Brewing Co. and latter's former adv. agency, Sullivan, Stauffer, Colwell & Bayles, alleging they misappropriated animated cartoon characters for commercials. Piel Bros. contends in action in U. S. District Court, Baltimore, that Gunther "used for its own purposes copies & confusing simulations" of "Bert & Harry." Agency is accused by Piel in N. Y. State Supreme Court of trademark infringement. In both suits Piel asks damages in addition to restraining orders.

Demand for FCC probe of ABC-TV by Los Angeles police captain James E. Hamilton, who alleged he was libeled by ex-gambler Mickey Cohen on May 19 *Mike Wallace Interviews* show (Vol. 13:28), was rejected Nov. 6 by Commission. Complaining that network & stations carrying program neglected to observe any "code of decency," Hamilton had asked for FCC investigation of network leading to hearing on suspension or revocation of stations' licenses. But FCC pointed out that ABC-TV had apologized for remarks by Cohen on the unrehearsed show, that Commission exercises no control over stations' programming except in periodic review of over-all operation in public interest. Cohen incident didn't provide "sufficient basis for any further action" by FCC, Hamilton was told.

Latest Pat Weaver enterprise: He has joined with Henry J. Kaiser and showman Mike Todd in new organization (as yet unnamed) to exploit and build huge aluminum domes for "big-screen film spectaculars, stage and concert entertainment, and all types of auditorium events." Scheme was announced after the 3 met at showing of Todd's *Around the World in 80 Days* in aluminum dome theatre at Kaiser's Hawaiian Village Hotel. Weaver was named pres. & managing executive of new enterprise, which will be equally owned by Kaiser, Weaver, Todd and their organizations. Deal doesn't affect Weaver's other activities, including his Program Service organization and his post as TV-radio director of Kaiser Industries.

Viewing gains by TV, rising to 38,000,000 families during 6 p.m.-midnight period in March, compared with 34,000,000 in March 1956, were detailed by Dr. Leon Arons, TvB research director, based on recent A. C. Nielsen survey. All weekly time periods showed TV viewing per average minute climbed 15-30%. Based on different homes reached, TV attracted 5-15% more families in 11 of 12 time periods, 6-9 a.m. period showing 3% drop.

ABC Bolsters Toll TV Opposition: Adding to networks' accelerated drive against toll TV, Oliver E. Treyz, v.p. in charge of ABC-TV, told Minneapolis Ad Club Nov. 7 that "various experiments in the field of toll or pay TV . . . will kill network TV as we know it."

Treyz said if ABC had been forced to bid against pay TV for shows "it could not have purchased for and brought to the American people—on a free screen—our renewal of *Disneyland, Cheyenne,* our purchase of Sid Caesar-Imogene Coca, the *Adventures of Zorro,* Frank Sinatra, Pat Boone, *Colt .45, Circus Boy,* Walter Brennan in the *Real McCoys,* and *Maverick.*"

ABC couldn't compete pricewise, he said, "with a pay-TV entrepreneur who had signed up even a minimum of 5% of the people. It would have been the case of a network —as a trustee of the people—being outbid by the booking agency for perhaps 1% of the people who would pay to see . . . It cannot fail but to enable the few, who are willing to pay, to deprive the many, who now get free TV."

In other developments: (1) Final results in Sen. Langer's poll of Bartlesville showed 1930 against pay-TV, 163 for. (2) AFL-CIO industrial union dept., at Washington convention, opposed pay TV as curtailing "free use of a medium which has become part of the American home," said it would relay views to FCC, Congress, other agencies. (3) Los Angeles Dodgers' pres. Walter O'Malley said "if we don't have pay-TV, there will be no TV of our games at all." (4) San Francisco Giants signed up for 3-year radio broadcast of home and road games, pres. Horace Stoneham saying there will be no free TV of Giant games because club has exclusive contract with Skiatron. (5) Digitronics claimed development of a decoder which would be mass-produced for a little over $10. (6) Committee to oppose pay TV in Milwaukee was formed by AFTRA attorney Harry Holloway.

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Radio-TV News Directors Assn. elected Jack Krueger of WTMJ-TV & WTMJ, Milwaukee, as pres. at 12th annual convention Nov. 8 in Balmoral Hotel, Miami Beach, succeeding Ted Koop of CBS, Washington. Named v. p.'s were Wm. J. Small, WHAS-TV & WHAS, Louisville, for programs; Ralph Renick, WTVJ, Miami, for TV; John Maters, WILS, Lansing, for radio. F. O. Carver, radio WSJS, Winston-Salem, was elected treas. Directors for 3-year terms: Jack Morris, KTVX & KTUL, Tulsa; Julian Goodman, NBC, Washington; Charles Shaw, WCAU-TV & WCAU, Philadelphia. Directors for 1-year terms: Wm. Monroe, WDSU-TV, New Orleans; Hugh Bremner, radio CFPL, London, Ont. CBS Inc. pres. Dr. Frank Stanton was scheduled to receive Paul W. White Memorial Award at convention Nov. 9. Other RTNDA awards for 1957: "Outstanding news story"—WFAA-TV, Dallas, and radio KCMO, Kansas City. "Outstanding news operation"—WBAP-TV, Ft. Worth, and radio KCMO, Kansas City. "Distinguished achievement" in news coverage — WCKT, Miami; KTVT, Salt Lake City; radio WCAU, Philadelphia, radio WRCA, N. Y.

New camera chain for expansible closed-circuit TV networks in industrial, commercial & educational fields was announced Nov. 8 by RCA. Designed as foundation for expand-as-needed system or as addition to existing system, chain (ITV-201) includes portable vidicon-type camera, self-contained control unit, viewing monitor—priced at less than $3000.

BBC-TV's Switch: British govt.-owned BBC will stop trying to compete with commercial ITA for maximum audience, BBC-TV director Gerald Beadle indicated. His announcement appeared to be about-face, since BBC earlier had revealed plans for more popular programming in hope of becoming strong competitor for ratings. Beadle said, however, that BBC-TV now plans to offer programming "nearer to the forefront of taste and intellectual interest." He explained that while ITA continues to follow tried-&-true formula programming, BBC intends to "see to it that at least one of our national channels is modern, up-to-date and devoted to satisfying the requirements of an educated democracy in the making." Beadle's disclosures followed publication of survey statistics by both Nielsen and TV Audience Measurement (TAM) indicating that ITA programs outpull BBC by nearly 3-to-1 in areas where they are in competition.

TV ratings are misused by sponsors & adv. agencies as "convenient whipping boy" when shows are dropped, pres. Dr. Sydney Roslow of Pulse Inc. said Nov. 7 at luncheon meeting of American Marketing Assn. in Brass Rail Restaurant, Park Ave. & 40th St., N. Y. He told media research discussion group that managements, serviced by own research men, have own reasons for cancelling programs—"but intentionally or unintentionally they are putting the blame on ratings." Similar complaint was voiced by v. p. W. Bruce McEwen of C. E. Hooper Inc., who urged agency heads to count on trained researchers —not ratings and time buyers alone—to "decide when and on what networks & stations shows should appear."

"Dictatorial powers" of NCAA to prevent TV coverage of Queen Elizabeth & Prince Philip at Oct. 19 U of Md.-U of N. C. football game were blasted this week by v.p. George T. Hartford of WTOP-TV, Washington, as "sad commentary on our system of govt." In letter to Congress, he said station tried to televise the "once in 100 years" news feature, that hundreds of thousands in Washington-Baltimore area "would have given anything to see" royal couple at game, but that NCAA officials refused "their august blessing."

First broadcasting use of "semantic differential" psychological research method for time sales was claimed Nov. 4 for radio KDKA, Pittsburgh, by Westinghouse. Research method breaks down attitudes arranged according to age, sex, education, other characteristics of listeners interviewed, applying "technique for assessing meaning quantitatively, with the use of a bipolar scale of words," according to Westinghouse research chief Mel Goldberg.

Neat-riot answers question: To find out if "anyone was watching our TV show," Waldenheim Furniture, Milwaukee retailer, this week inserted offer of free $8.95 TV lamp to any customer who entered store 9-11 a.m. One-minute commercial pulled 8000 people, police riot squad, added $15,000 worth of lamps to original giveaway order, sold no furniture, and somewhat eased Waldenheim's doubt of viewership of its WITI-TV "$6,000,000 Movie."

TV producers Mark Goodson & Wm. Todman head N. Y. group which has bought *Pawtucket* (R. I.) *Times* for $3,000,000. They control purchaser New England Newspapers Inc., which bought newspaper from group controlled by trust established by late Edward B. Aldrich.

Site for new British commercial TV station for northeast England has been selected at Burnhope, 5 mi. southeast of Cossett. Meanwhile, work has begun on commercial outlet at Chillerton Down, Isle of Wight. Both stations will use Marconi transmitters and antennas.

TV, Radio & Sputnik: Birth of Sputnik II found networks and stations ready to improve on the excellent coverage job they did on first Sputnik—adding still more to their stature as mature news media. In addition to networks' excellent job of special programming, bulletins and progress reports, these other TV-radio industry angles in U.S.-Russian space battle were prominent in week's news:

(1) Individual stations did big job in reporting on new Sputnik, sometimes feeding to network. For example, St. Louis' KTVI shot telephoto film footage of the satellite, fed later to ABC-TV's *John Daly & the News*. Milwaukee's WTVJ-TV & WTVJ apparently were first to monitor radio tone which some specialists say may be heartbeat of Sputnik's canine passenger. Newsmen of several radio stations picked up their telephones, called Soviet officials and came up with scoops.

NBC-TV had a minor scoop which could have become a TV sensation—but it's just as well that it didn't. Training 4 TV cameras on moon through telescopes at Hollywood's Griffith Observatory, NBC's *Today* brought viewers first televised eclipse of moon Nov. 7. In back of minds of network and viewers was widely touted possibility that Russia might shoot H-bomb rocket to moon on 30th anniversary of Red revolution.

(2) President Eisenhower took advantage of TV's intimacy and immediacy to reassure public of America's military-scientific progress. He took unusual step of telling public that his appearance was first in "series" of TV-radio broadcasts devoted to subject. Overnight 15-city Trendex rating of CBS-NBC live telecast was 35.9, with 60.6% share of audience. ABC-TV repeat 2 hours later got 9.6 rating, 18% share.

(3) MIT pres. James R. Killian, named by President Eisenhower as Special White House Asst. for Science & Technology, is no stranger to TV-radio industry. As member of President Truman's Communications Policy Board in 1950-51, he was one of authors of policy which is used as guide in govt.-private radio spectrum allocation. Board's report (Vol. 7:31) was notable in that it recommended that military and other govt. frequency users, as well as private applicants, be required to justify requests for spectrum space.

(4) That Soviet has eye on use of satellites as long-distance TV-radio transmitting antennas and relays was indicated in Moscow Radio interview with a Prof. Manayev, identified as radio engineer. "By sending a sputnik to an altitude of 600-900 mi.," he said, "it is possible to get a radius of [coverage] reaching thousands of miles. In other words, the transmitters of the Moscow TV center can be raised so they will be able to serve an area as big as the entire European part of Russia." He said that by having "a number of these sputniks it may be possible to realize the idea of beaming radio & telegrams to a sputnik and relaying them from a sputnik."

FCC Weighs Protest Curb: FCC shortly will consider another approach to reduce filings of economic-injury protests. Commission has long protested against protests, pleading with Congress to take law off the books. Chairman Doerfer recently inveighed bitterly against protests, in speech before Federal Communications Bar Assn. (Vol. 13:43).

Latest protest-discouraging technique was proposed in Austin, Minn. radio case. KAUS, also operating KMMT(TV), protested grant of 1-kw daytime station to George A. Hormel II, on economic injury and interference grounds. Hormel, through attorney Harry M. Plotkin, asked that KAUS be required to prove injury by laying bare all its financial records.

Hormel asserted that KAUS should be required to show injury as it would in a private damage suit, that "throughout the law where a party alleges the existence of a fact, he must be prepared to prove it by evidence and must make available to his opponent all relevant records and data in his possession to enable the opponent to challenge the accuracy of his showing."

KAUS then withdrew economic injury issue, asserting however, that request for inspection of books is premature; that protestant "should be permitted to try its case in its own way;" that it "would resist to the last any such broad demand . . ."

Hormel then came back to Commission with motion that whole protest be dismissed, charging that KMMT has no standing to protest because of unwillingness to disclose finances—and matter stood there are week's end.

Another protest case arrived at initial decision stage. Examiner H. Gifford Irion urged retention of grant of WESH-TV, Daytona Beach (Ch. 2) move toward Orlando —over joint protest of 5 Orlando stations and applicants. He stated: "Leaving suspicious inferences apart, the evidence does not suggest likelihood that the Perry interests intend to convert WESH-TV into an outlet primarily for Orlando. Their testimony was clear and unequivocal that WESH-TV would remain a Daytona Beach station regardless of what incidental service it might render to either the audience or advertisers of Orlando. If future events were to prove the contrary they would have to be the subject of a renewal or revocation proceeding; they cannot be surmised here."

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CPs granted: Ch. 10, Elko, Nev., to Nevada Radio-TV; Ch. 70 translator in Lovelock, Nev.

Allocations actions: (1) Finalized shift of Ch. 3 from Cheyenne to Sterling, Colo., deletion of Ch. 8 from Ainsworth, Neb., substitution of Ch. 8 for 3 in McCook, Neb. (2) Proposed switch of Ch. 75 for 74 in Lewistown, Pa.

Facilities changes: WMSL-TV, Decatur, Ala. (Ch. 23) began Nov. 8 with 189.2-kw max. directional; WLEX-TV, Lexington, Ky. (Ch. 18), also Nov. 8 with 170-kw max. directional; WFIL-TV (Ch. 6) & WRCV-TV (Ch. 3), Philadelphia, plan joint inauguration of new 1000-ft. tower Dec. 15.

WJBF, Augusta, Ga. (Ch. 6), this week moved into new $300,000 studio-office building, which replaces building damaged by fire over year ago. It has been operating from new transmitter site near Beach Island, S. C. since Sept. 8.

New and Upcoming Stations: Uhf WEEQ-TV, La Salle, Ill. (Ch. 35) and CKSO-TV-1, Elliot Lake, Ont. (Ch. 3) report programming debuts. U.S. on-air total now is 517 (91 uhf); Canadian, 45. WEEQ-TV got program authorization Nov. 8, planned to make debut over week end. It has 1-kw GE transmitter, 400-ft. Stainless tower at site near Tonica, Ill., some 45 mi. from Peoria. Principal owner is Sen. Robert S. Kerr, also with interest in KVOO-TV, Tulsa (Ch. 2). Coming from WEEK-TV are Edward G. Smith, WEEQ-TV gen-mgr. and Wm. W. Pendergraft, chief engineer. WEEK-TV hour is now $600. Rep is Headley-Reed.

In Canada, new starter is satellite CKSO-TV-1, Elliot Lake, Ont. (Ch. 3), in uranium mining area, approx. 80 mi. west of parent CKSO-TV, Sudbury, Ont. (Ch. 5). The station began Oct. 26 with reduced power, reports W. J. Woodill, gen. mgr. of CKSO-TV. It has 2-kw RCA transmitter, moved from CKSO-TV after latter's boost to 30-kw. Temporary antenna is to be replaced soon with 2-bay RCA on 100-ft. Stainless tower. Lucien (Lou) Albert, from CKSO-TV, is resident mgr. CKSO-TV hour is $240. Reps are Weed and All-Canada.

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In our continuing survey of upcoming stations, these are latest reports from principals:

KVII, Amarillo (Ch. 7) has transmitter house ready for 5-kw RCA transmitter due shortly and plans Dec. 7 start with ABC-TV, reports pres.-gen. mgr. Murry Woroner. Work on 833-ft. Andrews tower began Nov. 4, and 12-section antenna is scheduled for installation Nov. 20. Ownership interlocks with local radio KAMQ. Base hour is $300. Rep is Venard, Rintoul & McConnell.

KXLJ-TV, Helena, Mont. (Ch. 12), to be low-power satellite of parent KXLF-TV, Butte (Ch. 4), hopes to begin programming in Nov., reports pres.-gen. mgr. Ed Craney. Studio-transmitter building is nearly ready, awaiting delivery of Sarkes Tarzian 250-watt transmitter. Installation of 2-bay RCA antenna on 80-ft. Fisher tower begins soon. KXLF-TV has $200 base hour. Rep is Walker.

KUED, Salt Lake City (Ch. 7, educational) has Dec. 15 target for programming, reports mgr. C. Richard Evans for owner U of Utah. It has 5-kw transmitter wired and ready, but 6-section superturnstile antenna isn't scheduled for installation on 140-ft. Ideco tower until Dec. 1.

WIPR-TV, San Juan (Ch. 6, educational) has changed programming target to Dec. 15, but now has test pattern picture on air, reports gen. mgr. R. Delgado Marquez for P. R. Dept. of Education. It has 25-kw RCA transmitter and 6-bay antenna on 200-ft. Blaw-Knox tower at TV-radio plant 15 mi. from San Juan, plans to operate 6 hours daily.

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ZBM-TV, Hamilton, Bermuda (Ch. 10) plans to begin as 500-watt outlet in Jan., carrying programs of the 3 U. S. networks and British Rediffusion. Owners: radio ZBM, 55%; *Royal Gazette*, 30%; *Mid-Ocean News*, 15%. Walt Staskow will be managing director; W. Holmes, program director; R. Harbin, production director; Aubrey Harris, chief engineer. Base hour will be $70. Reps will be Intercontinental Services Ltd. (N. Y.), Stovin-Byles Ltd. (Toronto) & Overseas Rediffusion Ltd. (London).

RCA shipped 6-kw transmitter Nov. 5 to upcoming KDUH-TV, Hay Springs, Neb. (Ch. 4), due on air in Dec. as satellite of KOTA-TV, Rapid City, S. D.; 6-section superturnstile antenna Nov. 4 to KSD-TV, St. Louis (Ch. 5), planning move to new site; 3-section superturnstile Nov. 5 to WRC-TV, Washington (Ch. 4), planning move; 25-kw transmitter Nov. 7 to WHBF-TV, Rock Island, Ill. (Ch. 4), planning move.

Rate increases: KCKT-TV, Great Bend, Kan. Nov. 1 added Class AA hour (6:30-10 p.m. Mon.-Sat., 6-10 p.m. Sun.) at $350, min. at $60, Class A hour remaining $250. **WEAR-TV**, Pensacola, Sept. 1 raised hour from $300 to $350, min. $60 to $70. **WMTV**, Madison, Nov. 1, hour $280 to $325, min. $56 to $65. **KFBC-TV**, Cheyenne, hour $175 to $200, min. $35 to $40.

Translator starts: K71AH, Salida, Colo. began Oct. 30 repeating KCSJ-TV, Pueblo. K74AK & K78AD, Ukiah, Cal. have transmitters but won't begin until Dec. 1 with KBET-TV & KCRA-TV, Sacramento, when power transmission construction will be completed.

Canadian rep firm Horace N. Stovin has changed name to Stovin-Byles Ltd., with addition of W. D. Byles, ex-Young & Rubicam Ltd., as pres.—Stovin named chairman.

FCC Wins CP Damage Suit: Precedential damage suit against FCC in which bankrupt Bestg. Corp of America demanded $13,455,719 for CP cancellation 10 years ago was tossed out of U. S. Court of Claims Nov. 6 as "neither equitable nor legal." It was first time that applicant for CP had gone to court in attempt to hold Commission financially & legally responsible for losses allegedly suffered from loss of CP. Sustaining FCC arguments that it had right to cancel permits in interests of public welfare & national security, Court in Washington adopted findings of trial commissioner Marion T. Bennett that BCA was not entitled to U. S. recompense for withdrawal of Ch. 1, Riverside, Cal., which was reallocated for govt. use. Company headed by pres. & principal owner Willard L. Gleeson had signed waiver when CP was issued Dec. 29, 1946, stipulating that it was not license to broadcast and that interference with other channels might force cancellation. CP was suspended by FCC May 20, 1947, and Gleeson started suit. Court held that (1) BCA's application for CP was "misleading," (2) BCA's financial condition at time was "unstable & inadequate," (3) "general economic conditions" in Riverside area brought on company's financial troubles in first place, (4) FCC couldn't be blamed in any event for losses because "the facts are that most, if not all, of those losses arose from plaintiff's other activities."

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P. R. Banta will buy back 10% of KGEO, Enid-Oklahoma City, which he and other owners of licensee Streets Electronics Inc. are selling for $2,500,000 to L. E. Caster and Ashley L. Robison (Vol. 13:41). Banta will buy his 10% from Caster, who is to acquire 75% of KGEO, Robison 25%. Streets Aug. 31 balance sheet shows deficit of $751,738 to date. It had $96,803 current assets, $463,492 fixed assets; $747,016 current liabilities, $313,401 due on RCA note.

RKO Teleradio's purchase of radio WGMS, Washington, pending for 1½ years (Vol. 12:14 et seq.) was finally approved by FCC this week after minority stockholder Lawrence C. Smith withdrew protest to the $400,000 sale (Vol. 13:42).

Chicago headquarters of central divs. of ABC-TV, ABN & ABC Film Syndication will be moved next Feb. 1 from Kemper Insurance Bldg. (old Civic Opera Bldg.) to expanded offices in London Guarantee Bldg., 360 N. Michigan Ave.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
November 9, 1957

FEW SIGNS OF TV RECEIVER PRICE INCREASES: Despite recent announcement of picture tube increase, most manufacturers agree there's little chance of hike in TV set prices before end of year. Only exception is Motorola, Edward R. Taylor, exec. v.p. consumer products, saying "we've told our distributors to expect a price boost on TV," and noting recent $3 increase on Motorola portable radios.

Militating against higher set prices at this time are: (1) Softness of market -- which many believe is now beginning to firm up -- and setmakers' disinclination to inject possible unsettling element. (2) Time lag of 4-6 weeks before mid-Oct. announcement of picture tube price increase becomes effective, thus giving set manufacturers chance to stock up on tubes. Here's cross-section of TV makers' views:

Motorola's Taylor says "we probably will increase TV prices despite soft market." His feelings: "You can't lose money and keep on selling sets." Taylor pointed to auto industry which "isn't afraid to raise prices and if autos get off to a fast start they could carry the whole economy upward with them." Motorola had good week the week before last, he said, followed by dropoff last week -- and this week seems to be going well among distributors checked. Taylor feels market is firming up, but that Nov. and Dec. will be at a lower level.

"RCA has no current plans for any price adjustment," we were told by Robert Seidel, exec. v.p. consumer products. "We've just had one of our biggest black-&-white weeks -- with color also holding up well. In last 2 weeks RCA stepped up its percentage of industry sales on the distributor to dealer level -- and that's where it counts; dealers don't buy what they don't need."

GE's Jack Beldon, marketing mgr., TV receiver dept., says: "At the moment GE has no plans to increase TV set prices in the immediate future. However, the television industry cannot go on forever absorbing cost increases without having them reflected in set prices."

Philco's Henry E. Bowes, v.p. & gen. mgr., TV div., says "we have no immediate plans to raise our current prices."

Emerson pres. Benjamin Abrams declares: "We're certainly not considering any change in price between now and the end of the year, especially on models now in production. However, any increased cost, such as 5% boost on picture tubes which amounts to about $1 per set, makes us begin to think of raising prices and would of course be considered in any new models coming out."

Admiral spokesman says tube price increase may result in higher prices for sets around first of year. Queried on Admiral business, he said market had been soft, but now seemed to be getting better.

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Note: Average factory price of TV, which had declined steadily to low of $124 in April, has now moved upward to Sept. mark of $131, compared with $128 in Sept. year ago. (Prices exclude federal excise taxes.) Higher average price is due mainly to modest price increases on 1958 line -- which in turn is attributed to boost in cost of steel for cabinets, more expensive 110-degree tubes, etc. Production mix has remained about same between April & Sept.

Philco's Skinner Scans 1958: An early prognosticator, Philco pres. James M. Skinner Jr. stepped out this week with following estimate of 1958 prospects: "Industry TV unit sales in 1958 should be approximately equal to 1957," but he foresaw average unit price "slightly down from 1957 because more portables and table models will be sold than consoles." However, he does feel that portable and table prices "should be slightly higher" next year. "Color TV," he said, "will not be of much business

significance in 1958." Philco itself hopes to do better in 1958, Skinner stated -- "although 1957 was quite satisfactory." He looked for good radio business, continued hi-fi boom.

One-Set Show: Sylvania stages unique press preview to show single set, an ultra-thin, 110-degree, 10-in. deep, 21-in. console (Vol. 13:40). Price hasn't been set, but model is in production, will be on dealers' floors by time of unveiling Nov. 13 at Hotel Biltmore, N.Y. It's separate from line to be introduced near year end.

Retail Sales: TV retail sales through Sept. were 4,452,081, reports EIA, compared with 4,603,626 sold during first 9 months of 1956. Official Sept. sales were 705,247 vs. 510,097 in Aug. and 763,908 in Sept. year ago (Vol. 13:42,44). Radio sales at retail, excluding auto sets, totaled 5,840,372 vs. 5,405,052 sold in similar 9-month period of 1956. Sales in Sept. were 893,366 vs. 756,345 last Sept.

Production: TV output was 152,306 week ended Nov. 1, compared with 169,806 the preceding week and 196,032 in corresponding week one year ago. It was year's 44th week and brought TV production for the year to date to about 5,397,000 compared with 6,250,051 in same period of 1956. Also this week, EIA officially estimated first 9 months production at 4,589,164 compared with 5,259,271 in similar 1956 period. Sept. production was 832,631 (87,040 uhf), compared with 673,734 (88,615) in Aug., and 894,211 (96,785) in Sept. 1956.

Radio production was 399,196 (131,327 auto) week ended Nov. 1 vs. 401,178 (125,813 auto) preceding week and 358,217 (152,139 auto) in corresponding week year ago. Radio output for 44 weeks totaled about 12,352,000 (4,511,000 auto) vs. 11,-230,218 (3,760,196 auto) in 1956 period. First 9 months production was placed at 10,376,354 (3,839,345 auto) compared with 9,535,896 (3,060,093 auto) in similar period last year. Sept. production was 1,610,748 (446,419 auto) compared with 965,724 (301,971 auto) in Aug. and 1,319,189 (349,790) in Sept. 1956.

Transistor Boom Continues: Transistor sales tripled in Sept., compared to previous year, and more than doubled in cumulative 9 months, according to EIA. Sept. factory sales were 3,231,000 worth $6,993,000 vs. 1,115,000 worth $3,455,000 in Sept. 1956. For 9 months of 1957, factory sales hit 18,842,300 worth $49,056,000 vs. 8,113,000 worth $23,172,000 in 1956. EIA's breakdown by months:

	1957 Sales (units)	1957 Sales (dollars)	1956 Sales (units)
January	1,436,000	$ 4,119,000	572,000
February	1,785,300	5,172,000	618,000
March	1,904,000	5,321,000	708,000
April	1,774,000	4,880,000	832,000
May	2,055,000	5,636,000	898,000
June	2,245,000	6,121,000	1,130,000
July	1,703,000	4,216,000	885,000
August	2,709,000	6,598,000	1,315,000
September	3,231,000	6,993,000	1,115,000
TOTAL	18,842,300	$49,056,000	8,113,000

Shifts in TV brand ownership by Dallas households is noted in March 1957 survey by *Dallas Morning News*—unaffiliated with Consolidated Consumer Analysis survey (Vol. 13:40) which compiles similar brand preference for 23 markets. Dallas survey shows set saturation at 85.8%, up from 80.5% last year; 13.5% purchased sets within previous 12 months; 16.5% 1-2 years ago; 19.6% 2-3 years ago; 6.3% more than 6 years ago. RCA was top brand, owned by 14.4% of households; Motorola 12%; Admiral 11.8%; GE 9.9%; Philco 9.3%; Silvertone 6.3%; Westinghouse 4.9%; Zenith 4.7%; Hoffman 3.8%; Magnavox 3.4%. In 1956, standings were: RCA 14.5%; Motorola 14.2%; Admiral 11.1%; Philco 8.3% GE 7.8% Zenith 5.9%; Silvertone 4.9%; Westinghouse 4.8%; Hoffman 4.7%; Magnavox not in top 10.

Tips to small business on selling govt. market are given in new Small Business Administration booklet, *ABC of Selling to U. S. Government.*

Tube Sales Off: Both picture and receiving tube sales were off for Sept. and 9 months vs. comparable periods of last year, according to EIA reports. Producers sold 1,071,662 TV picture tubes worth $20,819,036 at factory in Sept. vs. 1,267,045 units worth $22,990,754 in Sept. 1956. For 9 months of 1957, factories sold 7,308,552 worth $135,625,838 vs. 8,087,352 at $146,995,480. Receiving tube sales totaled 44,382,000 at factory in Sept. worth $35,545,-000 vs. 44,432,000 worth $35,093,000 in 1956. For 9 months, receiving tube sales slid to 341,663,000 worth $287,934,000 at factory vs. 347,436,000 worth $279,237,000. EIA's breakdown by month:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
January	760,860	$ 13,594,525	37,571,000	$ 31,170,000
February	728,363	13,134,778	44,460,000	36,631,000
March	833,257	14,850,847	43,010,000	37,007,000
April	629,838	11,394,043	27,970,000	25,384,000
May	758,328	14,031,519	32,836,000	28,955,000
June	1,104,013	19,981,319	35,328,000	31,314,000
July	491,935	9,835,586	33,077,000	27,042,000
August	930,296	17,984,185	43,029,000	34,886,000
September	1,071,662	20,819,036	44,382,000	35,545,000
TOTAL	7,308,552	$135,625,838	341,663,000	$287,934,000

Small business firms account for about two-thirds of EIA membership, according to survey by small business committee of EIA parts div. "Small" means firm employs less than 500 and is not dominant in its field. Survey shows 8.5% were "medium" companies (501 to 1000); 25% were "large," employing over 1000. Average employment for all member companies was 4000. Average for small was 133; medium, 700; large, over 15,000. Average number of plants was 3.75. For small firms average plants were 1.35; medium, 2.2; large, 10.6.

Latest Howard W. Sams publications: *1958 Test Equipment Annual* (120 pp., $1); *Servicing TV Sync Systems* by Jesse Dines (32 pp., $3.95).

Japan Broadening Exports: FM tuner is next piece of equipment Japanese manufacturers will be aiming at U. S. market, according to Nov. 7 *Home Furnishings Daily* interview with T. T. Yamagata and M. Ito, representatives of 16 makers at Japanese Electronic Exhibition currently at 1140 Broadway, N. Y.

U. S. firms have sent technicians and test equipment to help FM tuner production by: Fukuin Electric Co. Ltd., Sansui Electric Co. Ltd., Kasuga Radio Co., Matsushita Electric. Yamagata said that full lines of speakers, cartridges, tone arms, microphones, and other hi-fi sound epuipment are already being shipped to both set makers and hi-fi specialty shops here. No estimates of quantities were given, though 1957 imports may have doubled since 1956. Export of packaged hi-fi seemed unlikely at present, and record changer export improbable since Japan makes turntables only, he noted. Quality of Japanese goods has improved with aid of "American technical know-how," Yamagata added.

Other makers at exhibit: Aiko Electric Co. Ltd., Fukuyu Sound Co. Ltd., Kataoka Denki Co. Inc., Murata Mfg. Co. Ltd., Mitsumi Electric Co., Neat Sound Co. Ltd., Primo Sound Research Inc., Sakura Electric Co. Ltd., Sawafuji Mfg. Co. Ltd., Shinano Onkyo Co. Ltd., Showa Musen Kogyo Co. Ltd., Suzuki Denki Co. Ltd., Tamura Mfg. Co. Ltd.

Home Furnishings also reports that transistor production in Japan could hit 5,000,000 a month by 1959, current rate being estimated at 700,000-800,000 a month (U. S. rate: 2,100,000 a month); that miniature tube portable radio production has been practically eliminated by transistorized portables except for small export production; that transistor boom and radio retail saturation is causing makers to push for other electronic fields.

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Canadian TV sales by distributors to dealers were down sharply for Sept. and 9 months, RETMA of Canada reporting Sept. sales of 62,100 vs. 98,277 in Sept. 1956; 295,338 for 9 months vs. 411,562 last year. Sales by provinces: Ontario, 111,206 for 9 months, 21,614 in Sept.; Quebec 84,289 & 18,787; British Columbia 25,307 & 5241; Alberta 21,942 & 5447; Manitoba 18,538 & 4350; Nova Scotia 12,696 & 2441; Saskatchewan 10,798 & 2419; New Brunswick & Prince Edward Island 8238 & 1508; Newfoundland 2324 & 293.

Nearly 1,000,000 picture tube bulbs have been produced for tube makers in practically all western European countries by Societe des Verreries Industrielles Reunies du Loing (SOVIREL), Paris, owned jointly by Corning Glass Works and 2 major French glass makers—St. Gobain & Glaces de Boussois. Modern plant 50 mi. from Paris began operation in summer 1955, uses Corning mass-production techniques.

Sylvania Electric (Canada) Ltd. sets up new div. in Montreal, taking over distribution Jan. 1 of TV-Radio from former distributor Northern Electric which will concentrate on electrical contracting. M. Drummond Brooks, former Northern TV & appliance marketing mgr., will head new Sylvania operation.

Packard-Bell enters portable TV field with 17-in., 110-degree-tube "Porta-Bell" model in fiber glass cabinet available in charcoal & white at $189.95; mocha & white, turquoise & white at $199.95.

Cornell-Dubilier appoints Friend-Reiss agency for all ad accounts.

Trade Personals: Theodore A. Smith, exec. v.p., RCA industrial electronic products, named a director of RCA Communications Inc.—raising membership to 13 . . . Robert Stevens, ex-McCann-Erickson, named Zenith adv. mgr., succeeding Charles McKinney, resigned . . . Charles Ellis, I. D. E. A. Inc. gen. sales mgr., adds duties of adv. mgr., succeeding Wm. Sharkey, resigned . . . Daniel P. Knowland Jr. promoted to Heath Co. asst. gen. mgr. . . . Donald W. Collins, ex-Rumrill ad agency, Rochester, named Sylvania special sales rep for hi-fi . . . Clarence F. Jensen, ex-Webster Electric, appointed chief engineer, Jensen Industries . . . Lee Gunter Jr. promoted to Shure Bros. chief development engineer; Robert Troxel to chief products engineer . . . Edwin Weisel Jr., ex-Olympic, named distributor sales mgr., DeWald Radio; Seymour Wald promoted to contract sales mgr.

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Glen L. Logan, managing director Electric League of Los Angeles, elected pres. International Assn. of Electrical Leagues; John McDermott, Electric Assn. of Kansas City, v.p.; Cliff Simpson, Electric Assn. of Chicago, treas.; Herb Cook, Electrical Assn. of Detroit, secy.; IAEL's next convention set for Washington, Oct. 1-3, 1958.

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DISTRIBUTOR NOTES: Westinghouse Appliance Sales Corp., N. Y., names Dan Nagler sales mgr., replacing Joseph J. Raspaolo, resigned . . . Sylvania names C. R. Bower, ex-Hyde Sales Co., Denver, district sales mgr., Kansas City, replacing Richard G. Evans, transferred to Dallas . . . Graybar names C. E. Kalb mgr. at Columbus in Cincinnati territory; H. G. Cook, Ohio Valley district mgr. at Cincinnati; M. P. Johns, Miss. Valley district mgr. at St. Louis; W. E. Iseli mgr. at Eugene in Seattle territory . . . Olympic appoints Greylock Electronics Supply, Albany; W. L. Roberts Inc., Memphis; H. E. Sorenson Co., Des Moines . . . DeWald Radio appoints as reps for AM-FM tuner & amplifier, transistor table radio, clock radio: Berliant Assoc. for N. Y. state; Jesse P. Johnson Co., for N. C., S. C., Tenn., Ala., Ga., Miss.; H. W. Knaggs Co., for Ia., Neb., Kans., Mo., southern Ill. . . . Bell Sound Systems names for tape recorders, stereo accessories, hi-fi components: Leader Electronic Supply, Newark; Sanborn Music Co., Detroit; Yale Radio-Electronics Co., Hartford; Radio Parts Supply, R. D. Schwalb, both San Francisco; Buckeye Electronic Distributors, Chillicothe, O.; Morrison Radio Supply, Ashtabula, O.; Rowton TV & Sound Distributor, Paducah, Ky. . . . Jos. M. Zamoiski Co. (Zenith) Washington-Baltimore, promotes Millard B. Fleisher from gen. sales mgr. to v. p., Washington div.

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New "Mark Series" of RCA color sets were featured in 2 nearly full-page ads this week in *N. Y. Times*. Nov. 3 ad was placed by distributor Bruno-N. Y., Nov. 8 by Davega Stores. Both listed home demonstrations at $15—to be applied to purchase price.

Federal excise taxes paid by TV-radio, phonograph and component manufacturers amounted to $149,192,000 in year ended June 30, reports IRS, compared with payments of $161,098,000 year ago.

Hi-fi not yet booming in hinterlands, points out Nov. *Electrical Merchandising*, which notes that without big promotion like full-dress hi-fi show, TV-appliance dealers find hi-fi remains music merchants' specialty.

Reprinting of service story in Oct. 14 *Time*, which set off barrage of comment in TV industry (Vol. 13:41-44), is being considered by *Reader's Digest*, which has sought reprint permission.

Electronics Personals: Frederick H. Guterman, ex-American Bosch Arma, elected v.p. & gen. mgr., DuMont industrial & military equipment div. . . . Donald A. Sutherland, ex-Miehle Printing's Star-Kimble Motor div., appointed gen. mgr., Elgin National Watch Co. electronics div. . . . Robert W. Olsen named Texas Instruments v.p. in charge of research & engineering; E. O. Vetter to gen. mgr., industrial instrumentation div. . . . Dr. Clarence Zener, director of Westinghouse Research Labs, awarded Bingham Medal by Society of Rheology for metals research . . . Christian J. Goodman promoted to products sales mgr. GE semiconductor products dept., a new post, succeeded by Arling Woolaver as district sales mgr. for N. J. & eastern Pa. . . . John R. McAllister promoted to purchasing mgr., Philco govt. & industrial div., replacing Wm. MacMurtrie, retiring after 23 years . . . T. C. Wisenbaker named asst. mgr. missile systems div., Raytheon; H. T. Ashworth replaces him as Bristol, Tenn., plant mgr. . . . Henry M. Taylor, ex-Sylvania, named mgr. of marketing, Stromberg-Carlson (San Diego) . . . Crump Smith, from Federal Telephone & Radio, named institutional & export adv. mgr. of IT&T . . . Wm. H. Garbade, Crescent Corp. pres., elected a director of Hycon Mfg. Co. . . . Raymond W. Searle elected pres. & treas. of Technology Instrument Corp., Acton, Mass.; Lucius E. Packard, chairman.

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"Outstanding Young Electrical Engineer of 1957," selected by Eta Kappa Nu, electrical engineering honor society, is Robert P. Crago, 30, director of engineering of IBM military products div. Honorable mention: Dr. W. R. Beam, 29, mgr., microwave advanced development, RCA tube div.; Glenn W. Stagg, 34, senior engineer, American Gas & Electric Service Corp., N. Y.

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New "scatter" link—world's third commercial over-horizon system—was placed in Puerto Rico-Dominican Republic service (Vol. 13:33) by IT&T Nov. 1, providing 6 two-way telephone channels 238-mi. between San Juan & Ciudad Trujillo. IT&T's Radio Corp. of Puerto Rico operates one end of link, augmenting existing high-frequency circuit. General Telephone Co. subsidiary Compania Dominicana de Telefonos C. por A. operates other end. Similar IT&T commercial "scatter" systems provide telephone service between Sardinia & Minorca and telephone-TV service between Florida & Cuba (Vol. 13:42).

Talos staged comeback Nov. 5 at White Sands Proving Grounds, N. M., where external rocket of guided missile fizzled after successful initial firing last month (Vol. 13:42). Second & third tests, involving Talos missiles designed for both explosive & nuclear warheads, were "complete success," according to Navy Capt. J. C. Parham Jr., commander of test facility.

Muirhead & Co., British-Canadian manufacturer of electronic measuring instruments & fire-control apparatus, will build 17,500-sq. ft. plant at Huntington, L. I., planning to employ 150 technicians on completion in 2 years. Firm now employs 1250 workers at Beckenham, England, 50 at Stratford, Ont.

Silicon price cuts announced by Texas Instruments, due to increased use in semiconductors: standard grade, $320 to $240 per lb.; premium grade, $500 to $400; research grade, $980 to $750. Philco cuts silicon transistor prices up to 60%, attributing reductions to manufacturing experience and automation.

Merit Coil & Transformer Corp. adds 12,000 sq. ft. to Hollywood, Fla. plant.

Amphenol Electronics earned $1,335,154 ($2.61 per share) on sales of $23,388,172 in 9 months ended Sept. 30, compared with $874,891 ($2.10) on $18,970,149 in comparable 1956 period. Third quarter net profit was $390,899 (71¢) vs. $248,445 (56¢) in similar period year ago. Pres. Arthur J. Schmitt said order backlog represents 3-month current production, adding that "while there has been some curtailment of activity due to cutbacks and realignments in military procurement, many new products will result from the re-evaluation of the missile and other electronic programs."

Signs of the TV times: "Every division of the company, other than the picture division, is making more money this year than last year," states Loew's Inc. (MGM) pres. Joseph R. Vogel in Oct. 30 letter to stockholders informing them usual $2.50 quarterly dividend for Sept. & Dec. was being "retained in the business and utilized in the production of profit-making films." He adds: "With the new films which the present management is producing; with the increase in use of the studio for TV, and our success to date in selling these TV subjects, I believe we are building a solid foundation for the future."

Gates Radio Co., manufacturer of electronic and commercial broadcast equipment, has been sold to Harris-Intertype Corp. in cash deal, figure not disclosed. Gates pres. Parker S. Gates will continue as pres. of Quincy, Ill. firm which will be operated on decentralized basis with present staff. Gates' sales are running at $6,000,000 annual rate, net profits at about $500,000. H-I had sales of $59,078,826, earnings of $4,733,045 for year ended June 30, 1957.

Dividends: WJR, The Goodwill Station, 20¢ plus 2% stock, both payable Dec. 6 to stockholders of record Nov. 20; Official Films, 5¢ Dec. 2 to holders Nov. 15; American Bosch Arma, 30¢ Dec. 31 to holders Dec. 5; Tung-Sol, 35¢ Dec. 2 to holders Nov. 18 plus 3% stock Dec. 9 to holders Nov. 18; General Instrument, 15¢ Dec. 16 to holders Nov. 20; General Tire, 17½¢ Nov. 29 to holders Nov. 18.

Tung-Sol reports net profit of $2,221,359 ($2.43 on 867,129 shares outstanding) on sales of $46,512,610 in 39 weeks ended Sept. 28, compared with $2,060,810 ($2.88 on 661,462 shares) on sales of $39,147,270 in comparable period year ago. Report says 1957 period includes $200,000 net and $3,500,000 sales of Chatham Electronics div., acquired May 20.

Arvin Industries earned $1,099,741 ($1.22 per share) on sales of $17,941,299 for quarter ended Sept. 30, compared with $854,894 (95¢) on $14,279,153 in corresponding 1956 quarter. For 9 months ended Sept. 30, earnings were $3,084,533 ($3.43) on sales of $53,387,457 compared with $2,356,827 ($2.63) on $44,106,856 last year.

I-T-E Circuit Breaker reports net profit of $4,752,000 ($3.85 per share) for 9 months ended Sept. 30 vs. $3,693,000 ($3.27) last year. Results for 1956 don't include Kelman Electric & Mfg. Co., Walker Electrical Co., Chase-Shawmut Co.

Jerrold Electronics reports loss of $77,798 on net sales and revenues of $2,638,920 for 6 months ended Aug. 31 in report filed with SEC, compared with loss of $47,372 on sales of $2,140,326 in corresponding 1956 period.

Decca Records earned $3,123,014 ($1.95 per share) in 9 months ended Sept. 30, compared with $2,917,379 ($1.82) in corresponding 1956 period.

Globe-Union Inc. earned $1,113,431 ($1.35 per share) in first 9 months of 1957, compared with $863,750 ($1.05) in comparable 1956 period.

Network Television Billings

September 1957 and January-September 1957

(For Aug. report see *Television Digest*, Vol. 13:40)

ADVANCING STEADILY AGAIN, TV network billings climbed 4.6% in Sept. over year earlier, following 9.5% slide in Aug. from Aug. 1956—month when political convention sponsorships brought abnormally high level of business (Vol. 13:40), according to Publishers Information Bureau. Sept. billings this year totaled $40,810,081 vs. $39,006,077 in Sept. 1956, CBS (up 8%) leading with $19,870,151. For 9 months of 1957, cumulative total increased 4.3% to $369,076,607 from $353,860,492 in first 3 quarters of 1956. The complete PIB report for Sept.:

NETWORK TELEVISION

	Sept. 1957	Sept. 1956	% Change	Jan.-Sept. 1957	Jan.-Sept. 1956	% Change
ABC	$ 5,704,888	$ 5,673,910	+0.5	$ 58,282,982	$ 56,529,387	+3.1
CBS	19,870,151	18,399,872	+8.0	173,410,530	162,811,764	+6.5
NBC	15,235,042	14,932,295	+2.0	137,383,095	134,519,341	+2.1
Total	$40,810,081	$39,006,077	+4.6	$369,076,607	$353,860,492	+4.3

1957 NETWORK TELEVISION BY MONTHS

	ABC	CBS	NBC	Total
Jan.	$ 6,715,581	$ 20,231,474	$ 16,554,941	$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033	43,377,602
June	6,413,708	18,356,892	14,746,537	39,517,137
July	6,348,496	18,537,069	13,874,872	38,760,437
Aug.	6,134,380	18,240,823	14,473,677*	38,848,880*
Sept.	5,704,888	19,870,151	15,235,042	40,810,081
Total	$58,282,982	$173,410,530	$137,383,095	$369,076,607

*Revised as of Nov. 7, 1957

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

PIB may discontinue its monthly reports on TV network billings which since 1949 have been accepted generally by industry as standard index. PIB secy. W. H. Mullen said that Magazine Publishers Assn., which owns service, was considering dropping TV reports at end of year, although no decision had been made—for reason that fees paid for PIB service by networks & other clients don't justify expense of research borne by MPA.

New color kinescope recorder so bright that "viewing with the naked eye is difficult" is now available from Telechrome Mfg. Co. on 30-60 day delivery schedule. Developed for Walter Reed Army Medical Center in Washington, which has RCA closed-circuit color TV system, new 3-tube system is said to have brightness capabilities of 750 ft.-lamberts, resolution of 500 lines. It can be used with commercially available color film with AFA speed rating of 12.

Argument on RCA-NBC motion to dismiss govt. antitrust case arising out of NBC's swap of its Cleveland TV-radio stations for Westinghouse's Philadelphia outlets, originally scheduled for Nov. 8, was postponed indefinitely by Philadelphia Federal Court due to illness of RCA-NBC attorney Bernard G. Segal.

Strike against NBC-TV: Walkout from NBC-TV was started Nov. 8 by Radio & TV Directors Guild in hassle stemming from long-smoldering jurisdictional dispute between Guild and National Assn. of Broadcast Employes & Technicians. RTDG pickets began appearing Nov. 8 in front of NBC-TV studios in Hollywood, Burbank & N. Y., threatening serious disruption of programs on network. Immediate cause of picketing was claim by RTDG that NBC locked out directors Bill Helion & Howard Davis from Dave Garroway's *Today* show in N. Y., replacing them with "unauthorized" supervisors. But real issue, which put NBC in middle of jurisdictional fight, was question of who was to give direct orders to TV crewmen —program directors who belong to RTDG or technical directors who belong to NABET? Last year RTDG won NBC contract clause eliminating middleman procedure, but it was not invoked by Guild until last week. Seeing jobs of technical directors in jeopardy, NABET fought back by observing new procedure so strictly that only explicit orders from directors were obeyed. Results: cameras out of focus, lights misdirected, mikes displaced. Truce was called pending settlement of dispute in negotiations this week with NABET & NBC, Guild setting Nov. 7 midnight deadline. Negotiations, which included question of arbitrating inter-union contest, were continuing late Nov. 8, however.

Paintings, Pilots, Cows: Closed-circuit TV was used at Nov. 7 auction of art collection of late Georges Lurcy, bidders in 2 siderooms viewing proceedings in main salesroom over Teleprompter system, including 6x8-ft. screens. Similar closed-circuit auction was conducted in London in July (Vol. 13:28). Other closed-circuit developments: (1) United Air Lines announced pilots will be trained by TV to fly new jet transports. Camera will project scale-model airport for fliers manipulating make-believe controls for simulated landings. (2) Paul Klemtner & Co., Newark, estimated that 200,000 visitors to Eastern States Exposition at Springfield, Mass. crowded into special studio to watch TV show (including artificial respiration for cow) it planned & produced in cooperation with Mass. Veterinary Assn. (3) Nov. 8 *Printers' Ink* said closed-circuit for business & industry will hit $5,000,000 sales this year—and double volume in 1958.

Two applications for TV stations and one for a translator were filed with FCC this week, bringing total to 119 (34 uhf) for stations, 35 for translators. Station applications: for Waycross, Ga., Ch. 8 by John H. Phipps, owner of WCTV, Thomasville, Ga. (Ch. 6) and WPTV, Palm Beach (Ch. 5); for Moline, Ill., Ch. 8 by local group headed by Oscar W. Ellis. Translator application was for Ch. 70, San Jon. N. M. [For details, see *TV Addenda 25-0* herewith.]

TV character merchandising dept. has been set up by AB-PT under Walter R. McCurdy; ABC-TV's publicity, adv. & art staffs will assist in all licensing promotions. First project: *Maverick*.

Broker Allen Kander & Co. opens new office at 1700 Broadway, Denver, headed by Tim O'Connor from Chicago office. Jack Hoag joins Chicago staff.

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Television Digest with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS—November 16, 1957

HOW TO BE A GIANT: Upstart NTA shows way, with acquisition of AAP, 20th Century tie-up, film network, station ownership, features & series (p. 2).

BROADCAST vs. WIRE pay-TV battle joined by RKO Teleradio, which blasts closed-circuit systems; to apply for toll-TV tests in N. Y. & Los Angeles (p. 3).

CLARKSBURG, W. VA. gets first local station as WBOY-TV begins operation, bringing U. S. on-air total to 518. Reports of new-station plans (p. 5).

VHF BOOSTER COMPROMISE probable as FCC seeks way out of hot political issue. Ch. 5 CP granted in Mitchell S. D.; more allocation moves (p. 6).

RCA TAKING ORDERS for prototype color tape recorders at "more than $100,000" each; first 6 go to NBC-TV, 7th to Charlotte's WBTV (p. 7).

SPECIAL AD TAXES adopted in Baltimore in face of TV-radio-newspaper protests that they are invalid; Council approves compromise 6% levy (p. 8).

SUBLIMINAL ADVERTISING barred by NARTB code board pending consideration of "hidden sell" methods; CBC-TV bans use of method (p. 9).

CBS EARNS $13,898,171 on sales of $275,276,269 in 9 months, seems headed for new records (p. 14).

Manufacturing-Distribution

COLOR SET UPSWING for Christmas seen by persevering RCA, which reports sales now at "satisfactory plateau;" set & tube output increased (p. 1).

REALLY SLIM CABINET—only 10-in. deep, picture tube projecting 4-in. from front—features startling new Sylvania $400 top-end set (p. 10).

DECLINING MARGINS theaten investment capital flow to appliance stocks, says Westinghouse's Cresap. Industry share of dollar keeps slipping (p. 12).

FINANCIAL REPORTS: Packard-Bell TV profits down; Admiral's quarter earnings up, 9-month figure down; Stromberg-Carlson "progress" reported (p. 13).

RCA REVIEWS COLOR TV PROGRESS: Still carrying the color torch virtually alone, RCA appears not to have slackened one whit in its drive. At Cherry Hill, N. J. TV receiver headquarters this week, we were brought up to date by Wm. E. Boss, color TV coordinator who reports directly to pres. John L. Burns.

"Major problem in color is exposure," according to Boss, who puts prime emphasis on surveys showing that 75% of public hasn't seen color (Vol. 13:26). Color does well, he says, where local stations have good schedule—backed by strong distributor promotion. "Color sales hit a peak in the week before the World Series," he said, "then leveled off at a satisfactory plateau."

What constitutes "satisfactory" isn't elaborated—for RCA continues to hold statistics close to chest. Last year, RCA Chairman Sarnoff reported, 102,000 color sets were sold. Boss reports that another color production line has been added at Bloomington, Ind. plant, and new machinery is stepping up color tube production at Lancaster, Pa.; that factory is back-ordered on certain models—mainly average priced consoles. Some non-RCA sources guess Lancaster is turning out 5000 color tubes weekly.

Income level of color purchasers is quite variable, Boss says; average selling price is $650-$695, with consoles lion's share of volume—most purchasers being sold up from $495-$550 table models.

Exposure program, according to Boss, follows same pattern as early black-&-white, is aimed at getting sets into public places such as airports, hotels, beauty parlors, bars, etc. These are usually handled on rental basis by distributors and dealers—generally with arrangement for purchase at end of 6 months. Example of mass exposure, said Boss, was "very successful" Four Roses promotion (Vol. 13:35).

Color techniques learned in Milwaukee (Vol. 13:23) are being used in 27 major and 25 smaller markets, with promotion building up through Christmas. Boss expects Christmas will see color sets gift items, upswing holding over into Jan. (For RCA Christmas advertising program, see p. 12.)

RCA has had some geographical problems. West coast delayed colorcasts recorded on lenticular film brought complaints about quality—but Boss says that in Sept. improvements in lenticular process made picture "quite acceptable, quite good compared with live." Complaints have ceased, he says, and sales have held up well. Now, of course, RCA looks forward eagerly to start of color tape recording on coast—greatly improving quality (Vol. 13:43).

Inadequate cable facilities to southwest and southeast have also impaired picture quality. However, Boss says new circuits have improved southwest situation.

NEW CELLULOID GIANTS IN THE MAKING: A new breed of TV industry titans is growing up around film production and distribution—and audacious National Telefilm Associates is pushing on half-dozen fronts to be the leader of the herd.

This little giant, barely in existence 5 years ago, embarked this week on biggest TV film merger-acquisition deal of year—giving more substance to oft-heard predictions that TV film production-distribution-syndication will simmer down from today's scores of significant companies to 3 or 4 large combines.

NTA this week concluded deal which eventually will cost it more than $15,000,000 in cash and stock—and will almost double its product catalog. Complicated pact involves buyout of more than half of Associated Artists Productions' 1,639,000 shares of common stock, and was coupled with announcement that NTA is prepared to buy up the remainder. The immediate acquisition is the stock controlled by Canadian financier Louis Chesler and his associates, with NTA paying $437.50 cash, $440 in 7% seven-year debentures and 10 shares of NTA common stock for each 100 shares of AAP. Similar offer will be made to other stockholders of AAP, which is listed on N.Y. Stock Exchange.

When purchase is completed, NTA will have obtained all rights to Warner Brothers' pre-1948 feature film library, plus popular Paramount Popeye cartoons, Warner's Looney Tunes (Bugs Bunny, etc.) and several TV film syndication properties. Warner features were purchased by AAP (then PRM Inc.) early last year for $21,000,000 (Vol. 12:9); since then, AAP has grossed about $30,000,000.

AAP sellout was understood to have resulted from dispute between pres. Eliot Hyman and Chesler group about dividend policy, latter wanting more immediate profits and TV film veteran Hyman urging reinvestment of most proceeds into major expansion.

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NTA, which became a power in TV via feature film route, will have some 1500 features in catalog including Warner Bros. series, plus about 2500 usable movie shorts. It has first call on all 20th Century backlog releases, now is distributing about 150 of them, also has Selznick, Rank, Korda and Stanley Kramer catalogs.

Never content with status quo, NTA is understood to be one of hottest contenders for big feature backlog of Paramount, last TV holdout among movie majors.

NTA is guided by youthful triumvirate with backgrounds of Madison Ave., Hollywood and theatre exhibition: Chairman Ely Landau, 37, onetime TV-radio director of Emil Mogul Co. and later an independent TV film producer; pres. Oliver Unger, 43, Hollywood film production veteran; exec. v.p. Harold Goldman of N.Y. theatre-owning family. Under trio's leadership, company's gross annual sales have risen in 5 years from $350,000 to $18,000,000. Before AAP acquisition, NTA's assets are more than $33,000,000.

Though founded on feature film, company's policy has been to diversify into all possible phases of TV. Last year, in 50-50 partnership with 20th Century-Fox, it founded "NTA Film Network," which has 90-min. evening feature film show weekly (nationally sponsored) running in virtually all TV markets—and recently crashed rating barrier with its week-end Shirley Temple "Holiday Special" oldies, now running in all major markets and completely sold out. Network drops "Film" from its name next year, plans to dip its feet into live program syndication.

Realizing its weakness in produced-for-TV series, NTA has signed co-production deals with 20th Century-Fox and Desilu for group of series, now has 5 in active stages of production or distribution, 6-7 more in planning stages.

Among boldest recent moves was NTA's acquisition of 2 TV stations, still awaiting FCC approval—metropolitan New York's WATV with radio WAAT, and Minneapolis' KMGM-TV (still 25%-owned by Loew's). NTA has been negotiating for other broadcast properties. Its by-product enterprises include NTA Pictures, which distributes old features from company's library to movie theatres, a film shipping service and recently established foreign branches.

NTA may not be biggest potato in TV film field; in the the TV series market, it can hardly be mentioned in same breath as such producer-distributors as Ziv, Screen Gems and others. But in this field, and in all TV fields, nobody can say it's not trying. When the chips are down and the oft-forecast attrition weeds men from boys, there's every indication upstart NTA will be counted among the giants.

PAY-TV BATTLE—BROADCAST VS. WIRE: Just when it looked as if nobody of influence except Zenith Radio Corp. was willing to speak up in favor of airborne toll TV—as opposed to the wire-borne variety—along comes RKO Teleradio with announcement it intends to apply for on-air pay-TV tests, coupled with blast at closed-circuit approach to fee TV.

RKO isn't ready to file its application yet. Real purpose of announcement, according to RKO sources, was to stem tide to wired systems, give heart to broadcasters and others who want to be part of pay-TV trials but who haven't spoken out. "Somebody had to get on record," RKO spokesman said.

Noteworthy in the weeks since FCC stamped its okay on fee-TV tests has been complete preoccupation of proponents Skiatron and Telemeter with plans for wired subscription TV, leaving Zenith only active well-heeled backer of broadcast subscription TV—until RKO's Tom O'Neil spoke up.

That RKO plans to file for fee-TV tests isn't at all surprising. But O'Neil's strong statement was intended to supply food for thought to those broadcasters who have been encouraging wired systems in effort to keep the air free of tollcasts. O'Neil claimed pay TV as natural birthright of broadcasters. If they waste time claiming it, he stated, they will "serve to divert its rich flow to other communications streams, such as closed circuit." Leaving toll TV to wired systems, he said, will soon give closed-circuit operators "control of all of the program elements of telecasting, whether it be free or toll."

RKO spokesman said company would like to tollcast on all 4 of its stations, but only its New York and Los Angeles outlets come within FCC specifications for tests (area must have 4 Grade A commercial signals). RKO insists it hasn't decided yet which decoding system to use, but some observers take O'Neil's blast at wired TV to be aimed at Telemeter and Skiatron, and predict alliance with Zenith.

It's good bet that RKO already has plans to use its movie studios and knowhow to make special movies aimed primarily at pay-TV audience. Having left theatrical feature business, it doesn't face problem of soothing ruffled exhibitors when it puts movies on the pay-TV screen.

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NARTB pres. Hal Fellows, in Los Angeles, predicted this week that Congress would head off on-air tests of toll TV, and reiterated his opinion that FCC had exceeded its authority in approving idea of a trial. He said motion picture interests were most active groups backing fee TV—but was careful to explain that his comments related only to broadcast pay TV, wired systems being outside of NARTB's area.

Meanwhile, there were these other developments on various pay-TV fronts this week:

(1) San Francisco battle over closed-circuit subscription TV was fanned to white heat as Cal. theatre owners mobilized to block Skiatron franchise, which currently is stalled in city's finance committee. Skiatron counterattacked with press conference in which v.p. Alan Lane revealed that his company had virtually abandoned its open-wire system, and now plans to use conventional coaxial cable for wiring city.

Even using cable, he said, it will only cost $2,250,000-$3,000,000 to wire entire city, not the $30-$60,000,000 opponents have claimed. Again he pledged that Skiatron system would get going with

opening of 1958 baseball season if city council acts in time. He said his company had paid Giants ball club $1,000,000, would pay $300,000 more by next April.

(2) Popular opposition caused one applicant to drop franchise request in Fresno, Cal. After unanimous vote of representatives of 22 local women's organizations, Lippert Theatres withdrew application, pres. Robert L. Lippert saying: "I realize now they don't want pay TV in any form, and it's dead as far as I'm concerned."

(3) FCC found itself deluged with about 3000 printed postcards—some addressed to FCC "c/o The White House," others to President Eisenhower—all carrying same message urging it to reject pay TV. Most cards were from Michigan, with some from Tennessee. They were printed in Detroit, as indicated by Detroit printers' local identification on union label.

(4) N.Y. Herald-Tribune Syndicate's influential John Crosby came out with flat endorsement of pay TV and predictions that medium will be so successful that "you'll have to beat [viewers] away from the coin box with clubs." Herald Tribune has long been editorial advocate of subscription-TV tests.

(5) Convinced that "toll TV may well develop into a multi-billion-dollar industry," staff of Senate Govt. Operations Committee authored report last week urging that Govt. get in on some of the cash. It recommended that Congress consider instituting system of FCC license fees for broadcasters early next session so that services performed by Commission "in connection with proposed toll TV shall be performed [at] rate commensurate with the benefits accruing to licensees." Senate Commerce Committee has opposed the idea of FCC fees in past and best guess is that it will ignore this latest plea.

Personal Notes: Donn B. Tatum elected TV marketing v.p. of Walt Disney Productions, Luther R. Marr secy. . . . Charles Manno promoted to asst. program director of ABN . . . Charles Fagan promoted to asst. to John Hundley, CBS-TV program services mgr. . . . Wally Gould, ex-Guild Films & TPA, forms Walter I. Gould Productions Inc., 15 E. 48th St., N. Y. . . . Stanley Florsheim, ex-gen. sales mgr. of Ziv's Economee TV div., named gen. sales mgr. of NTA's Famous Films div. (reruns) . . . Tony Rizzo named midwestern sales representative of Guild Films, headquartering in Kansas City . . . Alfred E. F. Stern, ex-RKO Radio, joins NTA as west coast public relations director . . . James Richards resigns as v.p. & eastern sales mgr. of Don Lee network to rejoin radio rep John Blair & Co., N. Y. . . . Joe Ryan promoted to business & trade publicity mgr. of NBC . . . Frank Young, ex-NTA, joins Benton & Bowles subsidiary General Public Relations Inc. as TV show publicity dept. mgr. . . . Jack Bertell & John Greenhut, who headed own talent agencies, form TV Artists Corp., 527 Madison Ave., N. Y. . . . Harold C. Lund, Pittsburgh area v.p. of Westinghouse Bcstg. Co. (KDKA-TV & KDKA), elected chief barker of Variety Club there . . . Sam W. Steele Jr. named southeast sales head of Official Films . . . Wm. D. Pabst, ex-v.p. & gen. mgr. of radio KFRC, San Francisco, named gen. mgr. of upcoming KTVU, Oakland-San Francisco (Ch. 2), due next spring . . . J. B. Fuqua, pres. & gen. mgr. of WJBF, Augusta, Ga., elected to Ga. House of Representatives . . . Charles F. Grisham promoted from sales mgr. to gen. mgr. of WABT, Birmingham . . . Richard Sassenberg resigns as traffic mgr. of RKO TV div. of RKO Teleradio Pictures to become pres. of Piclear Inc., maker of TV film projection device he invented . . . W. P. Baker, ex-KLFY-TV, Lafayette, La. named program director of upcoming WMBD-TV, Peoria (Ch. 31), due in Jan. . . . John F. Box Jr., ex-Bartell Stations & NBC, joins H. & E. Balaban Corp. as exec. v.p. for its radio stations . . . John L. McGuire named Denver mgr. of rep Clarke Brown, succeeding Ken Palmer, who devotes full time to Intermountain Network . . . James A. Yergin promoted to adv. mgr. of WOR-TV & WOR, N. Y. . . . Shaun Murphy promoted to national sales mgr. of KTVI, St. Louis; James W. Svehla Jr. succeeds him as sales service director . . . Robert Nelson advanced to promotion director of KHJ-TV, Los Angeles, succeeding Robert M. Light, resigned . . . Robert M. Petranoff, ex-program mgr. of WTTV, Bloomington-Indianapolis, joins Indiana U radio-TV dept. as producer-writer . . . J. Reginald (Reg) Miller promoted to national sales mgr. of KOMO-TV, Seattle . . . Bill Sunday, ex-San Diego County TB & Health Assn., named promotion director of KFSD-TV, San Diego.

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Jack D. Wrather is "no one's idea of a Texas millionaire," Nov. 10 *N. Y. Times* says in personality sketch of pres. of Wrather-Alvarez Bcstg. Inc. (KFMB-TV & KFMB, San Diego; KERO-TV, Bakersfield). "For all his 150 oil wells and a hint of a drawl, he looks more like Madison Ave. than Commerce St. in Ft. Worth," story says. It details recent purchase of Muzak (Vol. 13:38) and other Wrather ventures.

John E. Pearson rep firm moves office from Minneapolis to Des Moines, with Frank Frost, from Chicago radio branch, as mgr., headquartering in Des Moines Bldg.; Ralph Widman, ex-WFAA-TV, Ft. Worth, named mgr. of Dallas office.

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ADVERTISING AGENCIES: Milton H. Biow, Biow-Biern-Toigo chairman, is public member of govt. evaluation team touring Far East to inspect USIA facilities there . . . Arthur E. Duram, TV-radio v.p. of Fuller & Smith & Ross, appointed senior v.p. . . . Forrest Owen Jr. promoted to exec. v.p. & mgr. of Wade Adv., Hollywood . . . Scott Keck, asst. TV-radio director of Needham, Louis & Brorby, elected a v.p. . . . John Peace named chairman of operating committee of Wm. Esty . . . Harold H. Black resigns as senior v.p. of Reach, McClinton . . . Richard H. Depew, ex-ABC, joins Cunningham & Walsh as TV-radio account exec. . . . Dotty Abbott, ex-radio WHER, Memphis, joins Frances, Morris & Evans to head TV-radio operations. . . . . Bob Kroll resigns as TV copy director of Warwick & Legler to join Donahue & Coe in TV dept. supervisory post.

New and Upcoming Stations: WBOY-TV, Clarksburg, W. Va. (Ch. 12), opening new market in rich coal and gas area, began operation Nov. 15 with NBC-TV & ABC-TV. It's 36th starter for year, brings on-air total to 518 (91 uhf). It has 10-kw transmitter with 25-kw RCA amplifier and 380-ft. Ideco tower with 6-bay superturnstile antenna on Pinnickinnick Mt. It's part of Friendly Group (Jack N. Berkman, pres.; John J. Laux, exec. v.p.), which also operates radio WBOY; WSTV-TV, Steubenville, O. (Ch. 9) & WSTV; KODE-TV, Joplin, Mo. (Ch. 12) & KODE; radio WPIT, Pittsburgh and WPAR, Parkersburg, W. Va.—and is buying KMLB, Monroe, La. George Clinton, also managing WPAR, is gen. & sales mgr.; Rex King, from WSTV-TV Pittsburgh sales office, regional sales mgr.; Peter Lyman, production mgr.; Vilah G. Brooks, WPAR, chief engineer. Base hour is $250. Rep is Avery-Knodel.

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In our continuing survey of upcoming stations, these are latest reports from principals:

KRSD-TV, Rapid City, S.D. (Ch. 7) is wiring 5-kw DuMont transmitter, plans test patterns by end of Nov., programming shortly after, although network affiliation hasn't been signed, reports partner & gen. mgr. Eli Daniels, who with John & Harry Daniels also holds CP for KDSJ-TV, Deadwood, S. D. (Ch. 5). It will be Rapid City's second outlet, KOTA-TV (Ch. 3) having started in May 1955. RCA 6-bay antenna has been installed on 370-ft. Ideco tower. Base hourly rate hasn't been set. Rep not chosen.

KNME-TV, Albuquerque, N.M. (Ch. 5, educational) will get transmitter from KOB-TV (Ch. 4), hopes to be on air early 1958, reports Bernarr Cooper, director of TV-radio for grantee U of New Mexico. It has reconstructed one-story building to house 2 studios, control room, film room and offices, will use auxiliary tower of KOB-TV on Sandia Crest. Mrs. Harris Hester will be production asst.; Vorce McIntosh, ex-WTTW, Chicago, chief engineer.

KVKM-TV, Monahans, Tex. (Ch. 9) hasn't ordered equipment or begun construction, but has changed target to June 1, 1958, writes pres. J. Ross Rucker.

CHCA-TV, Red Deer, Alta. (Ch. 6) plans mid-Nov. test patterns, Nov. 20 programming reports pres. & mgr. G. A. Bartley. It has studio-transmitter house ready and awaits delivery of 5-kw GE transmitter. It has footings installed for 300-ft. Wind Turbine tower. It will use Andrews standby antenna until arrival of two-slot coaxial antenna next spring. Base hour will be $100. Rep not chosen.

CKRN-TV, Rouyn, Que. (Ch. 4) has changed target to Christmas from Nov. 15, reports pres. David A. Gourd. It has studio-transmitter building nearly completed for 35-kw GE transmitter due shortly. It will have 670-ft. Wind Turbine tower with 5-bay antenna. Base hour will be $160. Reps are Weed and Joseph Hardy & Co.

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Katz Agency appoints 3 new v.p.'s in extension program including scheduled N. Y. move next March 1 from 477 Madison Ave. to 50% larger quarters at 666 Fifth Ave., addition of 20 to rep sales staff by March 15. Scott Donahue Jr. is named TV sales v.p., Morris S. Kellner radio sales v.p., Daniel Denenholz research-promotion v.p.

RCA shipped 6-section superturnstile antenna Nov. 12 to upcoming KDUH-TV, Hay Springs, Neb. (Ch. 4), due in Dec. as satellite of KOTA-TV, Rapid City, S.D.

Canadian satellite application for Ch. 75 at Clermont, Que. by Societe Video de Clermont has been added to agenda of Dec. 6 meeting of CBC Board of Governors.

New reps: KPTV, Portland, Ore. to Katz Nov. 15 (from Hollingbery); upcoming KTVU, Oakland-San Francisco (Ch. 2), due next spring, names H-R Television.

Radio Sales Approved by FCC: WTRY, Troy, N. Y. by Mowry Lowe, Kenneth M. Cooper, C. George Taylor & Robert T. Engles for $1,400,000 to Victor W. Knauth & Daniel W. Kops (Vol. 13:31) . . . WDLP, Panama City and WCOA, Pensacola, Fla. by Perry Enterprises Inc. for $400,000 ($150,000 for WDLP, $250,000 for WCOA) to Dixie Radio Inc. (Denver T. Brannen) . . . KRIZ, Phoenix, by Howard Loeb for $215,000 to ex-Sen. Burton K. Wheeler and sons (Vol. 13:39) . . . WKIX, Raleigh, N. C. by WNAO-TV for $168,000 to Ted Oberfelder & Lou Randell (Vol. 13:27) . . . WMOU, Berlin and WJWG, Conway, both N. H., by John W. Guider for $165,000 to Richard P. & Virginia A. McKee, ex-owners of KOWB, Laramie, Wyo. (Vol. 13:40) . . . WTAQ, La Grange, Ill. 50% by Russell G. Salter for $137,500 to Charles F. Sebastian, who becomes 100% owner (Vol. 13:30) . . . KOWB, Laramie, Wyo. by Richard P. McKee for $108,000 to Richard K. Power & John Hunter, owners of WAVN, Stillwater, and WCMP, Pine City, both Minn. (Vol. 13:42) . . . KENL, Arcata, Cal. by Vern Emmerson for $100,000 to Mel Marshall (Vol. 13:40) . . . WLBG, Laurens, S. C. by Laurens-Clinton Bcstg. Co. for $63,000 to Charles W. Dowdy (Vol. 13:42) . . . WIPA, Annapolis, Md. by WASL Bcstg. Co. for $49,200 to Robert J. Kent, USIA employe (Vol. 13:39).

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Special ABN show demonstrating network's "all-new 3-dimensional live radio" (Vol. 13:42) will be staged Nov. 26 at Hotel Plaza, N. Y., for affiliates, advertisers, agency executives, NARTB pres. Harold E. Fellows opening show.

Report of Radio Station Sales: KITO, San Bernardino, Cal. by Frank Oxarart, Albert Zugsmith and John D. Feldmann for $200,000 to owners of KWKW, Pasadena, headed by Marshall S. Neal . . . WROB, Daytona Beach, Fla. by Jim McDonough & John Murphy for $145,000 to Radio of Daytona Inc., headed by Morton Bassett of rep John Blair & Co. McDonough will own 20% of new corporation (brokers Allen Kander & Co. and Chapman & Co.) . . . WGKV, Charleston, W. Va. by Jacob & Walter Evans for $77,500 to Joseph L. Brechner, who recently sold interest in WGAY, Silver Spring, Md. (Chapman & Co.) . . . KASI, Ames, Ia. by Wm. Rupe, publisher of *Ames Tribune*, Hollis Nordyke, *Tribune* business mgr. & Arthur Skinner, KASI gen. mgr. for $57,000 to Bill Evans, ex-WIND announcer (Allen Kander & Co.) . . . KUSN, St. Joseph, Mo. by J. D. Spears for $50,000 to W. N. Schnepp (mgr. of KWMT, Ft. Dodge, Ia.) and associates (Blackburn & Co.) . . . WMGE, Madison, Ga. by W. C. Woodall Jr. and associates for $30,000 to Howard C. Gilreath and F. K. Graham (Chapman & Co.) . . . KRCT, Pasadena, Tex., 93% by W. D. Christmas for $175,000 to v.p.-gen. mgr. John H. Touchstone (present 7% stockholder) and Leroy J. Gloyer, who will each own 50%.

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Baby bonus consisting of one-year university scholarship has been awarded by radio KFAB, Omaha, to daughter of Mr. & Mrs. Valere Thaden who was born at 11:10, station's frequency, on Nov. 10. Thaden is engineer for competitive WOW-TV.

Compromise on Illegal Boosters? One of nagging problems FCC has to face up to is unlicensed vhf boosters. Factors under consideration: (1) Real desire of isolated westerners to continue service now obtained without Commission's blessing. (2) Pressure by western congressmen to legitimatize boosters. (3) Danger to other services, such as air navigation "Z markers", produced by uncontrolled re-radiation. (4) Opposition from community antenna operators who visualize boosters cutting them out. (5) Concern of telecasters that boosters will produce more harm than good. (6) Court of Appeals decision distinctly sympathetic toward booster operators. (7) Comr. Craven's suggestion boosters be considered part of receivers, thus exempt from licensing.

Commission had assumed its uhf translators were answer to booster operators' needs, but latter didn't agree—because of costs. FCC then came up with vhf booster rule-making—this likewise considered too costly, in fact, more expensive than translators. Deadline for comments on rule-making is Dec. 15—and everyone is marshalling forces. Political forces on side of boosters are so great that eventual upshot is expected to be compromise allowing some form of vhf booster.

CPs authorized this week: Mitchell, S. D., Ch. 5, KORN; Ch. 74 translator in Paradise Valley-Golconda, Nev.; Ch. 70 translator in Gallup, N. M.

Initial decision looking toward grant of Ch. 11, Provo, Utah, was issued this week following dropout of competitor Jack A. Burnett, who gets $3500 for expenses.

Texas Tech CP for Ch. 5, held up by FCC (Vol. 13:43), should be liberated, KCBD-TV told Commission—asserting that its $30,000 gift to college has no strings attached and stating belief KDUB-TV's donation was given with same understanding.

CPs cancelled for lack of prosecution: WPKN, Pekin, Ill. (Ch. 69); KABL-TV, Helena, Mont. (Ch. 10).

First border TV allocations confab in years starts Nov. 18, as Mexican offiicals come to Washington to discuss uhf assignments. Mexicans initiated talks, and no complications are expected. Comr. Hyde will represent U. S.; Carlos Nunez, Mexico.

FCC allocations actions: (1) Proposed addition of Ch. 13 to Panama City, Fla. (2) Denied petition for reconsideration of action denying petition of WJHP-TV (Ch. 36) to commercialize Ch. 7 in Jacksonville or remove Ch. 12. (3) Denied petition for reconsideration of action shifting Ch. 7 from St. Cloud to Alexandria, Minn.

Educational WQED, Pittsburgh (Ch. 13) sought shift of Ch. 22 from Clarksburg, W. Va. to Pittsburgh, presumably would apply for Ch. 22 in lieu of the Ch. 47 it now seeks as second educational station in city.

Station Sales Decreed: Sale of TV-radio properties by *Kansas City Star* is required by terms of anti-trust consent decree filed Nov. 15 by Justice Dept. in U. S. District Court, Kansas City, settling Govt.'s civil case against newspaper and WDAF-TV & WDAF. Decree had been anticipated since rejection by Supreme Court in June of appeal by Kansas City Star Co. from conviction on criminal monopoly charges (Vol. 13:25). *Star* not only agreed to dispose of WDAF-TV & WDAF to buyers who have no connection with company but to stay out of commercial broadcasting business in Kansas City area. Newspaper and it officials are barred from acquiring any interest in any area TV or radio station without court approval. Negotiations for sale of WDAF-TV & WDAF started in advance of Supreme Court action and were continuing this week, but no deal was reported imminent. Harold F. Gross interests (WJIM-TV & WJIM, Lansing) were active in bidding for *Star* stations earlier (Vol. 13:21), when $10-$12,000,000 asking price was reported. It was understood Gross no longer is in market for properties, however. In addition to selling stations, *Star* agrees in consent order to halt alleged discriminatory practices against advertisers. "Divestiture of the radio & TV stations should increase competition in the dissemination of news & advertising," Asst. Attorney General Victor R. Hansen said after decree was filed.

WDMJ-TV, Marquette, Mich. (Ch. 6), applying for permission to take over CP for WJMS-TV, Ironwood, Mich. (Ch. 12), contingent on grant of private intercity relay so WJMS-TV can be operated as satellite (Vol. 13:29), shows $16,047 in retained income on June 30 balance sheet. It has $109,388 current assets, $438,239 fixed assets; $95,936 current liabilities, $401,314 other liabilities (notes & mortgages payable).

MBS is buying Don Lee network radio affiliation & advertising contracts from parent RKO Teleradio Pictures, which sold Mutual itself in Aug. to group headed by Paul Roberts & Armand Hammer (Vol. 13:32).

Merger terms for WARM-TV, Scranton, Pa. (Ch. 16) and WILK-TV, Wilkes-Barre (Ch. 34) in transaction whereby Transcontinent TV Corp. acquires 60% control (Vol. 13:42), are revealed by transfer application filed with FCC. WILK-TV goes off air and all properties (except radio WILK, retained by owners) are turned over to new Northeastern Pa. Bcstg. Inc., which takes over WARM-TV & WARM, increases stock from 2000 shares at $50 per share to 14,000 at $25. Owners of WILK get 2800 shares (20%) of Northeastern, plus $280,000 in subordinated 10-year notes and 2100 shares of Class B Transcontinent stock. WARM-TV owners get 2800 shares (20%) of Northeastern; in addition, Wm. W. Scranton, WARM stations' principal owner, gets $260,000 in subordinated 10-year notes. Transcontinent acquires 8400 shares (60%) of Northeastern for $105,000 cash (to be used as working capital) and 4200 shares of Transcontinent stock. Wm. W. Scranton, who will own 15.8% of Northeastern, has commitment to buy $100,000 worth of Transcontinent stock and 5% convertible debentures after merger is consumated. WARM stations Aug. 31 balance sheet shows $123,428 deficit from Jan. 1 to Aug. 31, deficit up to Jan. 1 being $608,512. They had $55,412 current assets, $344,761 fixed assets; $243,048 current liabilities, $766,451 long term liabilities.

Control of KFYR-TV, Bismarck (Ch. 5) & KFYR, KUMV-TV, Williston (Ch. 8) and CP for KMOT, Minot (Ch. 10)—all N. D.—passes from Etta Hoskins Meyer to daughter Marietta Meyer Ekberg, FCC having approved transfer (Vol. 13:43). Mrs. Ekberg will own 63.83%; husband Wm. A. Ekberg, pres.-gen. mgr., .04%; Marietta Meyer Ekberg trust, 35.38%.

Cancellation of sale of KOVR, Stockton, Cal. (Ch. 13) for approximately $3,500,000 to Lowell Thomas interests, already approved by FCC (Vol. 13.39), was announced, tight money market cited as major reason. Plans for either selling or retaining station by H. Leslie Hoffman's Television Diablo not yet indicated.

Color Tape Order: First TV station to own RCA color video tape recorder will be WBTV, Charlotte, N. C. (Ch. 3), which has ordered one of the custom-built prototypes RCA is making in advance of production. Company plans to start delivery of production models late next year (Vol. 13:43, 45).

WBTV exec. v.p.-gen. mgr. Charles H. Crutchfield announced his station's order for the color recorder—which will actually be 7th machine to be built, since NBC will install first 6 in its west coast "Tape Central" for Daylight Time and west coast program repeats. Since RCA plans to complete its 6th machine before start of Daylight Time in April, it's good guess that WBTV's recorder will be delivered next spring.

Crutchfield revealed his station is paying "in excess of $100,000" for the prototype recorder. No cost has been announced for either the pre-production or production models (although RCA said production recorders would be less than $100,000). Ampex delivered 13 pre-production prototypes of its monochrome recorder at about $75,000 each, now is making production models to sell at $45,000. Crutchfield described RCA color recorder as being 7 ft. high and 13 ft. wide.

RCA hasn't revealed how many prototypes it will build and sell—but announcement of its color tape recorder plans are expected next week.

In another move designed for greater color TV flexibility, RCA this week announced new image orthicon tube designed for color cameras (RCA-7037) with "more than twice the average sensitivity of any previous color image orthicon," longer life and better spectrum response. It's interchangeable with present types and because of its sensitivity will make possible reductions in cost of studio lighting and air conditioning as well as permitting greater freedom in staging and lighting techniques.

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International TV may draw nations of world closer together, FCC chairman John C. Doerfer told New Orleans Chamber of Commerce Members Council Nov. 14, and "may overcome eventually not only language difficulties, but slanted or even false interpretations by wilful or irresponsible individuals." "I am sure," he said, "that if the people of Russia knew how the people of America really live, think and feel towards them and others there would be little difficulty in reaching disarmament agreements . . ."

Close regulation of boosters, satellites, translators and similar radiating devices to avoid interference with TV reception was urged in resolution unanimously adopted by NARTB Engineering Advisory Committee in Nov. 14 Washington meeting. In other actions, Committee (1) Named subcommittee to prepare questionnaire for radio stations on program line service. (2) Agreed to consider establishment of industry-govt. committee to prevent overhead power line interference to radio reception.

All 4 Australian commercial TV stations have announced 20% rate boost in attempt to cut losses. Govt. has announced it will accept applications for commercial outlets in Brisbane and Adelaide, but experience of the stations in Melbourne and Sydney has made entrepreneurs wary, and no rush of applications is anticipated.

Conelrad Status: Cooperation of state and local civil defense authorities with TV-radio stations in emergency planning isn't what it should be, Comr. Lee, FCC's defense commissioner, implied in Nov. 14 address to National Assn. of Civil Defense Directors in Washington. Commission has found that "approximately one-half of the 1237 voluntarily participating broadcast stations in the Emergency Broadcasting System either have not been contacted by Civil Defense or have no programming plans at the local level, although these facilities have been available since early 1951," he said. "We find it increasingly difficult to explain to a very cooperative industry that they must continue to be adequately prepared in the event of a national emergency, although many of the individual broadcasters have no Civil Defense programming or guide lines." Other points made by Comr. Lee: (1) FCC & Defense Dept. have been studying possibility of permitting all stations to use special Conelrad "alert attention signal" preceding dissemination of such emergency weather warnings as hurricane and tornado alerts. Such action, he said, may provide "incentive to manufacturers to produce and distribute automatic Conelrad alert receivers at a reasonable price for use by the general public." (2) Conelrad system provides "good understandable signal" to more than 70% of continental U. S. population, as compared with about 90% of population receiving same quality signal from normal standard broadcast service.

Backstage union hassle which disrupted some NBC-TV programs and brought picketing of network's studios last week end (Vol. 13:45) was submitted Nov. 12 to binding arbitration by AFL-CIO pres. George Meany. Radio & TV Directors Guild and National Assn. of Broadcast Employes & Technicians, fighting over issue of who should give direct instructions to cameramen and other crewmen, agreed after 3-hour huddle with Meany in N. Y. to return to status quo pending his ruling. Trouble started when RTDG invoked contract clause permitting program directors to bypass NABET technical directors in giving cues to crews. AFL-CIO chief promised prompt decision on jurisdictional question.

WKRG-TV, Mobile, Ala. (Ch. 5) & WKRG are being transferred from WKRG-TV Inc. to new Giddens Television Inc., in which pres. & 20% owner Kenneth R. Giddens will hold 50%, *Mobile Register* and *Press* 50%—latter to dispose of radio WABB. Newspaper is paying $1,050,000 for its 50%. Giddens is turning his 20% of stock over to new corporation as well as option to purchase 80% of WKRG-TV Inc. Giddens Television Inc. is to borrow $130,000, to be used with monies from newspaper to compensate other WKRG-TV Inc. stockholders. Giddens will remain pres., also become gen. mgr. Ralph B. Chandler is pres. & publisher of *Register* and *Press*.

Add CC-TV uses: (1) Roulette over closed circuit TV will be feature at Riviera Hotel opening in Havana next month. Two-way hook up from casino to rooms will permit guests to watch the wheel and call bets. (2) TV cameras instead of guards now installed to watch cell blocks in Dallas. (3) Tennessee Coal & Iron div. of U. S. Steel has used TV to check dump operations at the 1030-ft level of its Winonah No. 11 mine since first of year.

Loew's Inc. (MGM) has let option expire on purchase of 25% of KTVR, Denver (Ch. 2); Loew's holdings consist of 25% of KTTV, Los Angeles (Ch. 11) and KMGM-TV, Minneapolis (Ch. 9).

Add cable movie applications: Televents Inc. seeks franchises (Vol. 13:41, 43, 45) in Salt Lake City, Ogden, Provo, Utah. Firm is headed by Bill Daniels, Casper, Wyo. CATV operator and former NCTA pres.

TV-Radio Taxes Voted: Special municipal taxes on TV-radio-newspaper advertising (Vol. 13:45) were approved this week by Baltimore City Council despite barrage of protests fired from all sides at hearing on ordinances to raise extra money for budget.

Council backed down part way Nov. 15 by agreeing 14-6 to cut 3½% from proposed 7½% tax on all advertising sales within city, making it 4%, but insisted on retaining equally-criticized plan for 2% levy on gross receipts of stations & dailies. Court challenge of 6% assessments seemed certain.

Even chairman Joseph Sherbow of Mayor Thomas D'Alesandro's own Special Tax Commission denounced projected ordinances as "invalid & unconstitutional." He told Council's budget & finance committee that it had no legal precedent for 7½% sales tax on time & space bought from newspapers & stations—plus 2% tax on advertising receipts of media.

Already denounced by TvB pres. Norman E. Cash as "revolutionary," tax scheme by D'Alesandro's administration to raise $4,200,000 to balance $232,000,000 budget next year also was scored by 20 other witnesses at hearing.

Wm. D. McMillan of Baltimore Sunpapers (WMAR-TV) predicted special taxes, if enacted, would be upset in any court challenge. He cited 1936 Supreme Court decision which killed advertising tax imposed on certain La. newspapers by Gov. Huey Long.

Spokesmen for AFL-CIO joined in attack, calling proposed levies "hidden tax" which consumers would end up paying, urging instead that property tax rate be raised if extra city revenue was needed.

Chief defender of scheme was City Council pres. Leon Abramson, who denied proposals were advanced "out of anger" because *Baltimore Sun* had criticized Council's budget-cutting efforts. Hugo A. Ricculti, city's deputy solicitor, said news accounts of Council's tax proposals had been distorted.

Jail sentence of 10 days for contempt of court was imposed Nov. 12 on *N. Y. Herald Tribune* TV-radio columnist Marie Torre by N. Y. Federal Judge Sylvester J. Ryan for continuing refusal to identify CBS source of item she wrote (Vol. 13:42-45). She was immediately released in own recognizance pending appeal to U. S. Court of Appeals. Judge Ryan said Miss Torre "has no legal support" for withholding information in District Court proceeding from actress Judy Garland in $1,393,333 libel suit against CBS. He noted at same time that columnist intended "no personal affront of the dignity of the court" in protecting her news source.

"Blue sky claims of TV" for advertising effectiveness can be answered by newspapers which use *Chicago Tribune* yardstick showing dailies out-perform TV at lower cost per 1000, Nov. 9 *Editor & Publisher* says. Explained in detail by *Tribune* adv. director Walter C. Kurz, newspaper-TV measurement method involves 3 levels of audience & readers: "coverage or circulation," "attention," "advertising message." Tables based on Nielsen & Hooper TV surveys and Starch studies of *Tribune* readership are represented as proving, e. g., that "advertising message" in 30-min. TV crime show costs $13.99 per 1000, whereas ½-page newspaper ad achieves same results for $4.10. *Tribune* owns WGN-TV.

Don't weep for movies, producer Jerry Wald told American Society of Cinematographers in Hollywood Nov. 11, asserting that despite TV they're still "the leading entertainment medium throughout the world." There are "too many pallbearers eager to reach for a coffin that, fortunately, hasn't been built yet," Wald said, adding that "with a maximum of considered opinion and a minimum of snap judgment, we can make our 'healthy invalid' even healthier."

Radio rep business is booming so fast that bigger firms "are bigger than some, if not most, of the radio networks," Nov. 11 *Advertising Age* says, estimating spot sales this year at $200,000,000 vs. record volume of $149,921,000 in 1956. Lengthy roundup by magazine lists John Blair & Co., Peters, Griffin, Woodward, Katz Agency, Henry L. Christal Co., Edward Petry & Co. among top radio reps, estimates that they account for about 32% of market.

Spot Expenditures Up: Third quarter spot TV expenditures totaled $93,094,000 for 325 stations reporting in TvB-Rorabaugh quarterly report, up nearly $10,000,000 over same quarter and indicating increase for first 9 months of more than $39,000,000. Additions to top 100 spot advertisers were Atlantic Refining ($241,800), Ex-Lax ($199,500), General Cigar ($215,200), Harrison Labs ($210,000), Kroger ($193,400), National Brewing ($282,000), Regal Pale Brewing ($215,900), George Wiedman Brewing ($251,000), J. B. Williams ($343,500). Major product classifications showing biggest third quarter increase over 1956: Household cleaners, cleansers, polishes & waxes, from $592,000 to $1,099,000; household laundry products, $3,284,000 to $5,321,000; cosmetics & toiletries, $8,950,000 to $13,367,000; automotive, $1,827,000 to $2,501,000; gas & oil, $3,908,000 to $5,070,000; beer & wine, $8,463,000 to $10,211,000. Top spot TV advertisers in third quarter were Procter & Gamble ($7,306,600), Brown & Williamson Tobacco ($2,982,500), Continental Baking ($2,439,600).

Single program effect on consumer, based on Oct. 13 Crosby-Sinatra program (Edsel), is described by TvB as significant research instrument, giving advertisers "technique for measuring basic effectiveness of their advertising." Study by Qualitative Research Inc. reported "public's favorable attitude toward the Edsel doubled as the result of their single TV program," jumping from 17.3% before show to 35.6% after. Complete copy of report may be obtained from TvB, 444 Madison Ave., N. Y.

"Dangerous stagnation" exists in advertising business, ABN pres. Robert E. Eastman told Philadelphia Advertising Club Nov. 13 in Hotel Barclay. "There is too much follow-the-leader, like sheep, with clients & agencies," he said, urging industry to "break out of the bonds of sameness," find better selling methods.

Network TV advertising was up 4.5% in first 8 months of 1957 vs. 1956, according to Nov. 8 *Tide* index of national volume. Business papers were up 9.6%, general magazines 4.5%, outdoor 2.6%. Newspapers were down .2%, farm publications 1.4%.

Warner Bros. opens new N. Y. headquarters at 666 Fifth Ave. Dec. 2 after move from own W. 44th St. building it has occupied since 1928.

No Hitting Below the Limen: NARTB TV code review board, meeting in Beverly Hills this week, added its voice to the furor over subliminal advertising (Vol. 13:45) by adopting statement that "experimentation or use of the process should not be permitted on the TV broadcast medium pending . . . review and consideration." It requested code subscribers to refer to it immediately "any proposals to use the TV medium in the process."

FCC's study of subliminal advertising and its possible applications—initiated at request of congressmen—continued this week, and it was expected that report would be issued in week or 2. There were indications that investigation had been dragged out longer than expected because of Commission's difficulty in obtaining cooperation of promoters of subliminal advertising.

In Canada, CBC board chairman Davidson Dunton announced that such hidden advertising would "not be permitted on CBC stations," though board may possibly review situation later.

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Withdrawal of identification with anti-war program Nov. 10 on WCBS-TV, N. Y., was ordered by N. Y. Public Library because it wanted to avoid involvement in "sensitive area." Veterans Day show, "Faces of War," had carried notation in script that it was "prepared for the N. Y. Library" which helped gather quotations from Euripedes, Homer, Shakespeare, Stephen Crane, Mark Twain, Walt Whitman. But Library pres. Morris Hadley objected, explaining: "In any sensitive area we try to make the material available, but then we say, 'The product is yours, not ours.'" Show produced by Metropolitan Educational TV Assn. featured biographer Mark Van Doren, *Saturday Review* editor Norman Cousins, anthropologist Dr. Margaret Mead, author James Jones.

NBC's answer to old movies—Jack Parr *Tonight* show —Nov. 8 reaped "largest amount of business ever recorded by NBC-TV's partic. programs in a single day." More than $4,000,000 in gross billings in single day were headed by Block Drug order for 234 partics. in 52-week period, with Bristol-Myers (208 partics.), Norelco (115), Harrison Labs (42), Polaroid (40), Tintair (26) and Webcor (21) signing up same day.

TV "blessings" are underplayed by industry, senior v. p. & TV-radio director Nicholas E. Keeseley of Lennen & Newell said in speech read to N. Y. chapter of Academy of TV Arts & Sciences this week. Stating that TV belongs to viewers, not critics who attack programming trends, he said that public has shown that it likes westerns and other shows it's getting, urged industry to join in campaign to "talk up" excellence of entertainment.

Flood of "horror" films to TV prompted NARTB TV code review board to call its subscribers' attention to section of code admonishing against "use of horror for its own sake" in TV production.

Filmed report on closed-circuit educational TV project in Hagerstown, Md. schools was carried Nov. 15 on NBC-TV's *Today*, reporter Joe Michaels covering story of success in teaching 4th grade arithmetic class.

TV career guide—*How to Get into Television* (189 pp., $3.75, Sheridan House, N.Y.) by Robert Spencer Solotaire —includes case histories of TV successes, lists requirements & opportunities for writing, acting, directing.

Catholics "Guard" TV-Radio: Moral guard over TV-radio must be maintained in U. S. by Catholic Church, American bishops said in 2400-word joint statement issued Nov. 16 following 3-day meetings at Catholic U, Washington. Implementing encyclical on censorship propounded Sept. 11 by Pope Pius XII (Vol. 13:37), 14 bishops speaking for 136 dioceses & archdioceses set up no new agency to review & evaluate programs. But they said already-established National Legion of Decency (for movies) and National Office for Decent Literature (for books & periodicals) must "be watchful over the fields of radio & TV," that agencies "must be prepared to meet a continuing evil with an unremitting effort." No type of TV or radio broadcast was mentioned by bishops as objectionable, most of statement being development of thesis on Catholic authority: "Morally, the Church can & does exercise what is called censorship. This right is hers from her office as teacher of morals and guardian of divine truth." However, statement excoriated "vicious & evil publications," deplored producers of movies offensive to Catholics. In Rome meanwhile, Sacred Congregation of Rites was considering proposal to establish St. Clare of Assisi as patron saint of TV. If approved, designation would be based on 13th century incident in which witnesses declared that St. Clare, after prayer from her sickbed, was able to hear & see midnight mass in Basilica of St. Francis 1½-mi. away.

Crash landing of RCA plane Nov. 8 resulted in superficial cuts and bruises for pilot and copilot, no injuries to pres. John L. Burns, T. A. Smith, exec. v.p., industrial electronic products, 2 acquaintances of Burns. Plane was returning from Detroit, had almost touched down at Westchester (N. Y.) County Airport when struck by strong gust of wind, causing one wing to hit ground. Plane finally landed on nearby highway.

Canadian microwave network is being extended Nov. 24 to CHCT-TV, Calgary; CFRN-TV, Edmonton; CJLH-TV, Lethbridge; CHAT-TV, Medicine Hat (for one month); Dec. 1, CFCY-TV, Charlottetown. CBC-TV and Trans-Canada Telephone said microwave link between Quebec & St. John, N. B., is scheduled for Feb. 2 completion, extending live TV from Edmonton to Charlottetown.

Piracy suit for $2,500,000 against NBC was filed Nov. 12 in U. S. District Court, Pittsburgh, by Pittsburgh TV producer Barry Farnol, who claimed NBC-TV's *What's It For?* (Sat. 10-10:30 p. m.) stole his ideas. He said new Hal March quiz show is "intentional duplication" of copyrighted program with same name which he "conceived, developed & produced" Aug. 19, 1952 but failed to sell.

NARTB reverts to original NAB, the National Assn. of Broadcasters, Jan. 1 as result of mail ballot which found 1227 members favoring switch, 35 opposed. NARTB board approved change last June, subject to referendum.

DuMont's ITV distribution is extended to 84 markets with appointment of 3 outlets: Alltronic Supply Inc., Amarillo; Flagler Radio Co., Miami; Torrence Sound Equipment Co., Toledo.

Broadcast Pioncers is new name of 14-year-old Radio Pioneers, as result of membership referendum. Group plans to start new-member drive, set up local chapters. Broadcasters with at least 20 years in industry are eligible.

NTA sets up London subsidiary, NTA (U.K.) Ltd., to supply TV & theatrical film, engage in production. British TV pioneer Vernon Burns, who formerly headed Television Programmes (Distributor) Ltd., will head office.

Eiffel Tower is now topped by new TV transmitting antenna—increasing height by 30 ft. to 957 ft. (compared with Empire State Bldg.'s 1472 ft.).

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
November 16, 1957

PROBING FOR ULTIMATE IN SET SLIMNESS: With real design ingenuity, Sylvania has taken unique step in the slimness trend in coming out with its much-heralded new 21-in. 110-degree-tube "Sylouette" receiver, shown in N.Y. this week.

Illusion of much slenderer look is unquestionably quite effective, and Sylvania maintains that its pre-testing indicates warm consumer reaction. Good index of whether Sylvania's experiment is paying off will come if competitors bring out similar designs in drop-in and new-line models early next year.

Though Sylvania doesn't say so, Sylouette looks as if it might well be result of motivation research findings that American public, obsessed with obesity and dieting, wants to surround itself with slim-looking objects. Just a guess.

Here are the Sylouette vital statistics: cabinet 10-in. deep (vs. 13½-17 in. for most other 110-degree sets), tube projects 4-in. in front of cabinet, "boxed" in by picture frame-like arrangement, about 3-in. tube cup in back. It's 36⅛-in. high, 34-in. wide, uses standard 110-degree tube.

Set is top of the Sylvania line. No recommended list is given, but we're told it will sell for about $400, will be in retailers hands in a week. It includes such features as larger "Halolight," wood cabinets, 3 speakers, sliding top concealing controls, "Magic Touch" station selector, brass legs with shelf for plants, etc. -- available in mahogany, limed oak, walnut.

Sylvania executives seem genuinely excited about the set. Says Marion E. Pettegrew, TV-radio div. v.p.-gen. mgr.: "This will present an opportunity to determine the public's reaction to an ultra-modern set." Original production order has been increased sixfold, according to gen. sales mgr. Robert L. Shaw, who asserted distributors gave it "overwhelming acceptance" at confidential showings. Shaw said set will provide satisfactory profits all down the line.

Spokesman said that survey of 3000 vacationers at a resort last summer showed 7 of every 10 persons preferred Sylouette over 2 other 21-in. 1958 consoles, one of which was a Sylvania.

Turning to other Sylvania and industry trends, Shaw stated: (1) Sylvania will double share of TV market this year, double it again in 1958. (2) Nothing in economic picture appears likely to disturb TV market. (3) Color is relatively static, won't move until price is down to about $350. (4) Picture-on-the-wall is still some time off, with engineers working on problems of scanning speed & "hold." (5) "In January, we'll show something else we have up our sleeves."

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Also in the "diet" field this week was word of work on a very short 90-degree tube. Leading proponent is National Video, whose pres. Asher Cole reports he's been working to shorten 90-degree ever since emergence of the 110-degree.

New 90-degree bulb is 16½-in. long, compared with 14½-in. 110-degree, 18-in. for previous short 90-degree. Reduction is accomplished by cutting neck length. New tube's neck is 4-in., vs. 5½-in. for previous short 90-degree, 7½-in. for original 90-degree. Reportedly, 110-degree can be shortened similarly.

Price of new 90-degree tube, Cole says, will continue at $1.50 below 110-degree -- will also permit set makers to "save quite a bit of money in sweeping it and in circuitry." Cole declined to disclose names of set manufacturers with whom he's been working on tube. Motorola consumer products exec. v.p. Ed Taylor says he's interested in tube "only as a possibility;" that 110-degree is also being explored -- company still determining next move. Currently, Motorola uses 110s only in one portable. Zenith is also said to be interested in new 90-degree unit.

RCA asserts it's happy with the 110, D. Y. Smith, v.p.-gen. mgr. of tube div. stating: "RCA feels that the 110-degree short tube has many distinct advantages, for example, a lighter weight bulb, efficiency of deflection power due to the narrow neck design, and excellent resolution, and small area contrast. Apparently the major claim to fame of the stub stub 90-degree tube is only in its attempt to match the reduction in overall length accomplished by the 110-degree tube."

Sylvania spokesman said: "We have developed some experimental models of the so-called 'very-short neck 90-degree picture tube.' We do not, however, see any great demand for this type of tube."

Tight Money Loosened: In surprise reversal of form, Federal Reserve System cut from 3.5% to 3% the discount rate often viewed by trade as primary thorn in side of business. Federal Reserve banks in N. Y., Richmond, Atlanta, St. Louis put cuts in effect Nov. 15; remaining 8 expected to follow. Rate has been upped 6 times as inflation curb since 1955, latest and biggest hitting last Aug. Commercial banks can now get money at lower rate, ease credit to both business & consumer, brighten prospect for availability of retail dollars in 1958.

Retail Sales Revision: Preliminary estimates of retail TV sales for Oct. indicate total somewhat under 600,000, including export, compared with about 700,000 sold in Oct. 1956. This brings year's 10-month total to about 5,100,000 vs. 5,400,000 same time year ago. Drop of 300,000 led industry statisticians this week to cut estimates of total 1957 sales to 6,500,000 from the 6,750,000 projected last month (Vol. 13:42). Total 1956 sales were 6,804,000. Inventories at end of Oct. stood at 2,600,000 vs. 2,700,000 same time last year.

Production: TV output was 138,831 for week ended Nov. 8 vs. 152,306 the preceding week and 176,626 in 1956 week. At end of 45th week, TV production totaled about 5,536,000 vs. 6,420,050 last year. Radio production was 390,435 (120,234 auto) for week ended Nov. 8 vs. 399,196 (131,327 auto) the preceding week and 335,630 (145,761 auto) in the 1956 week. By 45th week radio production totaled about 12,742,000 (4,631,834 auto) vs. 11,575,676 (3,912,481 auto) in 1956.

Trade Personals: Wm. J. Kleinknecht, ex-American District Telegraph Co., named asst. director, communications div., Business & Defense Services Administration, Commerce Dept. . . . S. F. Davies named marketing director, Westinghouse general products div.; **L. H. Loufek**, marketing director, apparatus products; **R. M. Wilson**, marketing director, defense divs. . . . **Clarence D. Tuska** named staff consultant, patents, RCA Labs; **Olin V. Mitchell** succeeds him as director, patent operations . . . **Eric Thor** appointed TV planning supervisor, electrical products div., Corning Glass, succeeding **David A. Sheperd**, now coordinator of new products div. . . . **Fred J. Voght** named production mgr., Hoffman TV-radio . . . **Charles H. Strawbridge**, ex-Brinkman adv. agency, joins Magnavox as sales promotion mgr., succeeding **Dan Cavalier**, resigned . . . **Arthur C. McCarroll Jr.**, ex-Chrysler, named director of division & field relations, IT&T (public relations); **G. Gayle Warnock**, ex-Edsel div. of Ford, named news service director . . . **S. Krinsky**, ex-Chromatic TV Labs, appointed director new western engineering div., Telechrome Mfg. Corp., with headquarters at 13635 Victory Blvd., Van Nuys, Cal. . . . **Marty Sheridan**, ex-Admiral, named director for information & publications, New England Council for Economic Development . . . **Wm. H. Fowler** named exec. staff adviser & chairman of new expansion & diversification committee of Herold Radio & Electronics Corp. . . . **Paul A. Sevareid**, ex-WTCN-TV, Minneapolis-St. Paul, named adv. mgr. of Dahlberg Co., Minneapolis (hearing aids and hospital TV & radio).

DISTRIBUTOR NOTES: RCA Victor Distributing Corp. names A. C. Nerness mgr. radio-phono-hi-fi dept. Los Angeles branch, succeeding Victor A. Croft, transferred to mgr. TV dept. Chicago branch; Michael Sanders mgr. housewares dept. . . . **Jos. M. Zamoiski Co.** (Zenith) Washington-Baltimore, promotes Harry Schwartz, sales mgr. Zenith div., to v.p. . . . **Krich-N. J.**, Newark, names Norman Skier, ex-DuMont, adv. mgr. . . . **GEA** names Bernie Meseth district TV-major appliance sales mgr., Burlingame, Cal.; Ralph Mitchell Jr., northern Cal. TV sales mgr.; Walt Archer, Sacramento district TV sales mgr. . . . **Hoffman** appoints Merchandising Distributors, Inc. (Norge, Vornado, Sonic hi-fi), San Diego, for TV-radio-hi-fi in San Diego & Imperial counties, dropping its San Diego branch; in past 18 months, Hoffman has dropped branches in San Francisco, Sacramento, Fresno . . . **Bell Sound Systems** appoints Midstates Appliance & Supply, Springfield, Ill., and Carlton-Bates Co., Little Rock, for tape recorders & stereo accessories.

NARDA Institute of Management will be held July 21-26 next year at American U, Washington—faculty again including Dean Nathan A. Baily of School of Business Administration, Dr. Harold B. Wess, Prof. Wm. A. Davidson of Ohio State U.

Dorman D. Israel, Emerson exec. v.p., received first award for outstanding service from IRE professional group on broadcast & TV receivers, at radio fall meeting in Toronto Nov. 12.

Topics & Trends of TV Trade: Home appliances' share of purchase dollar in consumer product field has declined 2% since 1952 while automobiles' share has increased 13%, Mark W. Cresap Jr., Westinghouse exec. v.p., pointed out to NEMA convention in Atlantic City this week. Inflation, which has pushed costs up faster than prices, threatens research and expansion of electrical industry, he said. "Industry's declining margins and rates of return, if continued, may well at some point in future time dampen the enthusiasm of members of the investing community for the stocks of our companies."

Meanwhile, automobile production, viewed as indicator of fourth quarter and 1958 business, was up slightly for the weeks ended Nov. 9 (5,171,883 passenger cars vs. 4,806,824 in 1956 period) as TV & white goods production was down.

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NEMA officers elected at Atlantic City convention: Pres., W. V. O'Brien, GE employe communications v.p. & gen. mgr.; treas., Bret C. Neece, Landers, Frary & Clark pres. V.p.'s—John C. Sharp, Hotpoint pres.; A.D.R. Fraser, Rome Cable pres.; Frank H. Roby, Square D sales v.p.; J. L. Singleton, Allis-Chalmers v.p.; N. J. MacDonald, Thomas & Betts pres. James H. McGraw award for Electric Men was presented to Alvin N. Gray, Western Electric.

Contracts for 206 uhf-vhf sets for Philadelphia schools has been awarded to Raymond Rosen, RCA Philadelphia distributor, following start of WHYY-TV (Ch. 35, educational) in Sept. Some 400 sets are now being used in Philadelphia classrooms and some are being converted to uhf. By end of year, every Philadelphia school is scheduled to have at least one uhf-vhf set.

Record-of the-Month plan, sponsored by RCA Victor and Book-of-the-Month Club, is scheduled for Jan. 1 start under name of RCA Victor Society of Great Music. Three or more Victor records are to be offered monthly, plus bonus records, following selection by independent panel.

RCA Christmas advertising plans include 2-page color insertion in Nov. 25 *Life* and Dec. 7 *Saturday Evening Post*, single pages in Dec. *Farm Journal, Sunset, Progressive Farmer, TV Guide*, Sunday supplements *This Week* and *Parade*. Color TV ad is scheduled in Nov. 23 *TV Guide*, Nov. 30 *New Yorker*, Dec. 2 *Sports Illustrated*, Dec. *Cosmopolitan* and *Atlantic Monthly*. Full page ad on TV with hi-fi and combination TV-hi-fi phonograph will appear in Dec. 9 *Life*. TV programs to be used include *The Perry Como Show*, the *George Gobel Show*, the *Eddie Fisher Show, Tic Tac Dough, The Price Is Right*. NBC's week end *Monitor* radio show also will be used.

Smaller and cheaper transistor radios may be heralded by RCA announcement that it has developed experimental pocket-size superheterodyne receiver employing only 5 transistors in reflex circuit. As described by RCA's Roger V. Fournier at Toronto IRE meeting, new circuit has higher sensitivity than standard 5-transistor radio, coupled with good frequency response over whole broadcast band. He said its performance compares well with receivers having more transistors, but offers reduction in size, cost and power requirements.

Reorganization at David Bogen Co. and Presto Recording Corp. follows resignation of Lawrence LeKashman as sales v.p. of both to rejoin Electro-Voice as sales v.p. Firms merge as Bogen-Presto div. of Siegler Corp., Lester Bogen pres. Mortimer Sumberg named distributor sales mgr. Bogen-Presto; Thomas L. Aye, professional product sales mgr.; David Pear adds sales promotion to duties as adv. mgr.; Thomas B. Aldrich resigns as Presto sales mgr.

Color distributor reports: In Philadelphia, Raymond Rosen & Co. ran full page Nov. 11 newspaper ad on color TV, saying 10,000 color sets are in use in area. In New Orleans, Walter Bros. reports 317 of 325 color set owners responding to questionnaire said they were sufficiently satisfied with sets to recommend them to neighbors.

New consumer magazine *Hi-Fi & Music Review*, will be launched Jan. 28 by Ziff-Davis with 100,000 circulation guarantee. Newsstand cost 35¢, editor Oliver P. Ferrell.

NARDA annual convention is set for Jan. 12-14 in Chicago.

ELECTRONICS PERSONALS: **Wladimir A. Reichel**, ex-General Precision Equipment, named Norden-Ketay senior v.p. . . . **Dr. J. R. Madigan** promoted to chief engineer, semiconductor div., Hoffman Electronics Corp. . . . **Walter H. Powell** elected v.p. of International Resistance Co. . . . **Karl K. Kahler** elected I-T-E Circuit Breaker v.p. for employe relations . . . **David A. Thomas**, ex-Babb Co. chairman & pres., joins RCA as mgr., industrial business development, new post in industrial electronic products . . . **Charles R. Klinger** appointed mgr., commercial administration, western area, RCA electron tube div., headquartering in Los Angeles . . . **H. Thomas Maguire**, ex-city editor *Lynn* (Mass.) *Daily Evening Item*, named New England editor, *Electronics* magazine.

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P. R. Mallory & Co. acquires plant, facilities & major interest of Milli-Switch Corp., Santa Monica, Cal., maker of electronic switches. Milli-Switch will operate as subsidiary, move production equipment to Frankfort, Ind. plant of Mallory electronics div.

Combined offices of WESCON, Los Angeles section of IRE, and West Coast Electronic Mfrs. Assn. moves to 1435 La Cienega Blvd., Los Angeles, Dec. 1.

Donald S. Parris steps up from acting director to director of Electronics Div. of Commerce Dept.'s Business & Defense Services Adm.

First National City Bank's Nov. letter on business & economic conditions notes "widely mixed" results in industrial groupings among the 599 leading manufacturers whose third quarter and 9-month net incomes are tabulated. All 599 showed $2,201,499,000 aggregate profit for 1957 quarter, up 13% from 1956 period; $7,288,524,000 for 9 months, up 8%. Category of electrical equipment, radio & TV (29 unnamed firms) led all rest save tobacco products (up 26%) for third quarter, its $104,513,000 up 23%; for 9 months it was far and away the top, its $321,151,000 up 32% from 1956. (Complete report available from bank's head office, 55 Wall St., N.Y.)

Frequency requirements for mobile radio will be theme of 8th annual meeting of IRE Professional Group on Vehicular Communications Dec. 4 - 5 at Washington's Statler Hotel. Highlight of session will be panel discussion moderated by ex-FCC Comr. E. M. Webster and featuring FCC chief engineer Edward W. Allen Jr., Motorola exec. v.p. Daniel E. Noble, consulting engineer C. M. Jansky Jr., radio engineer Francis M. Ryan, Atlantic Refining Co. communications mgr. Mason S. Collett.

Changes at RCA industrial tube marketing activity: Clifford H. Lane named mgr., market planning; Max E. Markell, mgr., industrial sales; Clarence S. Rockwell Jr., mgr., market administration; James T. Wilson, mgr., contract admin.; Gene Rivers continues as govt. sales mgr.

Financial Notes: Officers-&-directors stock transactions for Oct. as reported to SEC: **Allied Artists**—G. Ralph Branton bought 1900, holds 2200 in wife's account, 41,625 personally; Samuel Broidy bought 8000, holds 69,718; George D. Burrows bought 8000, holds 33,386; Sam Wolf bought 8500, holds 14,450. **American Electronics**—Warren H. Crowell bought 1000, sold 675 through Crowell Weedon & Co., holds 325 in Crowell Weedon, 4995 personally. **Arvin Industries**—Orphie R. Bridges bought 200, holds 940. **Avco**—Lloyd P. Smith bought 1000, holds 1500. **Bendix Aviation**—Raymond P. Lansing exercised option to buy 500, holds 5098; C. C. Tillinghast bought 200, holds 200. **C&C TV**—Matthew Fox sold 1000 by pledgee, holds 575,200 as collateral against loans. **Consolidated Electrodynamics**—Franklin H. Donnell sold 500, holds 12,000; A. Charles Schwartz sold 700, holds 200. **Consolidated Electronics Industries**—John Bentia bought 3000, holds 3000. **Crowell-Collier**—Armand G. Erpf bought 30,000, holds 35,600. **Daystrom**—Earl R. Mellen exercised option to buy 1000, holds 1536. **General Dynamics**—Allen D. Marshall sold 700, holds 7400; Frank Pace Jr. sold 5000, holds 39,780; Kenneth Stiles sold 700, holds 2300. **GE**—George E. Burens bought 1350, holds 5400; John D. Lockton bought 1500, holds 6519; H. A. MacKinnon exercised option to buy 300, holds 6227; Wm. Allen Mann bought 270, holds 880; Donald L. Millham exercised option to buy 2000, holds 8409. **Hoffman Electronics**—C. E. Underwood exercised option to buy 1500, holds 5500. **P. R. Mallory**—Harold C. Buell exercised option to buy 600, holds 1790. **Minneapolis-Honeywell**—John J. Wilson sold 6500, holds 65,070. **Minn. Mining & Mfg.**—Cyril P. Pesek exercised option to buy 600, holds 4501. **National Theatres**—Alan May bought 400, holds 800. **RCA**—Andrew Meyer bought 100, holds 9100. **Republic Pictures**—Herbert J. Yates sold 1000, holds 53,060. **Sperry Rand**—Francis J. McNamara sold 5000, holds 5500. **Storer**—Harry R. Lipson bought 100, holds 400. **Unitronics**—Abraham Cooper bought 367, holds 602. **Zenith**—E. F. McDonald Jr. bought 1100 through Seneca Securities Corp., holds 34,831 in Seneca Securities, 10,462 personally; Hugh Robertson bought 100, holds 1618; Joseph S. Wright bought 200, holds 510.

* * * *

Standard Coil reports net profit of $257,634 (18¢ per share) on $14,651,158 for quarter ended Sept. 30 vs. net loss of $358,706 on $15,392,295 in 1956 quarter. Pres. James O. Burke noted improved operating results were due mainly to extensive program which eliminated losses in tuner div.

Admiral Corp. earned $461,391 (20¢) in quarter ended Sept. 30 on $47,320,296 vs. $43,974 (2¢) on $48,370,663 last year. For 9 months, earnings were $572,662 (24¢) on $126,125,817 vs. $1,792,029 (76¢) on $134,204,988 in 1956.

General Precision Equipment earned $954,725 (59¢ per share) on sales of $45,327,615 for quarter ended Sept. 30 vs. $613,901 (41¢) on $35,579,263. For 9 months, earnings were $3,616,977 ($2.70) on $138,627,292 vs. $1,768,460 ($1.21) on $109,703,459 in 1956.

General Transistor earned $91,922 (30¢ per share), on $819,569 in quarter ended Sept. 30 vs. $45,361 (16¢) on $339,182; for 9 months, earnings were $221,286 (72¢) on $2,048,428 vs. $129,077 (45¢) on $729,867 last year—all 1957 figures record highs.

Sonotone Corp. earned $706,881 (65¢ per share), including $105,376 income tax credit, on $15,909,000 sales for 9 months ended Sept. 30 vs. $618,792 (55¢) on $13,757,000 in 1956.

Report on Stromberg-Carlson div. of giant General Dynamics Corp., which this week revealed consolidated net sales for first 9 months of 1957 reached $1,133,182,305 vs. $715,505,688 in 1956 period and net profit of $32,089,954 ($3.50 per share) vs. $23,015,606 ($2.27)—all figures embracing those of recently-merged Liquid Carbonics Corp.: "Stromberg-Carlson div. has made notable progress in designing new transistorized elements for commercial telecommunication applications. While maintaining a high sales volume in conventional telephone equipment, the Div. is now in quantity production of transistorized components for the independent telephone industry. Other products enjoying high sales level include 'Custom 400' high fidelity consoles and components, sound distribution and paging systems, automobile radios and loudspeakers, and 'Charactron' shaped-beam tubes." Pres. Frank Pace Jr. adds in report to stockholders that quantity production continues at S-C on complete Tacan systems for Navy, test & monitoring equipment for CAA; also "favorable progress" on various electronics & communications equipment for Signal Corps. (Stromberg no longer makes TVs.) General Dynamics' major military programs include development & production of Atlas missile, B58 supersonic bomber, F102A & F106A supersonic jet interceptors, nuclear-powered submarines, which were "not materially affected" by recent Air Force expenditure controls.

Packard-Bell pres. Robert S. Bell says profits on TV set sales in year ended Sept. 30 were less than in preceding year, but operation continues profitable with current earning trend rising. He told Los Angeles Society of Security Analysts that Packard-Bell is getting its highest share of TV market, excluding low-priced portables. Average factory price before excise tax, he said, is $152.90 vs. $128.67 for industry. On color TV, Bell said company "had lost money on every single set produced, about $50 a set, but a cost accountant with a sharp pencil would probably peg it at closer to $70." He estimated total sales at $32,000,000 for year with net profits more than $1 per share.

Dividends: CBS Inc., 25¢ on "A" & "B" payable Dec. 13 to stockholders of record Nov. 29 plus 3% stock Dec. 27 to holders Nov. 29; **20th Century-Fox**, 40¢ Dec. 27 to holders Dec. 10; **Walt Disney Productions**, 10¢ Jan. 1 to holders Dec. 13; **Hazeltine**, 35¢ plus 2½% stock, both Dec. 16 to holders Nov. 29; **General Precision Equipment**, 60¢ Dec. 15 to holders Nov. 27; **I-T-E Circuit Breaker**, 45¢ plus 2% stock, both Dec. 20 to holders Nov. 18; **General Tire & Rubber**, 17½¢ Nov. 29 to holders Nov. 18; **Minneapolis Honeywell**, 40¢ plus 15¢ extra, both Dec. 10 to holders Nov. 21; **Famous Players Canadian**, 37½¢ Dec. 12 to holders Nov. 21.

Largest electronics contract in CAA's history was awarded to IT&T's Federal Telephone & Radio Co., for $11,361,000 worth of VORTAC ground beacons and test, monitor & control equipment.

Howard W. Sams & Co. reports earnings of $192,636 ($1.52 per share) on $3,964,324 for fiscal year ended June 30 vs. $174,049 on $3,707,874 for preceding year.

International Resistance earned $531,424 (39¢ per share) on sales of $12,965,896 in 42 weeks ended Oct. 20 vs. $407,975 (30¢) on $13,657,158 sales in 1956.

Corning Glass earned $12,614,733 ($1.86 per share) on sales of $120,804,963 in Jan. 2-Oct. 6 period vs. $13,817,039 ($2.05) on $124,562,065 sales in 1956 period.

Beckman Industries for quarter ended Sept. 30 earned $290,712 (22¢ per share) vs. $378,439 (29¢) in 1956 period.

CBS Beating Own Records: Looks like CBS Inc. is headed for another record sales & earnings year, Chairman Paley reporting to board of directors meeting Nov. 13 that 39 weeks ended Sept. 28 brought in consolidated net revenues and sales of $275,276,269, up 7.4% from $256,-379,874 in 1956 period. At half-year mark the figure was $186,798,814 vs. $174,274,387 (Vol. 13:33). For whole of 1956, it was $354,779,843 (Vol. 13:13); for all 1955, $316-572,766. All-time record revenues were $373,380,139, achieved in 1954.

Net income for the 9-month period this year climbed to peak $13,898,171 after all charges (including $16,250,000 provision for Federal income taxes), amounting to $1.82 per share. This was up 48% from 1956 period which showed net income of $9,368,073 ($1.25) after allowing for expenses and losses attributable to discontinuance of CBS-Columbia TV-radio set manufacturing div. For whole of 1956, net income was $16,283,462 ($2.17); for all 1955, $13,397,427 ($1.83); for all 1954, $11,414,645 ($1.59).

Earnings per share are calculated on average of 7,651,697 & 7,490,438 shares outstanding during the respective 9-month periods of this year and last. Besides declaring 25¢ quarterly dividend, making $1 for year (vs. 90¢ last year), CBS board also declared 3% stock dividend on Class A & B stock payable in latter Dec.; in 1956, stock dividend was 2%, in 1955 same. [For CBS financial details 1950-56, see our Special Report of last May 4 on Financial Data on Television-Electronics Companies.]

CBS doesn't break down sources of revenues and profits, but largest operating division is TV network which in first 9 months of this year billed more than $173,000,000 by PIB calculations (Vol. 13:45); this is based, however, on one-time rates and therefore discountable by at least 25%. Last CBS Inc. annual report, covering 1956 (Vol. 13:13), stated only that CBS radio continues profitable, with Columbia Records at new peak 50% higher than 1955, CBS-Hytron (tubes & semiconductors) unprofitable, CBS Laboratories expanding into military & industrial projects, CBS International sales volume up 80%. CBS also has had profitable investments in theatrical productions, notably the fabulous *My Fair Lady*.

In 1956, according to recent Barrow network study report (Vol. 13:40 with Special Report), CBS's pre-tax profit from its TV network and 5 TV stations was $40,-733,000, the stations accounting for $18,362,000 or 45.1%; these and figures for preceding years to 1950 would indicate TV network-station operations far overshadow all other divisions as contributor to net profit total shown in consolidated reports.

Another sidelight: Proxy report for last annual meeting (April 17) revealed Chairman Paley and President Stanton drawing down identical salaries, $300,000; now retired TV pres. J. L. Van Volkenburg, $134,961; radio pres. Arthur Hull Hayes, $65,000; Columbia Records pres. Goddard Lieberson, $48,000; v.p. Henry C. Bonfig, $56,346; ex-CBS-Hytron pres. Charles F. Stromeyer, $60,000; Edward R. Murrow, $177,233. Salaries of new TV pres. Merle Jones and CBS-Hytron pres. Arthur L. Chapman, also directors then, were not revealed, but each was given option to buy 7500 Class A shares at $31 and $30.50, respectively, while Lieberson held option on 7650 at $22.55. Directors Bonfig and Hayes also held options on 7803 Class A shares each at $22.55.

Chairman Paley's stockholdings were 164,626 Class A, 798,768 Class B owned beneficially; Stanton's 108,266 A & 31,917 B. Next largest director-stockholdings were Leon Levy's 44,889 & 126,676, Samuel Paley's 20,400 & 33,680.

Govt. purchase of TV time on commercial stations for educational purposes—or exercise of eminent domain to obtain facilities—was suggested Nov. 13 by U of Mich. TV director Garnet R. Garrison as means of advancing nation's schooling. Asserting that "use of a few educational stations is not enough" as aid to development of scientific & intellectual processes, Garrison asked in speech to Ann Arbor Rotary Club: "Why should not the appropriate governmental agencies have power to exercise the right of eminent domain over broadcast time segments, taking over, if purchase is not easily possible, prime spots on commercial stations & networks so as to provide program outlets?"

Two new closed circuit TV system components debuted last week at Walter Reed Army Medical Center Open House in Washington: color TV microscope; color kine recorder. Microscope, really an RCA TK-45 color vidicon camera with light microscope attached, permits pathologist to show, and discuss with remote audience, magnified living micro-organisms as he studies them. Color kine recorder, Telechrome's "Trinescope," shoots live colorcasts of surgical operations on 16mm film, makes unlimited copies for military medical education. Walter Reed's 3-channel, $750,000 system uses 3 studios, 7 cameras, staff of 60, produces 150 programs a month.

News pictures in public areas of govt. buildings may now be taken without obtaining prior permission, reports General Services Administration which operates the buildings. TV cameramen are requested to notify GSA in advance so it can provide electricians to help with cables and lights. Federal judges will continue to have authority to bar photographers in areas under their control, such as courtrooms.

Two application for TV stations were filed with FCC this week, bringing total to 117 (33 uhf). Applications: For New Bedford, Mass., Ch. 6, by local group headed by bus line operator Alfred DeMaris; for Eugene, Ore., Ch. 9, by consultants Dawkins Espy and Thomas B. Friedman. No translator applications were filed this week. [For details, see *TV Addenda 25-P* herewith.]

Audiences as large as 250,000 have been attracted to school board telecasts over educational KUHT, Houston (Ch. 8)—some programs holding viewers as late as 1:30 a.m. Acting station mgr. Roy Barthold estimates this year's board meetings on integration were tuned in by 100,000 of city's 400,000 sets—with average of 2.5 viewers per set.

GE's new color TV camera (Vol. 13:39) will be introduced Nov. 20 at special press showing in new TV-radio studios of WRGB & WGY, Schenectady.

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Television Digest with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — November 23, 1957

WHITNEY PARTNER SEES TV commercials as "$100 Billion Pump-Primer" of economy; Petersmeyer urges fight against detractors (pp. 1 & 16).

SUBLIMINAL AD TECHNIQUE being used on air by at least one station; "hidden sell" promotors defend system, report "fantastic" TV interest (pp. 2 & 5).

OPPOSITION TO PAY TV, by air or wire, voted by Theatre Owners of America, pledging fight to outlaw it, while members continue to explore it (p. 3).

SPECTRUM STUDY action deferred by EIA pending further Washington talks. AMST and FM groups urge FCC to retain TV & FM intact (p. 4).

STORER FEELS PROFIT SQUEEZE from costs of building up independent WVUE; 9-mo. figure up but 1957 operating decline may be 15% (p. 6).

WDAF-TV & WDAF, Kansas City, reported sold, probable buyers headed by pres. Elmer C. Rhoden, National Theatres Inc.; principals mum until next week (p. 7).

RCA COLOR TAPE recorders to cost $63,000, monochrome $49,500; delivery of production models to begin in Dec. 1958 (p. 9).

REALIZATION OF TV'S dominance in mass entertainment field urged on exhibitors by Eric Johnston, stressing interdependence of both industries (p. 9).

BORDER UHF ALLOCATIONS negotiations between U.S. & Mexico running smoothly. Station sales in Los Angeles held up by protests (p. 10).

TRANSLATOR GROWTH continues steady, 73 stations now broadcasting; new orders for equipment at 3-4 per month, some from South America (p. 10).

Manufacturing-Distribution

HOME AMUSEMENT DEVICES represent whopping $21 billion expenditure by public since 1948; factory value of TV sets totals $8 billion (p. 12).

TV BUSINESS IN '58 seen continuing in 1957 pattern, with small pickup forecast by some set manufacturers; 1957 pre-holiday activity seen slow (p. 12).

DISCOUNTERS TO GROW, conventional retailers lose more ground, Masters predicts (p. 14).

SIEGLER CORP. reports record earnings of $368,602, sales of $16,662,835; Olympic employes increased by 300, TV-radio sales 40% over last year (p. 15).

PUMP-PRIMER OF THE NATIONAL ECONOMY: Wrede Petersmeyer, the J. H. Whitney & Co. partner in charge of its Corinthian group of stations (KOTV, Tulsa; KGUL-TV, Galveston; WANE-TV & WANE, Ft. Wayne; WISH-TV & WISH, Indianapolis), has been expounding to his friends an interesting theory of TV as "the secret catalyst" helping account for the increase in total sales of goods to American consumers from $180.6 billion in 1949 to $280 billion in 1957.

Nor is it mere coincidence, he contends, that Gross National Product has gone up from $257 billion to $437 billion in the same period of TV's great expansion—a period also marked by a more than 20-fold increase in expenditures by business on TV as an advertising medium. Therefore, he argues, why doesn't the business community, particularly at this time of economic storm clouds, join in protest against pay TV which, if successful, might vitiate free TV's strength as a selling force?

We asked Mr. Petersmeyer to "digest" his ideas for our readers, feeling they were especially pertinent coming from an able financial man who is regarded as one of the industry's real comers. Native of California, 1941 graduate of the U of California (Phi Beta Kappa), 1943 graduate of Harvard Business School (cum laude), Petersmeyer was made a Whitney partner in 1951. He started concentrating on station operation in 1954 after having headed the successful operation of a half dozen community antenna systems financed by Whitney. We recommend a close reading of his article on p. 16.

SUBLIMINAL TV ADS TESTED ON AIR: Controversial "invisible" TV advertising techniques are being tested on air in U.S.—and results have been inconclusive so far.

Using simple system developed at own station, pres. Murray Carpenter of WTWO, Bangor, Me. (Ch. 2) has quietly been experimenting with on-air tests of subliminal advertising (Vol. 13:45-46) for at least 2 weeks after nearly 2 months of development and closed-circuit tests. His conclusion so far: If it is a selling medium at all, it is the softest kind of soft sell.

"I am amazed to discover the trade furor this technique has stirred up and even more amazed that NARTB has issued an official frown," Carpenter told us. He said he has offered to contribute results of tests to FCC's investigators. "I judge from previous news reports that most broadcasters seem tongue-tied on the subject," he added. "We aren't."

His subliminal tests, which have been transmitted during across-the-board film series on alternate days, have been aimed at increasing mail draw. "As yet we are unable to determine if this technique has any effect," he declared. (For details of Carpenter's tests, see p. 5.)

■ ■ ■

The same puzzlement over excitement generated in press by "hidden-sell" idea was reflected this week by officers of Subliminal Projection Corp. when we visited them in N.Y. Though delighted with attention, they expressed dismay at tendency to imply system is wicked, potentially dangerous, etc.

Subliminal's exec. v.p. Richard E. Forrest invited us to demonstration of invisible advertising projected at speed well within range of TV's capabilities—each message lasting 1/20 of a second (as opposed to 1/3000 in movie theatre test). In small screening room, we viewed about 5 min. of color film footage, straining our eyes to catch any glimpse of a hidden message.

Though we saw nothing but the film, we were informed we had been subjected to message projected every 5 sec. for 1/20 of a second duration. Then film was shown again, this time with mask in front of projector lens, so that left half of screen carried the movie, the right half blank—or was it blank? Dim image of familiar "Coca-Cola" logo could be seen flicking on and off on unoccupied half of screen.

By reducing brightness of subliminal image, said Forrest, it can be projected for longer periods and remain "unseen." Superimposed on a TV program, he said, message can be held for indefinite period, making subconscious impression without actually being visible or interfering with program.

Subliminal's promoters quickly offer an assurance: This type of advertising can't "persuade" or "influence"—it can only "remind." It can use only short messages, with relatively familiar trademarks or wording. Is it "dangerous" or potentially sinister? Forrest claims that if viewer is uninterested in message, or hostile, no impression is made at all—message is subconsciously rejected.

"All we're selling is white space," he said. "It's just a place to put a trade name or a short slogan. It's up to advertisers to determine what use they'll make of it."

Motivation researcher James M. Vicary, Subliminal Projection v.p. who is credited with inventing system, puts it another way: "Subliminal advertising is a way to get to the viewers while they're concentrating." Its only use, he says, is to remind, to supplement other advertising—it can't be used to launch a new product or idea.

What it can do, he says, is make impression on viewer while his undivided attention is focused on TV or movie screen—supplementing conventional commercials which often chase viewers to refrigerator for can of beer, to bathroom, etc.

Does it work? You can't tell by watching a demonstration. If you're conscious of the message, promoters say, it's not subliminal. They cite widely publicized 6-week test of technique in unidentified movie theatre where subliminal ads were credited with boosting popcorn sales 57.7%, Coca-Cola 18.1%.

Who's interested in subliminal advertising? Of more than 1000 people witnessing demonstrations, Forrest ranked them in this order: (1) Agency people, (2) advertisers, (3) theatre owners, (4) TV operators. Interest expressed by TV operators has been "fantastic," he said.

Subliminal Projection Corp. plans to sell and lease projection machines, for which it has patent application pending. Pilot movie theatre projector came off production line of unidentified equipment manufacturer last week. TV gear has been designed, but production plans are being held up because of furor over the idea. "We don't want to fight the TV industry," said Forrest. "We want to marry it."

Though Subliminal has offered to demonstrate technique to FCC investigators, Commission staffers say they have no plans to see it. FCC sources say Subliminal is cooperating, providing information.

Possible use of technique in pay TV was predicted by Forrest, who visualizes it as perfect reminder advertising technique for basically non-commercial medium. Unseen toll-TV "sponsor" might get total of 300 invisible "spots" in 25-min. program.

TOA WANTS NO PART OF SUBSCRIPTION TV: While theatre owners scurried around trying to sew up wired pay-TV franchises in large numbers of cities, their trade association voted unanimously to condemn "all forms of cable and broadcast pay TV" and to push for enactment of federal law against it.

Action taken at this week's Miami Beach convention of Theatre Owners of America allies movie exhibitors' and broadcasters' organizations in fight to ban tollvision, while some individual exhibitors and broadcasters are expressing active interest in fee TV.

TOA resolution said subscription TV "soon would usurp all the popular programs now free . . . [gain] a monopoly of entertainment dollars . . . [cause] closing and elimination of the exhibition branch of the [motion picture] industry."

Earlier in convention, exhibitors listened to panel discussion on cable TV, in which most panelists (mainly representing pay TV or "cable theatre" proponents) agreed consumer will make ultimate decision on success of wired TV and that theatre owners should ally themselves with wired TV.

Interesting interchange from the floor featured 2 past presidents of TOA. Mitchell Wolfson, who heads Florida's Wometco Theatres as well as Miami's WTVJ and has interests in other TV stations, warned that pay TV must have first-run movies to succeed. This, he said, means "death of movie theatres." Then he asked: "What makes you think that the exhibitors can continue to control pay TV?"

Samuel Pinanski, pres. of American Theatre Corp., Boston, replied with opposite view: "My business stinks," he said, "and I've got to face reality" and examine potential of cable theatre system. He said exhibitor can't deny economics and must recognize existence and possibilities of pay TV as a matter of reality. He said he intends to "learn everything possible" about wired TV services.

Somewhat similar, though considerably milder, view was expressed by head of movie producer-distributor trade organization. Pres. Eric Johnston of Motion Picture Assn. of America told TOA convention that industry should look on all types of toll-TV tests as "research projects, out of which might come developments that could affect our way of doing business, the business of us all . . ."

Big producer 20th Century-Fox, already heavily entrenched in programming for free TV, appeared to write off any major role in pay TV when it announced to convention that it was willing to give theatres guarantee of at least a 5-year lag between theatrical and TV showings of any of its pictures.

It was a great week for feeling the public's pulse on pay TV—and 2 big surveys appeared to indicate strong opposition to the medium. TV Guide received 44,888 replies to "ballot" printed in Sept. 21 issue, final returns indicating 96.6% of respondents were against any form of subscription TV. TV Guide commented: "The poll should serve as a signal to the FCC and to Congress that perhaps there are not as many toll-TV enthusiasts as they have been led to believe." Results are in Nov. 30 issue.

Broadcasting Magazine had special survey conducted by Pulse in 10 major cities, found voters 2-1 against pay TV (939 against, 470 for, out of sample of 1409). Results are tabulated in Nov. 18 issue.

CBS v.p. Richard Salant, meanwhile, reiterated in Hollywood this week that his network is strongly opposed to idea of broadcast subscription TV, but "if the FCC approves of pay TV, CBS will go into it." His statement was reminiscent of comment last month by NBC pres. Robert Sarnoff that if fee TV eventually replaces free broadcasting, "we, like the public, will have no choice but to follow the pay tide."

JOSTLING WITHIN THE SPECTRUM: EIA's board deferred final decision on what to do about an all-spectrum study (Vol. 13:44), during quarterly meeting in N.Y. this week—but it supports concept "more enthusiastically than ever," according to spokesman. Reason given for deferment was need for more conferences with top govt. officials.

EIA is hopeful of getting military cooperation, though some veteran allocations negotiators remain skeptical—because of military's long record of meager cooperation. EIA board freed its spectrum study committee, headed by H. L. Hoffman, to act on its own, if necessary, and to recommend study procedures to Govt. before next board meeting in March.

Maintenance of FM band intact was urged by EIA's amplifier & sound equipment section, backed by consumer products committee—and view will be transmitted to FCC in form of comments in investigation covering 25-890-mc band. However, some makers of non-broadcast equipment among EIA membership may elect to recommend that Commission reallocate some FM space to other services.

Newly formed FM Broadcasters, comprising 45 stations, filed strongly worded brief stressing need for maintenance of FM band as is—calling particular attention to current resurgence of FM.

Meanwhile, in defense of TV spectrum space, Assn. of Maximum Service Telecasters is submitting brief in the 25-890-mc inquiry, holding "it is entirely premature for the Commission to consider any reallocation of TV broadcasting either within the portion of the spectrum presently assigned to it or in another portion . . ." It noted that TASO's inquiry into TV propagation is still going on—at Commission's request—and report is not due until next June.

Detailing use and demand for TV channels, AMST noted that 814 stations are operating or authorized—a "frequency loading" of 10 stations per channel. AMST said this growth took only 12 years—compared with 25 years for AM to achieve similar status.

AMST also pointed up public's vital need of TV, the $20 billion spent on TV equipment, that 99.9% of U. S. families live within service area of at least one TV station, that there is heavy use of 44,500,000 sets now in use with 83,430,000 persons over 12 spending some time watching TV in typical week.

Battle of Baltimore: Court battle lines in fight against Baltimore's new TV-radio-newspaper advertising taxes (Vol. 13:46) began forming this week, Baltimore Sunpapers (WMAR-TV) preparing to fire at ordinances as soon as they become effective Jan. 1. Counsel for Sunpapers will go to court to stop special levies (4% on sales to advertisers, 2% on gross receipts of broadcasters & publishers) on grounds they are unconstitutional because: (1) They abridge freedom-of-press guarantees, setting precedent for hostile municipality to tax newspaper or station out of business. (2) They discriminate against media & advertisers as businesses, thus denying them equal treatment under law. Sunpapers will be reinforced for battle by allied broadcasting, publishing & advertising forces which mobilized for initial attempt to stop City Council from enacting emergency budget measures Nov. 15. Advertising Federation of America, for one, is expected to enter legal fray as friend of court, chairman Robert M. Feemster warning this week that Baltimore taxes could set precedent which "can endanger the economy of the entire nation." He pointed out that "anything that tends to discourage advertising can kill all kinds of jobs in all kinds of fields."

Radio editorials on public issues are planned by KMPC, Los Angeles. Station operated by Golden West Bcstg. Co. (Gene Autry, chairman; Robert O. Reynolds, pres.) will carry 30 & 60-sec. editorials, clearly identified as management expressions of opinion, on such subjects as sewerage conditions, school bus safety. Politics will be avoided and KMPC news dept. will have no part in preparing policy statements, according to v.p. Loyd C. Sigmon.

A TV Legion of Decency? Year-long TV-radio study will be made by Catholic Church in U. S. "to determine the most suitable & acceptable means" of carrying out censorship encyclical by Pope Pius XII (Vol. 13:46). Bishop Wm. A. Scully of Albany, chairman of newly-expanded Episcopal Committee on Motion Pictures, Radio & TV, said group will determine how encyclical is "applicable to radio & TV on the American scene." Study may result in broadening work of Legion of Decency, present communications censorship arm of Catholic bishops, or establishment of separate TV-radio agency to evaluate programs. Other Committee members are Bishops John K. Mussio, Steubenville; James A. McNulty, Paterson; Hubert M. Newell, Cheyenne; Alden J. Bell, Los Angeles. Bishop Scully also reported addition of "A-2" category—"morally unobjectionable for adults & adolescents"—to Legion's movie-evaluation system.

TV doesn't harm health & schoolwork of children, although they spend as much or more time watching it as they did when it was novelty, director Paul Witty of Northwestern U's psycho-educational clinic reports in Nov. *Today's Health*, published by American Medical Assn. Survey of more than 2000 children, started in 1949, shows that in 1950 many parents complained that TV disturbed homework, play & sleep. Now few parents complain. And teachers find that such factors as poor home environment —not TV—are responsible for many emotional difficulties.

How to behave on TV is theme of new guidebook for amateurs—*So You're Going on TV*—prepared by NARTB in cooperation with WRVA-TV, Richmond. Quantity orders are available at cost to NARTB members.

Testing 'Hidden Sell' on TV: "If subliminal advertising is a world-shaking or potentially dangerous medium, we haven't been able to see it here." So said pres. Murray Carpenter of WTWO, Bangor, Me., summing up his station's experience with on-air tests of "invisible" commercials to date (see story, p. 2).

Working independently of the organizations promoting the widely publicized technique, Carpenter and his associates at WTWO began experimenting about 2 months ago, developing own equipment for purpose with aid of professional clinical psychologist. At outset, they decided to concentrate experimentation on film programs because of simplicity in devising equipment.

WTWO's "subliminal projector" was developed from standard film projector. Station technicians made loop of dark leader film 250 frames long, splicing in one frame with message, so that the "subliminal" information would flash on screen once every 11 seconds as loop made its continual revolution in front of film camera. Message was printed in negative form—white letters on black background—and designed so that it would occupy about one-fifth of height of screen. It was tested on closed-circuit system, projector's light level being turned down gradually until none of test viewers could see message. In on-air tests, message was superimposed on regular film program every 11 seconds, by using regular film projector and subliminal projector simultaneously.

First test message—only one used on air to date—was simple 2-word phrase, "WRITE NOW," chosen because its effects could potentially be easily measured. On alternate days, message was superimposed on regular daily stripped series of film programs in which announcer requested viewers to write their reactions and suggestions about the program series to the station. Carpenter reported no measurable difference in mail response on days when subliminal message was projected compared with days when announcer made verbal pitch only.

After nearly 3 weeks of alternate-day experimentation with the single message, Carpenter says he is convinced technique isn't "world-shaking" or "inherently wicked," as some critics have implied. "It hasn't filled me with enthusiasm in any way."

From TV station's standpoint, he sees one potentially important use "to solve a problem which really perplexes us"—namely, inability of viewers to identify program with a particular station. He suggests that subliminal projection of station's call letters during actual program might increase awareness of station's identification with network program—a decided advantage, particularly during rating week.

Summing up his experience and observations, Carpenter expressed view that subliminal technique may only be able to "get a viewer to do something he already wants to do" and speculated that some people may be far more susceptible than others to subliminal messages. In fact, he adds, "we may be dealing with a narrow slice of the population."

Carpenter defended broadcasters' right to experiment with subliminal and other new techniques. "I'm in the business of influencing people," he said, "and I intend to look into every method of influencing that comes along, whether I decide to use any of them or not."

"Fantastic" impact of TV on retail store trade is reported in Nov. 18 *Billboard* article by Bob Bernstein telling how pres. Howard J. Moll of Stevens Cosmetics has to read TV trade journals & gossip columns to cope with customers' knowledge of programs & products. "If the retailer doesn't become a TV expert via the advertiser's overtures, he soon becomes one through customer comment," said head of firm which operates drug & toiletry concessions in N. Y. area supermarkets & dept. stores. Sometimes customers aren't sure of product's precise name, but "they saw it on TV" and demand it, Moll said, recalling one day's run on Deep Moss, Disappearing Magic, Dimaggio, Dark Victory, Imagine, Dame Nature, Magic Step, Dawn Mist, Strange Deeds, Clean Margarine. Turned out they wanted Toni's new facial cleanser, Deep Magic.

TV loses 77% of audience between programs, Ziv reported this week on basis of June 3-10 survey of 1000 Cincinnati homes by Burke Market Research Inc. Ziv pres. John Sinn said findings showed that break-time commercials "cannot do the same kind of effective selling job that program sponsorship accomplishes." Among those not watching, 28% left room, 25% read, made telephone calls, etc., 10% changed channels, 12% left house, 2% couldn't account for inattention.

"Brain picking party" to discover why big corporate advertisers prefer TV to newspapers was proposed by adv. director John B. Rabiner of *Berkshire Evening Eagle* at Boston meeting of New England Newspaper Advertising Executives Assn. "Is this a rout?" he asked, citing statistics showing big companies spend more money on TV than on dailies. Rabiner urged national meeting of "everybody in the newspaper business to find out what's going on."

TV has 5-way payoff for corporate advertisers, Oliver Treyz, ABC v.p. in charge of TV, told 10th national conference of Public Relations Society of America Nov. 18 in Sheraton Hotel, Philadelphia. Citing case histories, he said TV improves public's image of corporation, public's familiarity with products, trade & industry relations, employe relations, stockholder relations. "Corporate messages on TV often are as timely—and should be as timely—as news can be," Treyz said. Same day, ABN pres. Robert E. Eastman made pitch for radio, telling meeting that TV has "pushed radio into the position of being primarily an adult medium"—one which is enjoying "the most rapid expansion of any medium in the history of mass communications." Eastman said that radio holds "place of distinction in mass communications because it is so universally available."

"Audience participant" interrupted *The $64,000 Challenge* on CBS-TV Nov. 17 in N. Y. by walking on stage, facing camera and reading "The Russians have gotten a step ahead of you" from paper he held. He got no further. Camera swung away, director Seymour Robbie barked orders through intercom, intruder was grabbed by stage director and hustled into wings. Taken to Bellevue Hospital for observation, he was identified as Richard Fichter, 34, Springfield, Pa. He had been ejected from afternoon rehearsal but obtained ticket for 10-10:30 p.m. show.

NBC-TV won 3 awards presented by National Assn. for Mental Health at annual meeting Nov. 21 in Atlantic City. Cited for "outstanding & continual effort to acquaint the American public with the facts about mental illness & mental health" were programs on *Today* April 30 & May 1, *Tonight* May 2, *Home* Aug. 7.

Profit Squeeze on Storer: High costs of getting WVUE, Wilmington-Philadelphia (Ch. 12) on its feet may depress Storer Broadcasting Co. operating profit for this year as much as 15% below record 1956—despite fact business is up currently at its other 4 TV stations and its 7 AMs; despite fact, also, that 9-mo. net profits are $5,249,492 ($2.12 per share) vs. $3,911,464 ($1.58) for same 1956 period (Vol. 13:42). The 1957 increase is attributable to net capital gain of $1,966,477 (79¢ per share) on $6,350,000 sale last spring of WBRC-TV, Birmingham (Ch. 6) with radio WBRC (Vol. 13:14, 19).

Pres.-founder George B. Storer discusses expected operating decline in letter this week accompanying earnings report, noting that costs of WVUE, group's only non-network outlet, are contributing mainly to squeeze on total profit but expressing belief "we will achieve black figures at Philadelphia within the next 12 months." Gross radio revenues are reported substantially higher while gross TV revenues were down, reflecting not only Philadelphia-Birmingham switch but sale of unprofitable uhf stations (WGBS-TV, Miami; WPTV, Portland, Ore.)

Expenses of WVUE include new transmitter with 1049-ft. tower at Pittman, N. J., 16 mi. from downtown Philadelphia, studios in Philadelphia and newly planned studio-office building in licensed Wilmington location.

Storer bought WVUE (then WPFH) along with radio WIBG from Paul Harron interests (in May) for $5,626,312 plus assumption of about $1,000,000 liabilities (Vol. 13:9,13), being required (under 5-vhf-limit rule) to dispose of profitable Birmingham TV station which was sold to Hulbert Taft interests. Loss of Birmingham revenues for rest of year, along with drains of WVUE, accounted for the adverse showing in third quarter and expected similar showing in fourth.

Third quarter net profit for group actually was $820,008 (33¢ per share) vs. $1,066,019 (43¢) in 1956 quarter (Vol. 13:42); for second quarter, reflecting most of Birmingham gain, profit was $3,143,038 ($1.27) vs. $1,395,202 (56¢) in 1956 period (Vol. 13:32); for first quarter, $1,286,445 (51.9¢) vs. $1,450,242 (58.6¢) in 1956 period (Vol. 13:17).

Revenue figures are not reported by quarters, but in record 1956 the Storer group reported operating revenues of $28,313,383 and net profit of $5,517,207 ($2.23 per share) as against $24,051,726 & $4,330,428 ($1.73) in 1955. [For roundup story on 1956 annual report. with figures back to 1950, see Vol. 13:13.]

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Storer's letter was in form of reply to James H. Sheppard, Grand Rapids, representing clients owning several thousand shares of Storer stock, presumably asking why firm went into independent TV operation in Philadelphia as against retaining profitable Birmingham. He pointed out that studies had first been made of *Los Angeles Times'* independent KTTV, whose annual sales figures climbed from $412,181 in 1949 to $8,943,000 in 1956; that WBRC-TV did something less than 25% of the KTTV 1956 volume; that *Chicago Tribune's* independent WGN-TV is known to be well up, too. These studies, he stated, reinforced his company's judgment that WVUE, in a comparable market, could be made to pay off over long run. But he admitted the Philadelphia venture, competitive with the *Bulletin's* WCAU-TV (CBS), RCA's WRCV-TV (NBC) and the *Inquirer's* WFIL-TV (ABC), was "truly a battle of giants."

As for business at the other Storer stations, it suffered a slackening off of demand during third quarter but is now up (TV volume ahead 4.6% in Oct. as against Oct. 1956, radio up 15.5% in same period). "But," he added, "our forward commitments from advertisers are of a short term duration rather than the long term 52-week contracts which we formerly enjoyed. We hope this situation will change, but until we have a restoration of general commercial confidence, I am afraid we will have to be content with this day-to-day existence."

There is no intention, said Storer, to reduce dividend payments ($1.80 this year, $1.75 last year), representing 35% of net earnings and about 25% of cash earnings.

Phenomenal growth of KTTV, independent in 7-station Los Angeles, is disclosed in Storer letter (above)—and credit is generally recognized as belonging to its pres.-gen. mgr. Dick Moore. While profit figures are not made public by parent *Los Angeles Times,* these are the gross revenue totals since station started 8 years ago: 1949, $412,151; 1950, $1,570,478; 1951, $2,779,876; 1952, $3,068,516; 1953, $4,140,641; 1954, $5,835,695; 1955, $7,676,103; 1956, $8,943,000. Note: *N. Y. Daily News'* independent WPIX, under Fred Thrower, is reputed to be good earner, though its figures have never been revealed. And *Chicago Tribune's* independent WGN-TV, its figures also confidential, after long period of doldrums is known to have made enormous strides in the last year under v.p.-gen. mgr. Ward L. Quaal.

Private TV station on Okinawa, programming in Japanese language, is planned by group headed by Harry M. Engel Jr., pres. of KUAM-TV, Agana, Guam (Ch. 8). Okinawa already has U.S. Armed Forces TV outlet AFTV (Ch. 8), which programs in English. Engel is pres. of Intercontinental Services Ltd., 15 E. 48th St., N.Y., international film and station operating company, which operates Arabic-language station owned by Arabian-American Oil Co. at Dharan, Saudi Arabia.

ABC-TV goal is to lead CBS-TV & NBC-TV by next April "in nighttime audience in the competitive markets throughout the country where we compete directly," Oliver Treyz, ABC v.p. in charge of TV, stated at meeting of primary affiliates Nov. 20 in Hotel Blackstone, Chicago. He told 80 station mgrs. at session that he's confident objective can be reached, reporting that ABC-TV already reaches 2,000,000 more homes in average evening hour—audience increase of 45%—than it did year ago. Biggest rating gains by network, Treyz said, have come in direct contests with CBS & NBC.

New rate policy, extending usual 6-mo. protection against increases to 12 months for advertisers who maintain uninterrupted schedules, was announced this week by Storer's WJBK-TV, Detroit. In letter to agencies, managing director Bill Michaels said old policy was "unwieldy" and "serious deterrent to getting basic TV budgets approved."

New closed-circuit system, Port Jervis (N. Y.) TV Co., started Nov. 13 on Ch. 6 which it has leased from Port Jervis community antenna operator Tel-Co TV Sales & Services. New system has about 700 subscribers. Some news reports gave impression operation is on-air station.

Kansas City Stations to Rhoden? Deal for sale of Kansas City Star's WDAF-TV (Ch. 4) and radio WDAF, in compliance with govt. anti-trust consent decree (Vol. 13:25, 46), was due to be concluded after meeting of newspaper's board Nov. 22—with revelation of purchaser indicated for next week. Newspaper & station executives were absolutely mum at week's end, declining to accept inquiry calls, but there was good basis for betting buyer will be disclosed as group headed by Elmer C. Rhoden, of Kansas City, who succeeded late Charles P. Skouras in 1954 as pres. of National Theatres Inc., big California movie chain spun off 20th Century-Fox under old govt. consent decree requiring divestiture of theatre ownership by producing companies. Rhoden also was head of 45-theatre Fox Midwest Theatres Inc., Kansas City, where he still makes his home and is prominent in local affairs, and has been active in Theatre Owners of America.

Intermediary is Fred Moseley, Kansas City business broker, and price is said to be "more than $7,500,000." Reported first asking price was $10-12,000,000, but Harold Gross offer of $9,300,000 last summer (Vol. 13:21) was supposed to have been acceptable, then withdrawn when money market got tight. Reliable sources disclose the TV-radio stations grossed approximately $2,700,000 and showed earnings before taxes of $1,550,000 in 1952; $3,000,000 & $1,680,000 in 1953; $2,600,000 & $1,300,000 in 1954; $2,550,000 & $1,200,000 in 1955; $2,470,000 & $1,050,000 in 1956. Net earnings aren't known, but it's a fair guess they ran around 45% of net before taxes.

Identity of buyer was hot "guessing game" all this week, with such major group interests as Storer, Whitney, Triangle, RKO Teleradio admitting they have considered deals broached by brokers but were definitely not in the running. Also mentioned as possibilities but not checked up to press time were Wrather, Alvarez, Cowles and Hobby interests.

CP for KTES, Nacogdoches, Tex. (Ch. 19) is being taken over by Lee Scarborough, operator of KELS-FM there, paying out-of-pocket expenses of other 25% owners Joe D. Prince, T. Gillette Tilford & James G. Taylor, according to application filed with FCC. Construction is to be financed by issue of 100,000 shares of class A stock with $1 par value, to be offered public by Gene Gassaway & Co., Lufkin. Also to be issued are 150,000 shares of class B stock with 10¢ par, for officers and directors. Scarborough gets 12,600 shares of class B for his services, land and buildings. Application also states that it has 1-kw GPL transmitter on hand, which station may obtain for $5000.

KOVR, Stockton, Cal. (Ch. 13) has been sold to Gannett Co., Rochester, in deal involving $3,100,000, following cancellation of sale to Lowell Thomas-Frank Smith interests for approximately $3,500,000 (Vol. 13:46). Gannett is paying $1,100,000 cash for capital stock of licensee Television Diablo Inc. (H. Leslie Hoffman, majority owner), which has $2,000,000 outstanding indebtedness. Terry H. Lee, Television Diablo pres.-gen. mgr., has agreed to remain as gen. mgr. until next July. Gannett is newspaper chain owner and operates TV-radio stations in Rochester, Binghamton, N. Y. and Danville, Ill.

Mitchell Wolfson's WTVJ Inc. will own 40% of WLOS-TV, Asheville, N. C. (Ch. 13) & WLOS, when it has exercised option on additional 605 shares, paying $60 per share to 6 minority stockholders. WTVJ, seeking control of stations, has been buying out small stockholders following last June's $122,580 purchase of 17% from 35 stockholders under option it took over from *Asheville Citizen* and *Times* (WWNC). In Oct., it purchased 4260 shares for $118,080, brought holdings to 35%. Several stockholders are contesting original purchase, claiming that option to newspaper was illegal.

Mel Wheeler's purchase of 96% of WJDM, Panama City, Fla. (Ch. 7) for $60,000 from builder J. D. Manly (Vol. 13:43) was approved this week by FCC. Wheeler will own 98%, wife 2%. Other Wheeler interests: 25% of WEAR-TV, Pensacola (Ch. 3) & WEAR; CPs for radio WSCM, Panama City, and WTYT, Titusville, Fla.

KSHO-TV, Las Vegas (Ch. 13) sale to Mervyn Adelson and father Nathan, Las Vegas supermarket operators, has been approved by FCC, sellers Frank Oxarart-Albert Zugsmith interests getting $70,000 (Vol. 13:42).

NTA's purchase of 75% of KMGM-TV, Minneapolis (Ch. 9) for $650,000 from United Television Inc. (Vol. 13:37) was approved by FCC this week, with Comr. Bartley dissenting. Loew's Inc. retains 25% acquired in 1956 for about $750,000 (Vol. 12:44). NTA is also seeking FCC permission to take over WATV, Newark-N. Y. (Ch. 13) with WAAT & WAAT-FM for $4,500,000 (Vol. 13:44). In his dissent, Bartley said Commission should get more information before attempting to decide whether transfer is in public interest. He pointed out NTA "has made no claim (that) TV stations are needed for the operation of its business," that it is defendant in Justice Dept.'s "TV block-booking" suit.

Radio Sales Approved by FCC: WRMA, Montgomery, Ala. by Ralph M. Allgood & Grover Wise for $165,000 to owners of WAOK, Atlanta (Vol. 13:44) . . . WHAR, Clarksburg, W. Va. by George F. Wilson Sr. & Jr. for $155,000 to Mr. & Mrs. Mason C. Deaver (Vol. 13:43) . . . KAIR, Tucson, Ariz. by Wm. J. Hyland III, Dawkins Espy & Harold Lampel for $135,000 to Josh Higgins Radio Enterprises (Vol. 13:40) . . . KWG, Stockton, Cal. by Douglas D. Kahle for $85,000 to KWG Bcstg. Co. (Vol. 13:39) . . . WDEB, Gulfport, Miss. by Denver T. Brannen for $80,000 to Electronics Research Inc. (Vol. 13:40) . . . Concert Network Inc (FM stations WXON, Providence; WYCN, N. Y.; WHCN, Hartford & WBCN, Boston) by John W. Guider for $45,000 to T. Mitchell Hastings Jr. . . . WHFI (FM), Newark, N. J. by Fidelity Radio Corp. for $40,000 to DuMont Bcstg. Corp. . . . WCLE, Cleveland, Miss. by Voice of the Delta for $40,000 to Radio Cleveland.

Report of Radio Station Sales: WTAL, Tallahassee, Fla. by John H. Phipps for $149,571 to Vic Diehm and associates . . . WCOS, Columbia, S. C. by Charles Pittman for $107,500 to George H. Buck Jr., who with father owns WJNO, W. Palm Beach, Fla. . . . WHUC, Hudson, N. Y. by Robert P. Strakos & John F. Kearney for $82,500 to Colgreene Bcstg. Co., owned by Orin Lehman, publisher of *Saugerties* (N. Y.) *Daily Post* . . . WHOO, Orlando, Fla. by Ed Lamb, also owner of WICU-TV, Erie, Pa. (Ch. 12) & WICU, for $250,000 to Ted Estabrook (Blackburn & Co.) . . . KMOR, Oroville, Cal. by Oroville Bcstg. Inc. (Raymond Vargas, pres.) for $30,000 to Jack Breece (Hamilton, Stubblefield, Twining & Assoc.).

Personal Notes: Ted Cott named NTA v.p. in charge of o-&-o stations, headquartering in N. Y. . . . **Joseph J. Weed**, pres. of rep Weed TV, and **John Blair**, chairman of Blair-TV, elected directors of TvB . . . **Robert W. Sarnoff**, NBC pres., and **Wm. R. Baker Jr.**, Benton & Bowles chairman, to be honor guests at annual dinner of Federation of Jewish Philanthropies Dec. 10 in Plaza Hotel, N. Y. . . . **Jules Herbuveaux**, NBC v.p. and gen. mgr. of WNBQ & WMAQ, Chicago, elected a vice chairman of Chicago Better Business Bureau . . . **Kenneth Curto**, ex-radio WPRO, Providence, joins Triangle Publications as sales mgr. of WFIL-TV, Philadelphia, succeeding **Sherman D. Gregory**, who shifts to Triangle national sales div. . . . **Richard D. Cross**, ex-pres. of Vision Films, New Orleans, named program mgr. of WDSU-TV, succeeding **Tom Hicks**, resigned . . . **James Schiavone** promoted to station mgr. of WWJ-TV, Detroit . . . **Thomas B. Shull** appointed director of film operations for Storer stations, headquartering in N. Y. and reporting to TV operations v.p. **George B. Storer Jr.**; he's ex-NBC and MCA film div. account executive, formerly headed now-discontinued uhf WTOM-TV, Lansing, Mich. . . . **Theodore Weber**, ex-sales mgr., WGN-TV, Chicago, now with Storer's WVUE, Wilmington-Philadelphia, as administrative asst. to v.p.-managing director **J. Robert Kerns** . . . **Tom M. Percer** promoted to sales mgr. of WABT, Birmingham . . . **Gordon F. Max**, ex-WREC-TV, Memphis, named production mgr. of upcoming WMBD-TV, Peoria (Ch. 31) . . . **Ted Anthony** promoted to sales promotion director, **Joseph (Bud) Mertens** to audience promotion director, of WJW-TV, Cleveland . . . **J. Arthur Stober**, ex-Singer-Stober Assoc., Miami Beach, named production mgr. of WNHC-TV, New Haven . . . **Jay Lloyd** promoted to local sales mgr. of KTVT, Salt Lake City . . . **Sterling Zimmerman**, ex-KGBT-TV, Harlingen, Tex., named sales mgr. of KLFY-TV, Lafayette, La. . . . **Richard Wolfson**, legal director of WTVJ, Miami, elected a director of National Conference of Christians & Jews . . . **Charles Godwin**, ex-ABC & MBS, appointed development director of Air Trails Network (radios WKLO, Louisville; WING, Dayton; WCOL, Columbus; WIZE, Springfield, O.; WVDA, Boston) . . . **Charles Boasberg**, ex-Paramount Pictures, joins Warner Bros. as gen. sales mgr. Jan. 1 . . . **Donald N. McClure**, International Latex film director, resigns effective Jan. 1 . . . **Tom Seehof**, from Los Angeles office, named head of Screen Gems mountain area sales office, 212 Beason Bldg., Salt Lake City . . . **Karl von Schallern**, ex-MCA-TV, joins Gross-Krasne as southern representative, headquartering in New Orleans . . . **Donald Richards**, ex-NBC, joins rep Branham, N. Y., as head of TV-radio research & promotion . . . **Peter F. Yaman**, ex-ABC, named eastern sales mgr. of rep Young TV . . . **Donald G. Peterson**, ex-national sales mgr. of WOI-TV, Ames-Des Moines, named mgr. of Des Moines office for Weed Television Corp. . . . **Frank G. Stisser Jr.** named pres., **W. Bruce McEwen** exec. v.p., of C. E. Hooper Inc., **James L. Knipe** retiring as pres. & chairman . . . **Melvin N. Poretz**, ex-Ideal Toy Corp., named head of TV-radio operations of S. Jay Reiner Co., Garden City, N. Y. which services giveaway & quiz programs . . . **Kenneth Koyen**, ex-General Dynamics, appointed British Travel Assn. public relations director, filling post left by **Donald Martin**, now asst. to NARTB pres. **Harold Fellows**. . . . Miss **Gayle Gary**, ex-ABC, named head of new TV-radio div. of Women's National Republican Club, N. Y.

Obituary

Keith Kiggins, 61, v.p. of Storer Bcstg. Co., died Nov. 22 in his Miami Beach office following heart attack. After month's absence, he had returned to office Nov. 18 apparently recovered from flu & bronchial pneumonia which complicated old heart condition. Veteran of broadcasting business, he served as administrative asst. to Storer pres. George B. Storer. His career included 7 years with NBC as station relations mgr., director & sales mgr. of old Blue Network, 8 with ABC, which he left in 1948 to form own TV-radio consulting firm. He joined Storer in 1954. Surviving is his widow.

W. J. Convery Egan, 44, Radio Free Europe director, died Nov. 16 following heart attack in Greenwich, Conn. home. Onetime AP and *Trenton Times* reporter, he joined RFE 2 years ago after 13 years in State Dept.

ADVERTISING AGENCIES: **Bernard Musnik**, ex-Ziv, named pres. of Publicis Corp., new U. S. branch of big French Publicis agency headed by Marcel Bleustein-Blanchet, which opens N. Y. office Jan. 1 . . . **Clarence E. Eldridge**, George Fry & Assoc. v.p., named public relations consultant to AAAA on Frey Report for one year, starting Jan. 1 . . . **Gene Schiess**, ex-ABC, joins Ogilvy, Benson & Mather as TV-radio program mgr. . . . **Stuart Minton Jr.** assigned to San Francisco office of Foote, Cone & Belding, in charge of TV-radio production . . . **Wm. J. Green**, ex-Lewis Edwin Ryan, Washington, joins Robert M. Gamble Jr. there as TV-radio director . . . **Philippe Fisette**, ex-CBC, Montreal, named French TV-radio director of J. Walter Thompson there . . . **Ernest M. Walker**, ex-ABC, named package goods accounts supervisor of Hicks & Greist . . . **Armond Fields**, ex-McCann-Erickson, Chicago, joins MacFarland, Aveyard there as research director.

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Sir Kenneth Clark, ex-chairman of Britain's commercial Independent TV Authority, named advisor on public service & cultural programs for commercial program contractor Associated Television; he'll also create series of programs on the arts for showing next year by ATV.

"Fifty Foremost Leadership Medal" awards for 1957 by *Forbes Magazine* include as recipients RCA chairman David Sarnoff, GE pres. Ralph J. Cordiner, AT&T pres. Frederick R. Kappel.

Smith & Hennessey, new law partnership to be formed as of Jan. 1 by separation of George S. Smith & Philip J. Hennessey from old-line Washington communications law firm of Segal, Smith & Hennessey (Vol. 13:45) has purchased own building at 1240 19th St. NW, to be occupied Jan. 1 (phone Executive 3-7242). Paul M. Segal continues under own name in present building he owns at 816 Connecticut Ave., with Robert Marmet remaining on his staff, Seymour M. Chase still undecided. From present firm, Quayle B. Smith, Edwin S. Nail & Warren D. Quenstedt will join Smith & Hennessey.

Tenn. Broadcasters Assn. elects: John Hart, WBIR-TV & WBIR, Knoxville, pres.; Carter Parham, WDEF-TV & WDEF, Chattanooga, v.p.; W. H. Linebaugh, WATE-TV & WATE, Knoxville, secy.-treas.; Henry Slavick, WMCT & WMC, Memphis, and F. C. Sowell, radio WLAC, Nashville, directors.

Arthur M. Loew resigns as pres. of Loew's International effective Jan. 1, explaining he's "tired of the responsibilities of work" in foreign branch of Loew's Inc., founded by late father Marcus Loew. He will be succeeded as pres. by Morton A. Spring, 1st v.p. since 1945.

CBS 20-Year Club inducted 31 new members Nov. 18, bringing total to 425.

MBS ad account goes to Weiss & Geller N. Y. Inc. for campaign on trade & consumer levels.

RCA TV Tape Plans: Deliveries of production-model RCA color TV tape recorders will begin in Dec. 1958, broadcast & TV equipment mgr. E. C. Tracy announced, and they will cost $63,000—somewhat lower than had been indicated by company's earlier estimate that it hopes to price them "under $100,000."

Also announced this week, on eve of first production-model deliveries of Ampex monochrome Videotape recorders (at $45,000), was black-&-white RCA model, also to be available in Dec. 1958, listing at $49,500. RCA didn't disclose whether it had any orders yet for production models, but confirmed that 7 pre-production color models (at around $100,000 each) were on order —6 by NBC and one by WBTV, Charlotte, N. C. (Vol. 13:46), latter for delivery in Sept. 1958.

Ampex v.p. Ross Snyder this week told AAAA eastern conference in N. Y. that "color conversion kits for Ampex monochrome Videotape recorders positively will be made available," presumably also by latter 1958. He said simple editing and splicing of Ampex tape is now practical. First delivery of production model machine is scheduled next week to KING-TV, Seattle.

CBS-TV lost no time in informing its affiliates that, like NBC-TV (Vol. 13:45), it intends to solve the Daylight Time problem in the summer of 1958 —as well as west coast time differentials—by means of elaborate N. Y. & Hollywood tape centers. CBS will spend more than $3,000,000 on its recording centers—14 recorders in N. Y., 9 in Hollywood. Presumably some of these machines will be equipped for color recording and playback —which means that CBS intends to order pre-production RCA color recorders, pre-production Ampex color converters, or to color-convert Ampex recorders itself. It's known that CBS engineers have been working with Ampex on color conversion problems.

Telecasting Notes: "We can only plan wisely and boldly for our future if we realize that we cannot eliminate TV —and if we realize just as confidently that TV cannot possibly eliminate us." So said Motion Picture Assn. pres. Eric Johnston in address to this week's Miami Beach convention of Theatre Owners of America (see also p. 3). Urging exhibitors to face facts on TV, Johnston asserted: "Commercial TV has supplanted our 19,000 theatres as the chief purveyor of mass entertainment in the U. S. Its audience is almost 5 times bigger than ours. TV competes directly with us for the leisure time" of the population . . . Revenue-wise, Johnston made these comparisons: "This year, TV's total advertising revenue will come to $1.3 billion—more than the total annual receipts from all the theatres in the U.S. It is estimated that in 5 years TV's income will reach $2 billion. This is almost as much as American pictures take in annually at the boxoffice in all the theatres in the world" . . . Who watches late night & early morning TV? Nov. 23 *Sponsor* quotes NBC tally of survey which shows *Tonight* audience is 60% women, 36% men, and 4% children (!). Same issue notes that some 120,000 viewers tune in on WCBS-TV's NYU educational *Sunrise Semester* at 6 a.m., with 75% of mail coming from suburbs, 69% of it from women; 200 viewers have paid fees to NYU to receive college credit for program . . . Commercials using animated techniques developed by French for theatre commercials were given "sneak preview" on NBC-TV *Alcoa Theatre* "with brilliant success," according to Alcoa, which intends to use more commercials made by Arco in Paris on assignment by Ketchum, MacLeod & Grove . . . Major salvage job being attempted by ABC-TV on its expensive, but low-rated *Frank Sinatra Show*: Starting Jan. 3, weekly Fri. 9-9:30 p.m. show switches from film to live, concentrating on musical variety format—despite Sinatra's earlier insistence he'd never do a live TV series . . . American Bar Assn. has urged all members to cooperate in supplying material for Theodore Granik's *Attorney at Law* film series, to be produced by CBS Film Sales; ABA will review all episodes before filming . . . Specs across the sea: Kine of last week end's GM spectacular has been purchased by British commercial programmer ABC for showing on ITA network Dec. 7; British ABC hopes to buy more "specials" from U.S. networks and to sell its own spectaculars on U.S. market . . . First live variety show to be telecast from Cuba to U.S. will be Jan. 19 *Steve Allen Show* on NBC-TV.

British Commercial Success: After 2 years of commercial TV in Britain, advertisers are spending at rate of $84,000,000 annually on TV advertising, or 8% of total national advertising expenditures (vs. about 12% in U. S.). So said ITA director general Sir Robert Fraser in commercial TV system's annual report. He said entire system is now firmly in black, with more than 4,000,000 homes able to receive commercial programs as of Sept. 1957, up from 1,700,000 in year. He expressed opinion that advertising could support second commercial network, but opposed establishment of more than 3 program services for nation (non-commercial BBC has already expressed interest in a second non-advertising channel). Pointing to U. S. difficulties, he said color TV is still far off and that issue of 405 vs. 625-line standard would have to be settled before it could be introduced.

TV-radio court coverage of safebreaking trial by WHAS-TV & WHAS, Louisville, handled with cameras & recorders with approval of Jefferson County Judge L. R. Curtis and opposing counsel, won commendations for stations from all parties in case. WHAS-TV took sound & silent shots of testimony highlights, and WHAS recorded proceedings from impaneling of jury to its verdict of guilty. Prosecutor A. Scott Hamilton suggested after trial that American Bar Assn.'s Canon 35, banning such news coverage, should be shelved.

Correction: Radio news operation of WHAS, Louisville, won "outstanding" award in that category instead of KCMO, Kansas City, in annual Radio-TV News Directors Assn. competition at 12th annual convention in Miami Beach (Vol. 13:45). KCMO won "outstanding news story broadcast" award in radio category.

Report of serious accident sent newscaster Al Rowe of radio WSOY, Decatur, Ill., to hospital Nov. 15. He was broadcasting details from emergency room when he learned daughter Donna, 17, was among 6 teen-age girls injured in car crash which killed 2 men. She died a few hours later.

Memorable TV news stories of 1948-57, including election of President Truman and launching of Russian satellite, are listed by CBS Inc. v.p. Sig Mickelson, in charge of news & public affairs, in fall issue of NARTB's *Television Quarterly*.

Convention facilities issue of *Sales Meetings* has been published by Bill Bros., 1212 Chestnut St., Philadelphia, as supplement to Nov. 15 *Sales Management*.

Uhf Diplomacy is Easy: Amicability of the U. S.-Mexican talks on uhf border allocations, conducted in Washington this week, was refreshing change from the customary tenseness of AM negotiations —according to participants (Vol. 13:46).

Hope is for draft of agreement early next week. With plenty of unsought uhf channels available, primary question is division of lowest channels. Minor changes in U. S. are expected, a few higher channels replacing a few lower.

In U. S. vhf allocations, meanwhile, FCC proposed 2 shifts—moving WTAE's Ch. 4 from Irwin, Pa. to Pittsburgh, WMBV-TV's Ch. 11 from Marinette, Wis. to Green Bay.

* * * *

Commission continues quite enmeshed in competitive battles. This week, for example, it said it needs more information before it can approve purchase by Bing Crosby group of KCOP, Los Angeles (Ch. 13). Commission rejected petition of NAFBRAT that station's license be revoked because of questionable programming—but it decided it wanted more specific word on Crosby group programming plans. Purchaser had said it intended no substantial change in operation.

Commission also held up effectiveness of sale of KREM-TV, Spokane (Ch. 2) by Louis Wasmer to group headed by Mrs. A. Scott Bullitt, northwest telecaster—pending hearing on protest by TV Spokane Inc. (Vol. 13:34, 39).

CP granted: Ch. 8, Elk City, Okla., to KASA. Translators authorized: Ch. 78, Leadville, Colo.; Ch. 80, La Grande, Ore.; Ch. 81, Benton City & W. Richland, Wash.; Ch. 78, La Barge & Big Piney, Wyo.; Ch. 71, 75 & 79, Evanston, Wyo.

FCC's antenna farm proposal—which would require that all future TV towers in a community be located in same area except in special cases (Vol. 12:13, 17)—was reopened this week for further comments, final deadline being set at Dec. 30. Commission said it took action in order to incorporate recommendations of Joint Industry-Govt. Tall Structures Committee (JIGTSC) in rule-making and because some comments indicate there may be "misunderstanding" of original proposal. New rule-making notice, including JIGTSC criteria on aeronautical study involving tall towers, is available from Commission as FCC Notice 57-1284 (Doc. 11665).

FCC licensing fees to help recover cost of govt. services are again suggested by Budget Bureau in new bulletin sent to all executive agencies. Bulletin calls for "preparation of legislative proposals for the development of an equitable & uniform" policy on charges by agencies. It notes "charges range from zero to 100% of the costs," pointedly cites FCC as agency which makes no charge for issuing licenses. Similar fee proposals in past have been resisted by Commission.

Three applications for TV stations and one for a translator were filed with FCC this week, bringing total to 119 (33 uhf) for stations, 27 for translators. Station applications: for Mankato, Minn., Ch. 12, by group including publisher of *New Ulm Journal* and *Fairmont Sentinel;* for New Orleans, Ch. 12, by partnership of 9 local businessmen; for Tampa, Ch. 10 by owners of WKRG-TV, Mobile, Ala. (Ch. 5). Translator application was for Ch. 72, Jackson, Wyo. [For details, see *TV Addenda 25-Q.*]

Stripteaser Lili St. Cyr's interview on ABC-TV *Mike Wallace Show* last month so disturbed FCC Comr. Robert E. Lee that he requested kine, which was scanned by commissioners and staff. Lee makes no secret of fact he considered dancer's ideas on marriage and children "personally offensive."

Notes on Upcoming Stations: Continued growth of translators—a steady pace at rate higher than expected—sees 73 stations currently operating, 48 more CPs, 27 applications. Large number of stations and applications is particularly surprising in view of pendancy of FCC rule-making to establish vhf booster service, which in effect gives the 200-plus currently unlicensed boosters the hope of legitimacy. Pres. Ben Adler of Adler Electronics—sole manufacturer of equipment—told us at EIA quarterly meeting in N. Y. that "business remains steady, about 3-4 orders a month." He said he is also getting some orders from South America.

Nearly all operating translators are non-profit projects. Some are owned by municipal governments, others by civic groups such as Lions Club, or by cooperatives especially established to buy and operate them. Quite a number are licensed to employers in remote locations—such as lumber camps, power projects, etc.—to bolster worker morale and keep employes. Latest translator starter, K72AK, Yosemite National Park, falls within this category, licensed to Yosemite Park & Curry Co., concessionaire under contract to U. S. Govt. It began operation Nov. 17.

Some TV station operators are closely following experiences of WWLP, Springfield, Mass. (Ch. 22), first station to use translators as well as uhf satellites to supplement its coverage (Vol. 13:25). FCC Chairman Doerfer and Comrs. Hyde & Mack, along with Commission staffers, this week visited WWLP's satellite-translator chain at invitation of uhf-dominated Committee for Competitive TV.

No new TV stations went on air this week, leaving operating total at 518 (91 uhf).

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In our continuing survey of upcoming stations, these are latest reports from principals:

WMBD-TV, Peoria, Ill. (Ch. 31), installing 25-kw RCA transmitter, has moved test pattern target up to first week in Dec., plans Jan. 12 start with CBS-TV, reports v.p. & TV director Robert O. Runnerstrom. Ideco 500-ft. tower with 24-gain antenna is scheduled to be ready Nov. 27 and studio-transmitter microwave is to be completed by Dec. 1. Base hour will be $500. Rep will be Peters, Griffin, Woodward Inc.

KHUM-TV, Eureka, Cal. (Ch. 13) has ordered 5-kw RCA transmitter, plans March 1 programming, reports mgr. & 50% owner Carroll Hauser. Foundations for studio-transmitter building on Humbolt Hill Rd. are ready. Station will have 3-bay antenna on 200-ft. self-supporting tower. Base hour will be $150. Rep will be Hollingbery.

KXLJ-TV, Helena, Mont. (Ch. 12) now has 500-watt RCA transmitter, expects to start soon as satellite of parent KXLF-TV, Butte (Ch. 4), reports pres.-gen. mgr. Ed Craney. Studio-transmitter building has been completed and 2-bay antenna installed on 80-ft. Fisher tower. KXLF-TV has $200 base hour. Rep is Walker.

Facility changes: WDSM-TV, Duluth, began using new 800-ft. tower Nov. 18; WHBF-TV, Rock Island, plans change to 1000-ft. tower in mid-Dec.

New GE Color Camera: Slated for production in "immediate future," new compact live color studio camera (Vol. 12:39) was unveiled by GE this week at opening of new WRGB-WGY TV-radio center in Schenectady. Features of camera, as described and demonstrated by GE broadcasting gen. mgr. J. Milton Lang: (1) Weight is 215 lb., 75 lb. less than "current models;" dimensions are 34x18x22-in., 10-in. shorter, 3-in. narrower, 1-in. lower. It utilizes transistors and printed circuits to save space. (2) New optical system eliminates need for many glass surfaces, is said to improve color quality. (3) For greater mobility, only one camera cable is used, compared with 3 on some current models. (4) It will be priced "competitively" with current $50,000 live color cameras.

Color progress: Color signals from Chicago's WGN-TV are so crisp and clear, and brilliant, according to an enthusiastic correspondent, that he characterizes veteran chief engineer Carl Meyers as "the David Sarnoff of Chicago color." From Cincinnati, Crosley's WLWT reports it's now broadcasting average of 28 hours of color weekly; besides carrying NBC network color it originates 2 daily shows of own 7 days a week which it pipes to other 4 Crosley stations.

Mobile closed-circuit color system by Marconi has been ordered by Smith Kline & French Labs (American pharmaceutical firm) to be placed at free disposal of medical meetings throughout Britain. Following success of tour with American equipment earlier this year, firm decided to offer service permanently—using British 405-line system with Anglicized NTSC standards.

New reps: KOSA-TV, Odessa, Tex. to Bolling Nov. 1 (from Pearson); upcoming KIRO-TV, Seattle (Ch. 7), due in Feb., names Peters, Griffin, Woodward Inc.

Court battle of the prompters has been joined with Q-TV Inc. suit for $1,100,000 damages filed in N. Y. Supreme Court against Curtis Publishing Co., Teleprompter Corp. and its pres. Irving Kahn. Suit is based on *Saturday Evening Post* article "Sure Cure for Stage Fright," claiming it contains "false and defamatory matter" about Q-TV." Teleprompter's rebuttal from Kahn: "*Saturday Evening Post* has been around a lot longer than the plaintiff and has a distinguished reputation for accuracy. The writer of this story is one of the nation's finest reporters. That's all I have to say on the matter at this time."

Importance of TV residuals to movie actors was underscored at annual Screen Actors Guild meeting in Hollywood, where TV administrator Kenneth Thompson reported that payments for film reruns totaled $2,576,491 in year ended Oct. 31. He said 39,601 checks distributed during year represented more money than was paid in 3 previous years. Guild has collected residuals on 5600 episodes in 169 series, payments since Dec. 1953 totaling $4,790,618.

Skiatron's application for San Francisco cable TV franchise was deferred again as finance committee of city's Board of Supervisors indefinitely postponed scheduled Nov. 27 hearing. New postponement was ordered because Skiatron still hasn't submitted statement of its financial backing, according to chairman Harold S. Dobbs of committee which must rule on application before it goes to full board.

Sales of Teleprompter's "Telepro 6000" rear-screen slide projector have exceeded $100,000 in 3 months since its introduction, according to sales v.p. Herbert W. Hobler who reports device is being used by more than 30 TV stations.

Electronics Reports: IRE named 75 engineers & scientists as Fellows of the Institute at board meeting Nov. 10 in N. Y. Fellow awards, denoting highest membership grade offered by IRE, will be presented by IRE sections. Recognition of awards will be made March 26, 1958 at IRE annual banquet in Waldorf-Astoria, N. Y. Recipients:

Milton L. Almquist, Bell Labs; Isaac L. Auerbach, Auerbach Electronic Corp.; Alfred C. Beck, Bell Labs; Alexander B. Bereskin, U of Cincinnati; Charles J. Breitwieser, LearCal Div., Lear Inc.; Frederick E. Brooks Jr., Collins Radio; Helmut L. Brueckmann, Signal Corps Engineering Labs; Ralph L. Clark, research administrator, U.S. Govt.; Ralph I. Cole, Melpar; Helio Costa, Brazilian Govt.; Cullen M. Crain, U of Texas; Wilbur B. Davenport Jr., Lincoln Lab; Harold E. Dinger, Naval Research Lab; Michael J. DiToro, Polytechnic Research & Development Co.; Joseph B. Epperson, Scripps-Howard TV.

Gilbert H. Fett, U of Ill.; Raymond L. Garman, GPL; Irvin H. Gerks, Collins Radio; Lawrence J. Giacoletto, Ford Motor Co.; Anthony B. Giordano, Polytechnic Institute of Brooklyn; Patrick E. Haggerty, Texas Instrument; Albert C. Hall, Bendix Aviation; Jack W. Herbstreit, National Bureau of Standards; Conrad H. Hoeppner, Radiation Inc.; Pierre M. Honnell, Wash. U; Rear Adm. Charles F. Horne (ret.), Convair; Henry Jasik, Jasik Labs; Armand F. Knoblaugh, U of Cincinnati; Walter H. Kohl, Stanford U.

Harold Lyons, Hughes Aircraft; Nathan Marcuvitz, Polytechnic Institute of Brooklyn; Warren A. Marrison, Bell Labs; Stewart E. Miller, Bell Labs; Jacob Millman, Columbia U; Harry R. Mimno, Harvard; John R. Moore, North American Aviation; Harrell V. Noble, Wright Air Development Center; Wen Y. Pan, RCA; Rolf W. Peter, RCA Lab; Arnold P. G. Peterson, General Radio; Louis A. Pipes, U of Cal.; Robert A. Ramey Jr., Westinghouse; Richard C. Raymond, GE.

John L. Reinartz, Eitel-McCullough; Henry J. Riblet, Microwave Development Labs; Nathaniel Rochester, IBM; John B. Russell, GE; Marvel W. Scheldorf, Andrew Corp.; Elmer H. Schulz, Armour Research Foundation; J. Carl Seddon, Naval Research Lab; Harner Selvidge, Bendix Aviation; Robert J. Shank, Hughes Aircraft; William M. Sharpless, Bell Labs; J. A. Smale, Cable & Wireless Co. (England); Rodolfo M. Soria, Amphenol; Richard R. Stoddart, Stoddart Aircraft Radio; Peter G. Sulzer, National Bureau of Standards; David E. Sunstein, General Atronics; Robert H. Tanner, Northern Electric (Canada); Emerick Toth, Naval Research Lab.

Orrin W. Towner, WHAS, Louisville; Benjamin F. Tyson, Sylvania; George L. Van Deusen, consultant; Donald L. Waidelich, U of Mo.; Dean A. Watkins, Stanford U; Richard C. Webb, Colorado Research Corp., Joseph Weber, U of Md.; Vernon I. Welhe, Air Transport Assn. & Melpar; Homer W. Welch Jr., Motorola; Frank H. Wells, Atomic Research Establishment (England); David F. Winter, Moloney Electric; Jay W. Wright, Radio Service Corp. of Utah; Lotfi A. Zadeh, Columbia U.

New IRE president for 1958 is Donald G. Fink, Philco research director, succeeding John T. Henderson, principal search officer of National Research Council, Ottawa. Carl-Eric Granqvist, director of Svenska Aktiebolaget Gasaccumulator, Stockholm-Lidingo, Sweden, elected v.p., succeeding Yasujiro Niwa, pres. of Tokyo Electrical Engineering college, Tokyo. Elected directors for 1958-60 term: G. S. Brown, head of MIT electrical engineering dept.; W. H. Doherty, asst. to pres., Bell Labs. Elected regional directors for 1958-59: Region 1, R. L. McFarlan, consultant, Chestnut Hill, Mass.; Region 5, E. H. Schulz, asst. director of Armour Research foundation, Chicago; Region 7, G. A. Fowler, research v.p., Sandia Corp., Albuquerque.

IRE W.R.G. Baker Award for 1958 goes to R. L. Kyhl & H. F. Webster, GE research lab, Schenectady, for paper "Breakup of Hollow Cylindrical Electron Beams." Browder J. Thompson Memorial Prize goes to Arthur Karp, Bell Labs, for paper "Backward-Wave Oscillar Experiments at 100 to 200 kmc."

Stepped-up missile program means higher taxes or cutback in non-defense govt. spending, IT&T pres. Edmond H. Leavey told Nov. 18 annual meeting of National Defense Transportation Assn. in Washington. He said the armed services "must establish better inter-service coordination" in missile development and support fully missile chief Dr. James R. Killian Jr.

Industrial electronics equipment expenditures by major industries totaled $1.028 billion during 1957, may jump 43% to $1.46 billion by 1960, according to 200-company survey reported in Nov. 20 *Electronics* magazine.

New **Westinghouse microwave research center** at 310 N. Aurora St., Ithaca, N.Y. goes into operation in Dec., E. C. Okress in charge.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
November 23, 1957

HOME ELECTRONICS—$21 BILLION SINCE 1948: Mighty handy table, which we suggest you keep nearby for ready reference, is breakdown of home amusement dollar volume since 1948 -- for which we're indebted to Sylvania's Market Research Dept.

Table below gives factory value for each year for each device, but it gives retail value of each year for combined total of all devices -- and this comes to whopping $21.724 billion for the 9 years covered. Yet, as large as that figure appears, it's still but a drop in public's budget -- for Commerce Dept. estimates "personal consumption expenditures" for 1948-1956 are $1.9475 trillion. Herewith the Sylvania table (add 000,000):

Year	Home Radio	Auto Radio	TV Sets B & W	TV Sets Color	Phonos. (Except Combos.)	Other Amusement Devices	Distribution Revenue	Total
1948	$ 395.6	$ 132.7	$ 209.7	$ -	$ 15.0	$ 125.0	$ 702.4	$ 1,580.4
1949	180.0	106.9	513.0	-	20.0	102.0	737.5	1,659.4
1950	220.8	121.7	1,110.2	-	30.0	106.0	1,271.0	2,859.7
1951	183.2	127.8	1,014.6	-	60.0	60.0	1,156.5	2,602.1
1952	154.0	92.8	1,049.2	-	63.0	63.0	1,137.6	2,559.6
1953	154.7	129.6	1,088.0	-	63.0	63.0	1,198.6	2,696.9
1954	134.4	102.5	1,058.5	-	60.0	60.0	1,132.3	2,547.7
1955	138.0	172.5	1,013.8	15.4	79.5	70.5	1,191.8	2,681.5
1956	177.8	126.4	864.6	42.0	123.5	75.0	1,127.4	2,536.7
TOTAL	$1,738.5	$1,112.9	$7,921.6	$57.4	$514.0	$ 724.5	$9,655.1	$21,724.0

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Going from past to future, Hotpoint's annual 10-year forecast sees factory shipments of 53,200,000 black-&-white sets, 43,100,000 color; for current year, prediction is for 6,800,000 black-&-white, 200,000 color. (Most current industry estimates expect about 6,200,000 black-&-white shipments this year.)

Hotpoint estimate is for continuing rise in black-&-white factory shipments to 7,700,000 in 1960, plus 1,000,000 color. Then it sees black-&-white declining steadily, color mounting. For 1961, it predicts 7,200,000 & 2,000,000 (compared with its estimate a year ago of 9,200,000 total with 4,000,000 color in 1961). In 1967, forecast is for 2,600,000 black-&-white, 8,500,000 color. No radio estimates given.

'More of the Same' for '58: Set manufacturers looked ahead into 1958 for us this week, and most saw little change or slightly better business next year. RCA's plans, for example, are "on the conservative side, somewhere near this year on black-&-white and up on color," said consumer products exec. v.p. Robert A. Seidel.

Sales are brisk now at all levels, he said, but distributors are "buying in small quantities, probably due to credit restrictions and tightness of money." Dept. store groups have reported to him that TV retail sales started upward after Nov. 11 but he doesn't expect effects of change in Federal Reserve Board discount rate to be felt in terms of better business for at least month or 2.

Federal Reserve action came "too late to be of any help in stimulating business in fourth quarter," Admiral pres. Ross Siragusa said in letter to stockholders. TV-appliance retail business "has been late in reaching peak activity this fall," he said. "We expect the company to continue in the current quarter the progress made in the third quarter." Admiral's total inventories were down 30% Sept. 30 vs. 1956.

Emerson pres. Benjamin Abrams doesn't expect "world-shaking things to happen in TV next year." He said 1957 industry production would be "10% less than last

year and even lower in dollar volume, due to the large number of portables."

About 5% more business in 1958 is predicted by Westinghouse TV-radio gen. sales mgr. Thomas B. Kalbfus, despite fact market is "a little soft now."

Good business in 1958 for quality sets is forecast by DuMont receiver div. sales mgr. Wm. Scales, who sees continuance of steady level of sales established after DuMont stopped competing for mass market. He said fall business was good.

Another specialized manufacturer -- Olympic, which concentrates largely on TV-phono-radio combinations -- says its current quarter is biggest in history. "We can't fill back orders by end of the year," pres. Morris Sobin told us. He expects same pace to continue through first quarter.

Business Pulse: No evidence of predicted fourth quarter business upturn is seen by National Assn. of Purchasing Agents' business survey committee, reporting "production and new order positions are practically unchanged from Oct." NAPA said all materials are in adequate supply for the first time since beginning of World War II. Survey says commodity prices "continue under pressure and manufacturers are finding it difficult to pass along increased costs to their customers." Inventories are termed satisfactory; employment is again lower.

Production: TV output was 137,263 for week ended Nov. 15 vs. 138,831 the preceding week and 174,090 in 1956 week. At end of 46th week, TV production totaled about 5,673,000 vs. 6,590,049 last year. Radio production was 442,416 (152,541 auto) for week ended Nov. 15 vs. 390,435 (120,234 auto) the preceding week and 363,668 (154,718 auto) in the 1956 week. By 46th week radio production totaled about 13,184,000 (4,784,375 auto) vs. 11,921,134 (4,064,766 auto) in 1956.

Trade Personals: Norman J. Sims, ex-Canadian Aviation Corp. consumer products div., returns to his unfilled former post as gen. sales mgr., RCA Victor Ltd., Montreal . . . **Thomas P. Clements** named national service mgr. of Admiral; **Clarence B. Flinn**, regional sales mgr., Dallas; **E. B. Freeman**, regional sales mgr. for Philadelphia, Pittsburgh, Hazleton & Johnstown . . . **Rondal L. Miller**, ex-Motorola, named southern regional sales mgr., DuMont 2-way mobile radio communications, 3783 Van Ness Lane, Dallas; **Howard Larsen**, midwest regional sales mgr., 4908 Lincoln Ave., Chicago . . . **Joseph P. Kates** named patent attorney for technical products & communication products depts., GE industrial electronics div. . . . **Allan Easton**, sales v.p. of General Transistor Corp., named to new post of marketing div. v.p. . . . **Richard J. Elkus & Joseph R. McMicking** named Ampex directors . . . **D. H. Prentice** promoted to new post of gen. sales mgr., Philips Industries Ltd., Toronto . . . **Dr. Martin L. Klein**, ex-North American Aviation, heads new research div. of Cohu Electronics, with lab at 14743 Lull St., Van Nuys, Cal. . . . **Ralph Campagna** promoted to v.p. & marketing director of Dahlberg Co., Minneapolis (hearing aids and hospital TV & radio) . . . **H. Glynn Wood** named works mgr. of Stromberg-Carlson special products div.; **Robert B. O'Brien**, gen. sales mgr.; **Michael Cardone**, staff asst. to works mgr.; **George R. Vincent**, quality control mgr.; **Raymond J. McKinnon**, Pagemaster sales engineer, telecommunication div. . . . **James Hervey** named consumer products marketing mgr. of American Electronics . . . **Wm. E. Stroud** promoted to mgr. of Corning Glass Danville, Ky. plant, replacing **A. Russell Arnold**, transferred to mgr. of Pressware plant, Corning; **John W. Spiegler** follows Stroud as chief engineer of electronic components dept., electrical products div.

Obituary

Gerard Swope, 84, ex-pres. of GE and member of original NBC board when network was organized by RCA, GE & Westinghouse, died Nov. 20 at his N. Y. home.

"Usual seasonal decline in black-&-white receiver production" produced layoff of approximately 350 production line workers Nov. 19, reported by Alvin Pollock, mgr. of RCA Bloomington, Ind. plant. He said that "number of employes affected is much smaller than number of employes affected last year at this time; most are women who were added in summer and fall months when new models are introduced and demand is at the highest." Layoff of 350 production employees effective Dec. 6 was announced by Herbert Riegelman, gen. mgr., GE TV receiver dept., at Syracuse. Reason given was 17% decrease in set sales at retail for month of Oct. vs. last year. GE had also laid off 700 workers in Sept.

Admiral ads fail to disclose picture tube sizes adequately and clearly, FTC charged this week, alleging deception of public and unfair competition. Complaint says footnotes explaining "21-inch," "21," etc. are too small and far removed from rest of copy. Admiral said it would have no comment until complaint was studied. It has 30 days to answer; hearing has been scheduled for Jan. 16 in Chicago. FTC also charged Muntz TV with exaggerating size of picture tubes and claiming sets are sold directly from factory. Hearing will be Jan. 21 in Washington.

EIA's 1957-58 *Membership List* and *Trade Directory* now being distributed.

DISTRIBUTOR NOTES: **Hoffman** appoints Kelvinator's southeastern zone (Atlanta, Knoxville, Jacksonville, Tampa) for TV-radio-hi-fi . . . **Southern Wholesalers** (RCA) Washington, names Arthur J. McGettrick sales v.p. replacing Frank Levine, resigned . . . **DuMont** names Chapman-Harkey, Charlotte, for TV-hi-fi in most of N. C. & northwest S. C. . . . **DuMont Florida** (Miami) names Wm. A Watkins, branch mgr, succeeding Charles H. Coombes . . . **Granco** names Frank Millman, Newark, and Conklin-Tamberg, San Francisco . . . **Capehart** names Jack Scott Assoc. rep for hi-fi in Ohio except Cleveland and northwest sector.

Discounters' Share Growing: Manufacturers must realize that low cost, low margin, high volume discount retailing will continue to increase its share of consumer dollar, discounter Stephen Masters, Masters Inc., told apparel group in N. Y. this week. "You must realize that less and less of your goods will be sold through traditional outlets," he said. Department stores, preoccupied with holding the margin line, he added, "have shown less growth than any other mass retailer in 25 years [and] have been blind to importance of high productivity in retail distribution" exemplified by mail order, variety, drug supermarket chains, discount houses. These operations thrive on pre-sold, nationally advertised, top quality, guaranteed brands. Manufacturers must move in on these new outlets and new forces in retail distribution or their brands will be lost to the public mind, he warned. "You can do a phenomenal business with the super-discount houses if you have what we want."

Corroborating Masters' remarks, U. S. Chamber of Commerce pres. Philip M. Talbott acknowledged "The era of high markup is gone." Speaking in Washington this week, Talbott, who is also a senior v.p. of Woodward & Lothrop department store, warned that in this day of warehouse selling and supermarket techniques distributors must do more than keep up with economic revolutions; they must "be keenly interested in govt. expenditures, govt. competition, and govt. policies which influence consumer buying power and the general economic condition."

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One UHF Set Problem Licked: GE reports tests of newly redesigned uhf oscillator tube indicate life of 3 years under home TV operating conditions, as compared with average of about 3 months using older types. Redesigned tube is 6AF4, which GE engineers say continues to oscillate satisfactorily past 6500 hours vs. breakdown at 500 hours in median older type 6AF4. Long life is obtained, through "a combination of new materials usage with new manufacturing and test methods." New design features are being built into other uhf oscillator tubes.

TV tube racket probe by Bronx, N.Y. grand jury brought 4 local trade principals and 2 corporations to pleas of guilty to grand larcency, petit larcency and conspiracy. Sid Pressler, former Bruno-N. Y. parts div. sales mgr.; Sid Dorosin and Dorosin Distributing Corp., N.Y.; Murray Frankel, Robert Mintz and their TV Maintenance Corp. admitted roles in 4-year scheme in which 10,000 faulty tubes a month were fraudulently misbranded and returned to RCA for full credit. Sentencing is set for Jan. 21, could produce one year in prison and $500 on each count.

Stop-order against "Color V" advertising was issued Nov. 20 by FTC in adopting initial decision by examiner Loren H. Laughlin that Harry G. Kriegel, trading as Superior Products, 673 Broadway, N. Y., falsely represented that plastic device he sold simulates color TV (Vol. 13:41). Kriegel had denied owning firm, said sale of "Color V" was discontinued June 1, 1956.

Prominent identification of color sets, using word "Color" in raised gold-color letters just below picture tube, has evoked dealer enthusiasm, reports RCA. Color sets had no identification 2 years ago; last year, "V" with color bar was used.

TV-radio-phono sales of department stores were up 6% for Sept. and up 2% for 9 months vs. 1956 periods, according to Federal Reserve Board report last week.

RCA Institutes graduated 138 TV-radio-electronics students Nov. 22 in N. Y.

Service Apologia: In rebuttal to *Time Magazine's* scathing treatment of service industry in Oct. 14 issue, Frank J. Moch, exec. director of National Alliance of TV & Electronic Service Assns. (NATESA), has written an attack on *Time's* alleged editorial blindspots to faults of TV manufacturers. In long letter to magazine, Moch writes, in part:

"Lay the blame where it should be placed." He blames TV manufacturers for "creating false lack of need of service," for implying "years of trouble free reception. Nothing could be farther from truth." Further, he blames "the construction of many modern TV sets, stripped down to less than bare essentials. Claims are made by set producers for technical advances as reasons for these monstrosities . . . for automation and printed circuitry in cheaper sets. True machine-built sets could cost less to produce, however, the very nature of such construction has greatly complicated service and added many new costly problems . . .

"Most manufacturers have virtually priced themselves out of business. [They have] depressed the price structure to squeeze out competition and they have stripped sets beyond the point of no return. No margin of profit is left anywhere in the distribution system . . ."

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TV-radio-hi-fi gets 1% of total U. S. annual household expenditure, according to new *Life Magazine* survey of 10,243 homes. Major appliances get 2.16%. Study breaks total for all goods & services into 8 categories: food, beverages, & tobacco, 29%; home operation & improvement, 19%; automotive, 14%; clothing & accessories, 12%; home furnishings & equipment, 9%; recreation & equipment, 5%; medical & personal care, 5%; others, 7%. Within recreation category, TV-radio-hi-fi's 20% is biggest piece; within home furnishings, major appliances' 24% is biggest, furniture's 18% is second. *Study of Consumer Expenditures* is available for $10 from Herbert Breseman, director of research, *Life*, 9 Rockefeller Plaza, N. Y.

Plea for standardization of tube design delivered by Donald W. Gunn, gen. mgr. of Sylvannia electronic products sales dept., before Joint Electron Tube Engineering Council in Philadelphia last week, points out that minor variations "dreamed up" by design engineers and customers have "flooded the market and distribution channels with galaxy of tube duplications representing endless loss of time and money." He noted that current tube replacement market now handles 735 different types, of which 95 types do 80% of sales.

Measurement of standards for hi-fi equipment is long awaited project just launched by Institute of Hi-Fi Mfrs., under direction of Pilot Radio's Joseph N. Benjamin. Questionnaires seeking standards recommendations being circulated among component makers by committees headed by: Daniel Von Recklinghausen, H. H. Scott (for tuners); Dick Shottenfield, Pilot (amplifiers); Abe Cohen, University (speakers); George Silber, Rek-O-Kut (turntables); Milton Thalberg, Audiograph (changers).

Looking for a "Day" to build a promotion around? U. S. Chamber of Commerce has released 1958 edition of "Special Days, Weeks, Months," listing 350 legal holidays, religious observances and business promotional events. Single copies available at 50¢ from Chamber's domestic distribution dept., 1615 H St., N.W., Washington. New listings include: National High Fidelity Month (Oct.), Bachelors' Day (Feb. 28); Old Maids' Day (June 4.)

EIA Meeting: TV Week was described as successful campaign—but its effect on sales was hard to ascertain, according to consumer products div. report at this week's EIA quarterly meeting in N. Y. No decision was reached on similar year-round program.

Consumer products group agreed to try again for TV excise tax reduction from 10% to 5% and exemption of all-channel & color sets.

Education committee actions: (1) Voted to continue support of Hagerstown school-TV project for school year. (2) Decided to discontinue preparation of text books & lab manuals since needed books are available, but to continue distributing books already prepared. (3) Suggested another committee look into need for books in military electronics field.

Guided missiles chairman F. R. Lack was authorized to name task force to determine whether EIA can help President's Scientific Advisory Group.

International div. reported 8-mo. commercial electronic parts exports of $210,500,000 vs. $223,000,000 in 1956 period; TV-radio parts imports (mostly radio) of $9,400,000 vs. $8,600,000 for entire 1956. W. Germany was principal importer, followed by Japan, Britain.

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The Siegler Buildup: Siegler Corp., recently merged with Olympic Radio & TV, Bogen-Presto, Hufford Corp., had record earnings and sales for quarter ended Sept. 30, pres. John G. Brooks told Nov. 21 meeting of N. Y. Security Analysts. He listed earnings of $368,602 (31¢ per share) on sales of $16,662,835 vs. $272,559 (37¢) on 1956 period sales of $6,881,386.

Brooks said current business is broken down thus: 63% electronics, 28% heating equipment, 9% tooling & machinery—with 23% of total in defense sales.

Olympic pres. Morris Sobin told us his div. "has peak employment," has hired 300 more employes this year and expects further increases in both employment and plant. He said Olympic TV-radio consumer sales for quarter ended Sept. 30 were 40% over 1956 quarter; for first 10 months volume of gross sales was up 26.1% over last year. Hi-fi-TV-radio combination sales increased 146% in Oct. compared with preceding Oct., for first 10 months sales were up 250%, Sobin said, adding that Bogen div. expected to improve sales & profit picture over last year.

* * * *

Avco, resuming 10¢ quarterly dividend payment Nov. 20 after hiatus since May 1955, this week reported consolidated earnings of $8,586,374 (92¢ per share) in first 9 months of 1957 vs. operating 1956 period's loss of $3,499,529, or 41¢ per common share, exclusive of a $16,000,000 reserve provided for discontinuance of a major part of its appliance operations. Avco's Crosley Bcstg. Corp. operates 5 TV stations and radio WLW, but these are not separately reported. Consolidated sales for 9-mo. period were $238,983,886 vs. $246,168,438 in 1956 period which included certain consumer products (notably TVs, radios & refrigerators), since discontinued. Avco claims to be nation's 24th largest producer of defense goods, reports contracts amounting to $134,968,069 since July, including $111,308,359 for nose cone for Air Force's intercontinental ballistic missile.

Financial Notes: American Broadcasting - Paramount Theatres earnings in fourth quarter will be lower than in 1956 period (Vol. 13:13) despite increase in ABC-TV income, pres. Leonard H. Goldenson predicted this week. Noting that 9-month earnings this year were 91¢ per share vs. $1.31 year earlier (Vol. 13:43), Goldenson projected similar results for rest of year on basis of costs incurred in setting up new ABN program structure, decline in theatre business which he blamed on flu epidemic and lack of box-office movies. He said TV earnings weren't enough to offset these factors.

* * * *

Columbia Pictures has no intention to spin off its TV subsidiary Screen Gems, v.p. Abe Schneider told stockholders meeting in New York this week. In fact, he said, Screen Gems is "in the black" and grossed $22,000,000 in fiscal year ended June 29, or 20% of Columbia's sales of $101,552,897, compared with $11,000,000 in fiscal 1956. He said Columbia had "poor quarter" in period ending Sept. 30, with income dipping below 10¢ a share, vs. 71¢ in same 1956 period. Screen Gems has been negotiating for Paramount's 700-feature backlog, he confirmed, but hinted that attitude of Justice Dept. would have to be reckoned with in any such deal. He said Columbia had discussions with anti-trust div. concerning Screen Gems' acquisition of Universal Pictures' pre-1948 backlog last Aug.

Crowell-Collier Publishing Co., which owns radio KFWB, Los Angeles, operates record club and produces encyclopedia through subsidiary P. F. Collier & Sons, reports third-quarter consolidated earnings of $888,774 on sales of $8,121,800 and 9-month profits of $2,787,739 on sales of $22,706,300. Comparable figures for 1956, when Crowell-Collier lost $4,427,943 following foldings of its magazines (Vol. 13:24), were not available because company reported then only on 6-month and year-end basis. Earnings this year were tabulated after deducting nonrecurring charges of $260,000 applicable to 1956. No provision was made for federal income taxes because of carry-over from losses last year.

National Telefilm Assoc. earned record $1,094,031 ($1.60 per share on 682,526 shares outstanding) in fiscal year ended July 31 vs. $441,877 (68¢ on 650,000) year earlier. Exhibition contracts written by NTA during period totaled $17,720,134 vs. $5,793,975 in fiscal 1956. Film rentals aggregated $10,976,479 vs. $3,818,627. Total assets as of July 31 were $32,143,270 vs. $13,092,934 in 1956, working capital was up to $11,806,936 from $2,837,055. Reporting gains, NTA chairman Ely A. Landau said this week that "feeling of optimism seems justifiable" for fiscal 1958.

Dividends: AB-PT, 25¢ payable Dec. 20 to stockholders of record Nov. 29, no action on year-end extra; Storer, 45¢ plus 6¢ on "B," both Dec. 13 to holders Nov. 29; Meredith Publishing, 45¢ Dec. 12 to holders Nov. 29; Time Inc., $1.50 Dec. 10 to holders Nov. 27; Cornell-Dubilier, 30¢ Dec. 31 to holders Dec. 12; Friden, 25¢ Dec. 10 to holders Nov. 29 plus 2½% stock Dec. 27 to holders Nov. 29; AT&T, $2.25 Jan. 10 to holders Dec. 10; American Electronics, 12½¢ Dec. 13 to holders Nov. 29; Whirlpool, 35¢ Dec. 31 to holders Dec. 13.

Paramount Pictures reports consolidated earnings of $1,878,000 (94¢ per share) in quarter ended Sept. 28 vs. $1,654,000 (83¢) in 1956 period. For 9 months net income was $4,237,000 ($2.13) vs. $3,976,000 ($1.99) year earlier, when earnings didn't include non-recurring profits of $2,767,000 ($1.38).

Television—"The $100 Billion Pump-Primer"

BY C. WREDE PETERSMEYER

President, Corinthian Broadcasting Corp.

ONLY SOMETHING so successful and so important as television could garner such a preponderance of critical potshots and brickbats as have been hurled at the medium, since its inception, by press critics, certain elected representatives, governmental "study" groups, as well as by high-domed cynics. Negative criticisms of program content, types and numbers of commercials, and the power of the networks have captured far more than their rightful share of headlines. To most of us in the industry, the majority of such blasts seem patently unjust. Moreover the significance of most of these criticisms pales in relation to the enormously important contributions of the medium. Some bravos and bouquets are long past due.

And here I am not referring primarily to the more commonly accepted contributions of TV in the areas of entertainment, education and public service. Rather, may I point deliberately to the enormous importance of the 10-second, 20-second and minute advertising message to the very health of our economy. In truth, the much scorned "commercial" should be hailed as perhaps the single most important contribution of American telecasting.

The living sight-sound-and-motion TV commercial in homes of 41,000,000 American families has set off a chain reaction to buying, production and employment never before dreamed of. The advent of TV has brought about a vastly significant and revolutionary change in the line of mass communication between 130,000,000 Americans and American industry. Virtually overnight it has made possible the "personal" selling of goods and services in the very living rooms of 41,000,000 homes.

TV Key Factor in Consumer Sales

A strong case can be made that TV has been *the* key factor in the increase in Total Sales to Consumers in the past 8 years of more than $100,000,000,000 annually. Instead of being dubbed "The Billion Dollar Whipping Boy" (quoting our own trade press), TV should rightfully be called "The Hundred Billion Dollar Pump-Primer." It is high time that the voice of the economist be heard above that of the program critic and the congressional investigator. Let's look at the facts:

Between 1949 and 1957 Total Sales to Consumers in the United States rose from $180.6 billion to $280 billion. Is it mere coincidence that *during this same period* homes owning TV sets increased from less than 1,000,000 to more than 41,000,000? Between 1949 and 1957 the Index of Industrial Production rose 44%. Is it mere coincidence that *during this same period* advertisers increased their expenditures on the TV medium from $57,800,000 to $1,300,000,000 to showcase their goods and services?

In 1949 Gross National Product stood at $257 billion. In 1957 Gross National Product will total $437 billion. Is it mere coincidence that *during this same period* the hours the families of America spent watching TV (complete with commercials) increased from 2,915,000 *per day* to a staggering 210,807,000?

How can one conclude other than that this relationship between the health of the economy and the growth of TV is more than coincidental? Have we not found in TV the secret catalyst for speeding the whole economic spiral of increased demand for goods, that leads to increased production, that in turn leads to increased employment and buying power, and on and on ad infinitum?

In many quarters TV is on the defensive. Is it possible that its critics, yea even the industry itself, have not fully assessed the explosive "H-Bomb" effect of TV on industrial activity? We may have failed to realize that the very commercials some are wont to condemn are *absolutely vital* to maintaining the present level of economy. The constant bombardment of 41,000,000 television-owning families (who watch on an average more than 5 hours a day 365 days a year) with the glittering array of products and services of American industry, and with the known persuasiveness of sight-sound-and-motion, is bound to have created demands for goods to an extent never dreamed possible before TV.

Toll TV Threatens Selling Capacity

All of this has a direct bearing on current discussions regarding pay TV. No one familiar with the industry doubts that, if successful, pay TV could well outbid free TV for talent. Audiences will be diverted to juke-box "entertainment-only" TV. Should this happen, the strength of TV as a vital *selling* force will be dissipated. It will no longer be vital in the consumer-manufacturer relationship. Even if advertising should find a place in the toll TV scheme, it would diminish in importance because of restrictions in mass viewing inherent in any fee system.

Do we dare tamper in such a fashion with the secret catalyst so responsible for the vitality of our present economy—particularly at a time when there are indications of economic storm clouds on the horizon? Will our legislators be so cavalier as to permit the removal of TV as *both* an entertainment *and* a sales medium by authorizing pay TV? Will American industry, which has become so dependent on TV for moving its goods, allow such a thing to happen without raising its voice in protest? Can the advertising fraternity which is responsible to American industry for creating the demand for its products afford to remain silent on this issue? Why do they not speak up?

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SUMMARY-INDEX OF THE WEEK'S NEWS — November 30, 1957

"WAIT FOR TASO" before probing 25-890 mc, telecasters urge FCC; NAM drops FM band-sharing request. EIA spectrum study marks time (p. 1).

SCHEME FOR TAX ON ADS spreads from Baltimore to St. Louis as TV-radio-press fight on constitutionality opens; AFA calls threat "most dangerous" (p. 3).

KANSAS CITY DEAL points up dangers of tie-in rates, may signal more efforts by theatremen to get into TV (p. 3). Background on National Theatres Inc. (p. 5). List of theatrical ownerships in TV (p. 4).

NEW BOSTON STATION, WHDH-TV, goes on air, giving ABC-TV long-sought full-time access to market; on-air U. S. TV total now 519 (p. 8).

END OF "WRITTEN HEARINGS" seen as major change in streamlining FCC legal procedures. U. S.-Mexican border uhf talks end with few changes (p. 8).

ZENITH "AGREEMENT" with stations planning to apply for pay TV reported by company source; Cal. lawmaker sees wire franchises invalid (p. 9).

SUBLIMINAL ADVERTISING can be controlled under present laws, FCC believes on basis of inquiry to date; sees "no immediate danger" (p. 14).

Manufacturing-Distribution

FIRST WORD OF '59 SETS: trend to contour styling at back of portables, stronger push to hi-fi sound in consoles (p. 10).

SALES UP, PRODUCTION DOWN in preliminary Nov. estimates, compared with last year; factory & distributor inventories increase 200,000 (p. 10).

DR. W. R. G. BAKER, TV-electronics pioneer, retires as GE v.p. on 65th birthday, but remains active as EIA pres., also becoming Syracuse U v.p. (p. 11).

SPECTRUM STUDY—'WAIT FOR TASO': FCC officially began taking its long-range look at radio spectrum between 25 & 890 mc—the part which houses FM & TV bands among many other services—and these trends showed up strongly in the 200 comments filed:

(1) Nearly all industrial radio users asked for far more frequencies, pointing to their needs for expanded service—but, with a couple of exceptions, they shied away from even hinting that they'd like a chunk of the TV or FM bands. Even NAM's Manufacturers Committee on Radio Use—which stirred a furor 2 years ago when it asked to share FM broadcasting frequencies—inferentially dropped the request this week.

(2) Telecasters—nearly 100 of them filed—urged that Commission hold off its long-range study until conclusion of TASO's exhaustive FCC-mandated inquiry into the entire TV allocations situation.

(3) More than a score of FM broadcasters filed in the proceeding, speaking as one man: FM is finally moving ahead; leave it alone; don't mess with the FM band.

Commission currently has no plans to call hearing in the proceeding. Upon digesting comments and consulting crowded calendar, it could decide any way: Hearings soon; hearings later; no hearings at all; "paper" hearings, with all sides presenting their written views on the specific issues. Best guess: No action for some time.

■ ■ ■

Among filings in proceeding, perhaps biggest surprise was NAM's comments, which implied that FCC's proposals for manufacturers' radio frequencies would satisfy its requirements, made no reference to its still-pending petition for shared use of FM broadcast frequencies. In scanning comments, we could find only one large organization which specifically mentioned possibility of turning broadcast frequencies

to other uses. It was Assn. of American Railroads, which listed the "very sparsely occupied" FM broadcast band as one of 3 "examples" of frequencies which might be utilized by other radio users.

While many industrial radio users undoubtedly have their eye on FM & TV frequencies, most of them apparently decided that now is not the time to mention it.

Many comments by TV stations were merely "foot-in-door" filings, reserving right to appear at any hearings. Among points made by TV-radio interests:

NARTB urged that FCC's review of spectrum be delayed until TASO study is completed, asked preservation of present FM band & standards and "adequate frequencies" for TV remote pickup.

CBS, NBC & ABC had similar comments with respect to TASO study, CBS adding request that FCC consider authorizing operation of wireless microphones for TV on any or all frequencies from 25-50 mc on non-interference basis.

Dage TV div., Thompson Products, raised possibility of special industrial TV frequencies when it urged that "expanded private frequency usage be permitted with a full recognition of TV as a basic and integral use for which full provision should be made in the adoption of applicable eligibility and engineering standards not only in the broadcast field but in the many other fields which have a need for this type of comunication." It raised question whether TV & FM will ever adequately use all frequencies assigned to them, urged quick completion of TASO inquiry, since "broadcast problems present the principal major obstacle to a basic and comprehensive review [with] a view to reallocation."

Indicative of increasing competition for frequency space in vicinity of TV allocations was filing by American Rocket Society (which has 105 corporate members), requesting FCC bear in mind that more frequencies will be required in future for satellites, space ships, etc.

One TV station—WTVR, Richmond—enclosed as appendix comments by Washington pioneer broadcast engineer James C. McNary advocating study of possibility of uniform international TV scanning in view of prospects for transoceanic TV transmission "in the near future."

■ ■ ■

Electronic Industries Assn. took longer-range view than most groups in the filing by its TV broadcast equipment section (Ben Adler, chairman), when it stated:

"There is a real need in the TV broadcasting industry for a contiguous portion of the spectrum somewhere in the vhf and/or uhf frequencies providing approximately the same number of TV channels as are now available in the allocations plan but which are at present spread over a wide range of frequencies with many gaps and spaces in between."

EIA maintained only way to accomplish rearrangement is to investigate all spectrum requirements —not only of private services, but of Govt. as well—and promptly stated it is already investigating possibilities of this all-allocation study.

EIA's spectrum investigation seemed to be marking time this week, however—waiting for govt. agencies (FCC, Defense Dept., ODM) to set meeting dates (Vol. 13:47). Following earlier preliminary meetings, EIA's spectrum study committee—at request of govt. agencies—put its investigation ideas in letter, first part covering background, second part suggesting possible means of implementing study.

Govt. & EIA representatives almost got together last week, with Nov. 14 meeting scheduled at Hotel Roosevelt, N. Y.—but snafu occurred when govt. representatives thought meeting was to be held at Hotel Roosevelt in Washington, prompting some trade papers to report that Govt. had backed out of study. Meeting will be rescheduled.

As to procedure for spectrum study, it's understood at least 3 methods have been discussed by the EIA committee: (1) Study by large committee, composed of representatives of all interested spectrum users, from industry and Govt. (2) Investigation by a congressional committee. (3) Appointment of "referee"—man of unquestioned standing, not currently connected with Govt. or frequency-using industry —who would conduct study, consulting with all parties.

BALTIMORE AD TAX INFECTION SPREADS: Another revenue-hungry municipality reached out this week toward broadcasters & newspapers to grab special advertising taxes, following lead of Baltimore (Vol. 13: 45-47) despite opening of all-out court battle there to declare its 6% assessments unconstitutional.

St. Louis sales levy of 4% on all intra-state broadcast commercials—and on advertising in newspapers and most other media—was proposed by Alderman Alfred I. Harris to raise $1-$2,000,000 annually for city's treasury. He said he also may add 2% tax on gross advertising receipts of media—such as Baltimore City Council voted to impose Jan. 1—but wanted clarification of it first.

No other municipality was reported ready to adopt Baltimore plan, but threat of spread of scheme to St. Louis was sufficient for Advertising Federation of America to sound alarm throughout country. AFA alerted its 120 affiliated advertising clubs for counter-offensive, started raising $50,000 war chest from 30,000 members.

"It's the most dangerous threat to advertising in years," AFA pres. C. James Proud said, warning that if advertisers lose Baltimore court battle, tax plan "is going to spread like wildfire across the country."

Circuit Court action in Baltimore to stop 4%-plus-2% levies was started by Sunpapers (WMAR-TV), News-Post and Sunday American (WBAL-TV & WBAL), Westinghouse's WJZ-TV. They sought injunction to prevent tax collections.

Similar briefs filed by plaintiffs contend that special imposts: (1) Violate free speech & press provisions of U. S. Constitution and Md. Declaration of Rights. (2) Exceed taxing power of Baltimore City Council, since state itself exempts newspapers from taxation. (3) Are too "vague & indefinite" to be valid in any event.

Defendants Mayor Thomas D'Alesandro & City Council were given until Dec. 17 by Judge Edward Harlan to show why injunction shouldn't be granted. They had sponsored tax scheme to yield $2,650,000 for 1958 municipal budget of $232,000,000.

POSTLUDE ON THE KANSAS CITY STORY: Full confirmation of our disclosure last week that National Theatres Inc., headed by Elmer C. Rhoden, was likely buyer of Kansas City Star's WDAF-TV & WDAF (Vol. 13:47)—price now revealed as $7,600,000 cash for plant, network & advertising contracts, goodwill, etc., no quick assets—points up several significant developments involving TV-radio broadcasting:

(1) Because the movie business is notoriously inclined to follow-the-leader, National Theatres Inc., avowedly planning to acquire more stations, may very well touch off a movement by more theatre interests to acquire stations—just as successful newspaper operation of radio and TV stations led many more newspapers and even magazines into the field. Newspapers were among main pioneers of TV-radio, but many also got in quite belatedly by way of purchase. So, of course, did some theatre people—but not very many.

There are some real pioneers among the theatre folk, of course (notably Paramount, Kallett, Wometco, Balaban, Martin of Georgia, et al), but you will note that their ownership bulks rather small among the 519 TV stations now on air and even among pending applications as listed in our TV Factbook.

Even discounting the still cloudy pay-TV potential, fact that they're in a business slump blamed in large part on TV keeping people at home (often to see old movies) would naturally lead theatre people to eye the profitable operation of TV and radio stations enviously. No one dreamed only a few years ago that the tail would wag the dog in a changing economy which finds some newspaper TV stations doing vastly better than their newspaper parents. Ownership of stations would be a natural hedge against shrunken boxoffices.

In other words, the National Theatres Inc. purchase epitomizes the old saw, "join 'em if you can't lick 'em," which we so frequently used in the early days of newspaper antagonism toward radio and then of radio station antagonism toward the upstart TV.

For quick reference, we have updated our Factbook listings of TV holdings by theatrical interests (film producers, movie owners, performers, etc.) and publish them on p. 4.

For a report on National Theatres' plans for Kansas City, directed by veteran broadcasting executive Charles L. Glett, its diversification plans and its finances, see p. 5.

(2) The Star, enjoying a local newspaper monopoly, was literally forced to divest itself of its pioneer and highly profitable stations by reason of a govt. consent decree stemming from grand jury proceedings which led to 1953 anti-trust indictment against it and some of its officers, including pres. Roy Roberts, an original Eisenhower backer (Vol. 9:2).

Among accusations was one alleging that "special discounts for advertisers in defendants' newspapers have been offered to those who have advertised on defendants' radio station and that advertisers not using defendants' newspapers have been denied access to the Star's TV station" (Vol. 9:2).

Charges also included refusing or threatening to refuse space to advertisers who used competing media or purchased larger ads in other publications; discriminating on space and location; attempting to coerce advertisers into buying unreasonable amounts of space in the Star; requiring certain advertisers to buy space in both the Star and its morning Times, without giving them any option; refusing to sell subscriptions separately to the Star, Times and Sunday Star (Vol. 11:9, 13:25, 46).

Though the Star fought back bitterly, charging malice and reprisal by Truman Administration, fact that the drastic consent decree came through during Eisenhower Administration speaks for itself. Especially for newspaper-station owners, it points up the dangers implicit in forced media tie-ins and the threat of govt. crackdown when space and/or time buyers cry ouch; in the case of the Star, public apparently was aroused, too, by being required to buy morning, evening and Sunday papers as a package unavailable separately. That newspapers and station owners will lean over backwards henceforth, consult their lawyers when in doubt should go without saying.

TV Station Ownership by Theatrical Interests

(Control or Major Interests by Film Producers, Theatre Owners, Performers, Etc.)
(Radio stations in parentheses)

American Broadcasting-Paramount Theatres Inc.—Operates ABN and owns WABC-TV, New York (WABC); WBKB, Chicago; WXYZ-TV, Detroit (WXYZ); KABC-TV, Los Angeles (KABC); KGO-TV, San Francisco (KGO). Also owns 40% of radio WLS, Chicago.

Gene Autry—KOOL-TV, Phoenix (KOOL), 56.38%; KOLD-TV, Tucson (KOLD), 48%; radio KMPC, Los Angeles, 51%; KSFO, San Francisco, 50%.

H. & E. Balaban Corp.—WTVO, Rockford, Ill., 50%; WICS, Springfield, Ill., 50%; also 50% of CPs for WMCN, Grand Rapids, Mich. (Ch. 23) and WMBG, Birmingham, Ala. (Ch. 42). WICS holds CP for satellite WCHU, Champaign, Ill. (Ch. 33). Balaban Corp. also owns 50% of radio WRIT, Milwaukee; ⅓ of radios WIL, St. Louis and WWIL, Ft. Lauderdale; 25% of KFBI, Wichita, Kan. Note: Sale of WWIL pends FCC approval.

Berger Amusement Co. (Minneapolis)—Owner Benjamin Berger owns 40% of KTWO-TV, Casper, Wyo. and CP for satellite KTWX-TV, Sheridan, Wyo.

Consolidated Amusement Co. Ltd.—KGMB-TV, Honolulu (KGMB), 75.45%; also satellites KHBC-TV, Hilo (KHBC) & KMAU-TV, Wailuku.

Sherrill Corwin (west coast)—KAKE-TV, Wichita (KAKE), 15%; 100% of CP for KBAY-TV, San Francisco (Ch. 20). Owns 11% of Cal. radios KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe. Corwin also is applicant for Ch. 34, Los Angeles, and Ch. 21, San Diego.

Bing Crosby—Owns 25% of firm buying KCOP, Los Angeles; 6.11% of radio KGLC, Miami, Okla.

Dubinsky Brothers Theatre Corp.—WTVO, Rockford, Ill., 50%.

Joseph H. Floyd-Edmund R. Rubin—KELO-TV, Sioux Falls, S. D. (KELO); satellites KDLO-TV, Florence and KPLO-TV, Reliance, S. D.; radio WLOL, St. Paul.

Kenneth R. Giddens and T. J. Rester Jr.—WKRG-TV, Mobile (WKRG), 20% & 10%, respectively. Note: Transfer to new corporation in which Giddens has 50% interest pends FCC approval.

Grand-Carlton Corp. (Jesse D. Fine)—KFEQ-TV, St. Joseph, Mo. (KFEQ).

Bob Hope—KOA-TV, Denver (KOA), 39%; WREX-TV, Rockford, Ill., 50%.

Jefferson Amusement Co. (Julius M. Gordon)—KPAC-TV, Port Arthur, Tex. (KPAC), 50%.

Kallet Theatres—WKTV, Utica, N. Y. (WKAL).

Lathrop Co. (Midnight Sun Bcstg. Co.)—KENI-TV, Anchorage (KENI); KFAR-TV, Fairbanks (KFAR); also operates Alaska radios KABI, Ketchikan & KJNO, Juneau.

Martin Theatres of Georgia—WTVM, Columbus, Ga.; WROM-TV, Rome, Ga. (to be rebuilt as Chattanooga area outlet).

MGM (Loew's Inc.)—KTTV, Los Angeles, 25%; KMGM-TV, Minneapolis, 25%; radio WMGM, New York, 100%.

Lewis W. Moore—KXGN-TV, Glendive, Mont. (KXGN).

National Telefilm Associates Inc. (NTA)—KMGM-TV, Minneapolis, 75%; also is buying WATV, Newark-New York (WAAT).

National Theatres Inc.—Is buying WDAF-TV, Kansas City, Mo. (WDAF).

Neighborhood Theatres Inc. (Thalheimer)—WRVA-TV, Richmond, Va., 16%.

Paramount Pictures Corp.—KTLA, Los Angeles. Note: Being sold to Du Mont Bcstg. Co.

RKO Teleradio Pictures Inc. (General Tire & Rubber subsidiary)—Owns WNAC-TV, Boston (WNAC); KHJ-TV, Los Angeles (KHJ); WOR-TV, New York (WOR); WHBQ-TV, Memphis (WHBQ); radios KFRC, San Francisco and WGMS, Washington. Through Canadian subsidiary owns ⅓ of CKLW-TV, Windsor-Detroit (CKLW). Also operates Yankee Network.

Stanley Warner Theatres—WTRI, Albany, N. Y.

Lowell Thomas Group—WCDA, Albany, N. Y. (WROW) & satellites WCDB, Hagaman, N. Y. & WMGT, Adams, Mass.; WTVD, Durham, N. C. (Lowell Thomas owns 16.7% interests in stations.)

Walter M. Thomas-Margaret E. Garland—WARD-TV, Johnstown, Pa. (WARD).

Transcontinental Properties Inc. (Herbert Scheftel-Alfred G. Berger-Telenews)—WICS, Springfield, Ill., 50%.

Turner-Farrar Assn.—WSIL-TV, Harrisburg, Ill.

Video Independent Theatres Inc. (Henry S. Griffing)—KWTV, Oklahoma City, 12½%. Also holds CP for KVIT, Santa Fe, N. M. (Ch. 2).

Wometco TV & Theatre Co. (Mitchell Wolfson)—WTVJ, Miami; same interests also own 20% of WFGA-TV, Jacksonville, Fla.; 50% of WMTV, Madison, Wis.; 40% of WLOS-TV, Asheville, N. C. (WLOS).

Jack Wrather—Owns *Lassie, Lone Ranger, Sergeant Preston of the Yukon* and 39% of KFMB-TV, San Diego (KFMB); KERO-TV, Bakersfield, Cal., and CP for KYAT, Yuma, Ariz. He also holds CP for WJDW, Boston (Ch. 44).

Albert Zugsmith interests—Albert Zugsmith and Arthur B. Hogan each owns 25% of KULA-TV, Honolulu (KULA); Zugsmith owns 25%, Hogan 10% of WREX-TV, Rockford, Ill. They also control radio KVSM, San Mateo, Cal. Hogan owns radio KFOX, Long Beach, Cal. Zugsmith controls radio KRKD, Los Angeles. Hogan owns 18%, Zugsmith 9% of radio KBYE, Oklahoma City. Each owns 25% of radio KBMI, Henderson, Nev. Note: KITO, San Bernardino, Cal. controlled by Zugsmith is being sold. Zugsmith is also station broker and is identified with various motion picture production enterprises.

National Theatres Inc.'s Plans: The $7,600,000 purchase of WDAF-TV & WDAF, Kansas City (p. 3), was quietly engineered by Charles L. Glett, one-time CBS west coast v.p., and ex-Don Lee Network executive who went over to RKO Teleradio as v.p. when it was purchased by that General Tire subsidiary. Last March he joined the big chain theatre organization headed by Elmer C. Rhoden of Kansas City, to work on its new policy of diversification impelled by shrinking boxoffice. He headquarters at 340 N. Camden Dr., Beverly Hills.

Glett is presently pres. of National Film Investments Inc., subsidiary of the chain operating some 320 theatres in 20 states as holding company for the Fox West Coast, Fox Inter-Mountain, Fox Midwest, Fox Wisconsin & Evergreen Amusement groups as well as Fox Theatres in Detroit and Philadelphia. The TV-radio stations presumably will come under still another subsidiary. Present plans are to continue WDAF-TV mgr. Bill Bates and present TV-radio staffs after FCC approval of the deal, managing director H. Dean Fitzer alone withdrawing.

National Theatres' policy of diversification includes: (1) Acquisition of as many TV-radio stations as FCC rules will permit. (2) Exploitation of new "Cinemiracle" process of photography & projection; it has exclusive rights to Smith-Dieterich patents and producer Louis deRochemont is currently completing first production, *Cinemiracle Adventure*, for Feb. release. Also, contract was recently signed to produce Morris Gest's famed spectacular, *The Miracle*. (3) Expansion into standard and TV motion picture production. Elmer Rhoden Jr. heads newly formed Imperial Films Inc., capitalized at $294,000, for which SEC approval has been secured to sell $2 par stock privately; pilots for video series *Private Eyeful* and *Johnny Sundown* are due next year, as well as 2 feature films in Eastman color, comedy *Pink Tea Bird* and western *Johnny Sundown*.

National Theatres Inc. is traded on the N. Y. Stock Exchange. Its 1957 fiscal year ended in Sept., but annual report isn't out yet; however, for 39 weeks to June 25, it grossed $43,390,043, netting $2,805,820 before taxes, $1,440,000 (51¢ per share) after taxes vs. $42,656,463, $2,718,974 & $1,340,000 (51¢) in same 1956 period.

For fiscal year ended Sept. 25, 1956, consolidated gross income was $59,707,000, before-tax net $4,387,000, net profit $2,277,000 (84¢ per share)—plus $2,371,000 (88¢ per share) net gain on $6,200,000 sale of Roxy Theatre in N. Y. and from various other theatre and real estate sales. The downtrend in theatre income, characteristic of the motion picture industry in recent years, was pointed up in the comparison with 1955 fiscal year when gross was $61,692,000, before-tax net $5,792,000, net $2,886,000 ($1.04).

It's second only to American Broadcasting-Paramount Theatres in theatre revenues; theatre income of AB-PT was somewhat more than half of its 1956 gross of $198,350,068 and net profit of $8,476,716 ($1.96 per share)—and, like National Theatres, AB-PT movie income was down from 1955 (to $100,565,000 from $110,503,000). ABC div. (TV-radio) grossed $98,759,306 vs. $81,116,634 in 1955 (Vol. 13:13).

But National Theatres is in very strong financial position, its earned surplus as of Sept. 25, 1956 amounting to $21,130,090, well up from the $17,846,563 at Sept. 24, 1955. At end of 1956 fiscal year, its current assets were $19,793,717, fixed assets $34,259,023, other assets $2,951,112—for total assets of $57,003,852. Current liabilities were $10,340,541, long-term debt $16,572,193, capital stock & surplus account $27,581,523. Of latter, 2,769,486 out of 3,000,000 shares of common stock at $1 par were issued, with 70,000 reacquired for $599,225 and held in treasury at cost.

Note: National Theatres Inc. has never before been identified with TV operation. But F. H. Ricketson Jr., its v.p. for theatre operations and a director, was 13.57% owner of KLZ-TV, Denver (Ch. 7) and radio KLZ when they were sold to Time Inc. for $5,533,760 in 1954 (Vol. 10:15, 18, 25, 26).

Reports of Radio Station Sales: KXOA, Sacramento, Cal. by Lincoln Dellar for $500,000 to Kalval Inc. (Riley R. Gibson, pres.) (Hamilton, Stubblefield, Twining & Assoc.) . . . KBTM, Jonesboro, Ark. by Helen W. & Harold E. King for $110,000 to brothers Alan G. Jr. & Matthew C. Patteson . . . KYNG, Coos Bay, Ore. by Harold C. Singleton & Walter N. Nelskog for $70,000 to KYNG Radio Inc., 50% owned by KYNG mgr. Phillip F. Waters . . . KGA, Spokane, Wash. by Bankers Life & Casualty Co. for $250,000 to Gran Bcstg. Co. (L. F. Gran, pres.).

Radio Sales Approved by FCC: KYME, Boise, Ida. by Roger L. Hagadone for $120,000 to Keith E. Patterson (Vol. 13:42) . . . KJFJ, Webster City, Ia. by Mr. & Mrs. Charles V. Warren for $55,000 to Don Treu & Glen Barnett (Vol. 13:40) . . . KORC, Mineral Wells, Tex. by J. Elroy McCaw for $45,000 to Action Bcstg. Corp. (Vol. 13:43) . . . KART, Jerome, Ida. by Herbert E. Everitt & Karl L. Metzenberg for $35,000 to Frederick M. Parry (Vol. 13:43) . . . WBFM (FM) New York by Muzak Corp. to Wrather Corp. (Jack D. Wrather Jr., pres.) in deal whereby Wrather purchased entire Musak organization for $4,350,000 (Vol. 13:38).

Sale of KVTV, Sioux City, Ia. (Ch. 9) & WNAX, Yankton, S. D. by Cowles Bcstg. Co. for $3,000,000 to Peoples Bcstg. Corp. (Vol. 13:41, 44) was approved by FCC this week.

Legal battle royal was shaping up at week's end over NTA's announced agreement to purchase more than 50% of stock of Associated Artists Productions (Vol. 13:46), for which United Artists had also been negotiating in attempt to gain foothold in TV. NTA filed suit this week in N. Y. State Supreme Court charging UA pres. Arthur Krim & chairman Robert Benjamin and AAP pres. Eliot Hyman had sought "by unethical means" to prevent transfer of stock by Dec. 4. Justice Saypol, of same court, this week adjourned until Dec. 3 hearing on action by group of AAP minority stockholders, holding some 10,000 shares, to enjoin sale to NTA on grounds UA made offer much more favorable to stockholders (reportedly $12 per share of AAP, half in cash and half in debentures of new company, presumably United Artists TV).

Financial statement of WTVW, Evansville, Ind. (Ch. 7) dated Sept. 30, filed with FCC this week accompanying explanation of voting trust, shows Jan. 1, 1957 deficit of $259,422, additional loss of $223,742 for 9 months thereafter. It had $49,789 current assets, $672,642 fixed assets; $340,447 current liabilities, $434,336 long term indebtedness ($190,000 notes payable to company officers).

Western Radio & TV Conference meets Feb. 13-15 in Bellevue Hotel, San Francisco, for 11th annual session—keynoter to be Westinghouse Bcstg. Co. pres. Donald H. McGannon. Program includes panel on pay TV.

Personal Notes: George M. Burbach, retiring founder-gen. mgr. of *St. Louis Post-Dispatch's* KSD-TV & KSD, honored at luncheon by publisher Joseph Pulitzer this week, attended by 80 business associates; presentation of various gifts was handled by **Harold Grams**, who succeeds him Jan. 1, and by **Harry Bannister**, NBC v.p. . . . **Don Swartz** promoted by NTA to gen. mgr. of recently-acquired KMGM-TV, Minneapolis-St. Paul (Vol. 13:47), and slated to become pres. of United TV Inc. . . . **Raymond W. Welpott**, mgr. of WKY-TV, Oklahoma City, elected v.p. of WKY Television System Inc. . . . **John M. Baldwin**, who rose from chief engineer to v.p.-business mgr., KDYL & KTVT, Salt Lake City, now owned by Time Inc., transfers to same organization's WTCN-TV & WTCN, Minneapolis, as operations mgr. under v.p.-gen. mgr. **Phil Hoffman** . . . **Bill Swanson** promoted to station mgr. of KTUL-TV (formerly KTVX), Tulsa, **Bob Norris** to asst. station mgr. . . . **J. A. Slusser** retires Jan. 1 as engineering director of KOA-TV, Denver . . . **Jack Brickenden** promoted to CBC publicity supervisor, **Alex Davis** to audience relations supervisor, both Toronto . . . **Robert J. McNamara**, ex-Peters, Griffin, Woodward, named client services director of H-R Television . . . **Ralph L. Hamill** promoted to technical operations supervisor of WRC-TV, Washington . . . **Jay Royen**, ex-NBC Washington, named public relations director of Committee for a National Trade Policy, Washington, formed by top business executives to keep Congress and public informed on world trade issues . . . **Edward (Ned) Ryan**, ex-Dowd, Redfield & Johnstone, N. Y., joins WBZ-TV, Boston as adv. & sales promotion mgr. . . . **Tom Boyd** promoted to program supervisor of WTTV, Bloomington-Indianapolis . . . **Donald G. Peterson** named mgr. of rep Weed TV Des Moines office . . . **Charles Harrison**, ex-news & public affairs director of WCKT, Miami, named news director of upcoming WMBD-TV, Peoria (Ch. 31), due in Jan. . . . **Richard W. Schappa**, ex-Sunshine Biscuit & WBKB, Chicago, joins WWTV, Cadillac, as promotion & merchandising mgr. . . . **Arthur Gerbel**, ex-Fryan Printing Co., Seattle, named public relations mgr. of KOMO-TV & KOMO there . . . **Phil Johnson** resigns as news director of WCSH-TV & WCSH, Portland, Me., to become asst. to pres. Dr. Roger C. Gay of Nasson College, Springvale, Me.

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ADVERTISING AGENCIES: **Wm. Zerweck**, ex-Norman, Craig & Kummel, joins Warwick & Legler as a v.p. . . . **Edward T. Chase** elected a v.p. of Cunningham & Walsh . . . **H. H. Dobberteen** resigns as v.p. & media director of Bryan Houston . . . **David Kempkes** named broadcasting equipment account supervisor of Leo Burnett, Chicago.

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TvB elects Lawrence H. (Bud) Rogers, WSAZ-TV, Huntington-Charleston, chairman, succeeding W. D. (Dub) Rogers Jr., KDUB-TV, Lubbock, Tex., who was named to 2-year term as a director; George B. Storer Jr., Storer Bcstg. Co., elected treas.; Roger W. Clipp, Triangle Publications, continues as secy.

Grant of $1000 by CBS Foundation Inc. to Barnard College was made this week in recognition of 15-year service to CBS by program statistics mgr. Dorothy Boyle, 1940 Barnard alumnus. Grants are based on length-of-service records of CBS employes who are graduates of independent colleges & universities.

New TV-radio reports on billings, combining data now issued separately, will be started Jan. 1 by Leading National Advertisers Inc. (publisher for PIB) and Broadcast Advertisers Reports (publisher of BAR monitored reports). Combined reports on TV networks will include product classification dollar expenditures, station lineups, dollar figures for brands, summaries of company & brand dollars giving network shares. Service for network radio will include station lineups, monitored reports showing programs, advertisers, brands, commercial minutes. New service does not involve corporate merger; LNA & BAR will continue to publish all other services.

TV saturation point—both "in terms of homes with TV sets and availability of time for sale"—may be reached by 1965, Young & Rubicam co-founder John Orr Young says in Newsprint Information Committee's *Newsprint Facts*, predicting that advertisers will come to rely more on newspapers. Young concedes "it is reasonable to expect" that more TV stations will be available by 1965 but argues that TV "is nevertheless faced with an inescapable limitation," whereas dailies with adequate newsprint supplies "have the flexibility to increase their content, both advertising & editorial."

TV's effectiveness as automobile salesman won another testimonial this week from pres. E. C. Quinn of Chrysler Corp.'s Chrysler div., who gave TV added ammunition in running battle started year ago by attack by Ernest Jones of MacManus, John & Adams (Vol. 12:13 et seq.). Quinn told TvB meeting in Chicago that Chrysler has gained 6% of market share in 3 years, largely through TV campaigns. He said it was impossible to measure TV's part in giving Chrysler 20% of 1957 market, but "certainly a real share of the progress" came from TV.

Australian TV will be extended to Brisbane, Adelaide, Perth & Hobart by 1959-60, each capital getting 1 national, 1-2 commercial stations.

"Rather sombre" budget outlook for advertising executives in 1958, with TV feeling "chilly wind blowing through the conference rooms," is seen by Nov. 22 *Tide*. Magazine sounded out 1100 advertisers, agency men, public relations executives in its Advertising Leadership Panel, found that 58% of companies expect increased advertising budgets next year, but managements "will undoubtedly demand a good deal more in the way of results." Unchanged budgets —but "more for the same money"—are anticipated by 32%, while 10% of companies will cut budgets. As result, "there'll be a lot more attention paid to media costs."

TV data in Gallup poll conducted for *N. Y. Herald Tribune*, showing home TV ownership exceeds newspaper readership in metropolitan area, helped prompt intensified news coverage by paper, according to pres. & editor Ogden R. Reid. He told N. Y. chapter of Public Relations Society that survey indicated 83% in area have TV, 94% have radio, 78% read dailies; that 83% want to read news stories after they've heard them first on TV or radio; that detailed instead of condensed reporting by dailies is preferred by 92%.

"Best salesmen we've ever had" are TV's "Bert & Harry" (Vol. 13:45), according to adv. mgr. Stephen J. Schmidt of Piel Bros., quoted in Nov. 25 *Advertising Age*. Magazine set out to find out whether "most entertaining offbeat commercial on TV" actually sold more Piel's beer, got no statistics from brewery which doesn't release sales figures. But Schmidt said that in 1956, first full year of use of animated film characters, Piel's had biggest sales in history, that 1957 should be better.

NARTB names Joseph A. McDonald, NBC, chairman of copyright committee, reappoints Robert D. Swezey, WDSU-TV, New Orleans, chairman of freedom of information committee which meets Dec. 12 at Waldorf-Astoria Hotel, N. Y.

Telecasting Notes: First big batch of post-1948 feature films to go to TV probably will be those of Republic Pictures, which has little to fear from exhibitors or guilds, since it has been out of theatrical movie producing business for 8 months. It's understood Republic has batch of 225-250 features which are now subject of negotiations with 3 distributors, and is discussing both outright sale and lease of the product. Nov. 27 *Variety* reports Republic stands to net $5-8,000,000 either way . . . Largest TV audience of any show this season is claimed by NBC-TV for Nov. 27 "Annie Get Your Gun," which received 2-hour average Trendex of 35.1 and 57.4% share of audience—translated by NBC to 60,000,000 viewers at 2.9 per set . . . New Flamingo Telefilm Sales has acquired rights to 5 TV film properties from RKO Teleradio, which is leaving syndication business (except for its feature film properties) to concentrate on production and sale of network properties. Deal involving more than $1,000,000 includes *Screen Directors Playhouse, Sailor of Fortune, Aggie, The Big Idea, Animated Fairy Tales* . . . Banks have tripled their use of TV film series in past 2 years, according to Ziv TV research, indicating banking is "fastest growing category of film users." Ziv study shows 182% increase in number of banks sponsoring its programs from Oct. 1955 to Oct. 1957, cites these food & beer increases for comparison: supermarkets up 37%, meat packers 53%, brewers 13% . . . Is current TV season flopping? Despite critics who complain that programming adds up to "more of nothing," Nov. 25 *Advertising Age* thinks not. Magazine says editorially that "mass medium audience" is getting what it has shown it wants on TV—westerns and "nice little musical once in a while" . . . Dissatisfied because he "had nothing to do," one of TV's most brilliant producers of live drama, Fred Coe, leaves NBC-TV Dec. 16, though his contract still has 2 years to run . . . Live vs. filmed TV issue is explored by Rod Serling in Nov. 24 *N. Y. Times Magazine*, prize-winning playwright deploring trek from N. Y. stage to Hollywood movies. He fears TV will "wrap itself around a spool and rest snugly inside of a can because this is the simplest way and the most undemanding." But he clings to hope that TV will "continue its struggle to become an art form rather than a canning factory" . . . "Strong upbeat" in local live shows is reported in *Billboard's* special Nov. 25 live programming section. Survey revealed local live shows account for more than 1/10 of program time on average station, that more than 60% of stations are airing same amount or more local live fare than last year . . . Rave notice on editorial page of Nov. 24 *N. Y. Herald Tribune* was won by NBC-TV's *The Innocent Years* documentary. "Seldom has the medium of TV been used to finer purpose" . . . Another Sputnik first: Nashville's WSM-TV claims first live pickup of Sputnik I's launching rocket 5:12-5:14 p.m. Nov. 25.

"Rating Madness" is analyzed in Nov. 23 *Sponsor*, senior editor Alfred J. Jaffe concluding ratings are generally misunderstood, misused, and "don't tell advertisers enough about what they want to know."

Top 10 TV-Radio Agencies: McCann-Erickson leads ad agencies this year in broadcast billings with $103,000,000, moving up from No. 3 position in 1956 (Vol. 12:50), according to 6th annual survey of 50 leading agencies by Nov. 25 *Broadcasting*. Its total TV billings are $91,000,000; total radio, $12,000,000. Other agencies in top 10: Young & Rubicam, $100,000,000 ($85,000,000 TV, $15,000,000 radio); J. Walter Thompson, $92,000,000 ($80,000,000 & $12,000,000); BBDO, $85,000,000 ($71,000,000 & $14,000,000); Ted Bates, $76,500,000 ($69,500,000 & $7,000,000); Benton & Bowles, $54,500,000 ($51,500,000 & $3,000,000); Leo Burnett, $49,000,000 ($43,000,000 & $6,000,000); Dancer-Fitzgerald-Sample, $47,000,000 ($39,500,000 & $7,500,000); Compton, $42,000,000 ($39,900,000 & $2,100,000); Foote, Cone & Belding, $40,000,000 ($33,300,000 & $6,700,000). Meanwhile, Nov. 27 *Variety* predicts that J. Walter Thompson will move next year to "top of the agency heap" with $110,000,000 in TV-radio billings. Story by George Rosen credits new "one big umbrella" policy, plus TV program diversification, plus such buys as *The Real McCoys* on ABC-TV, with putting Thompson "back in harness" after couple of "rough" years.

TV announcers are key figures in corporate marketing & public relations but aren't being exploited sufficiently by sponsors, management consultant George F. Foley told N. Y. Sales Executives Club this week. Urging management to cash in on what he said was box-office value of announcers as corporate personifications, he said they should be used under long-term contracts not only for commercials but in other sales and public & employe relations promotion.

Suit for $50,000 damages against A. C. Nielsen Co., charging that "false & misleading" figures were published in its NCS No. 2 survey, has been filed by radio WLEA, Hornell, N. Y. Also named defendant in action was radio WWHG, Hornell, complaint alleging that it circulated purported Nielsen report indicating that WWHG had listening audience 100% larger than WLEA's.

Community educational TV project in N. Y. was inaugurated Nov. 25 by CCC-TV (Chelsea Closed Circuit), programs linking P. S. 33, neighborhood settlement house, city housing development & health center in experiment intended to raise area's cultural level (Vol. 13:29). TV system on Ch. 6, financed by 3-year grant of $215,000 from Ford Foundation's Fund for the Advancement of Education, covers 1000 school pupils, more than 2000 parents and other members of West Side community, which has large Negro & Puerto Rican population. First-day shows included science & language lessons, cha-cha band at Hudson Guild Neighborhood House, using 9 cameras at 7 originating points in 4-block community. Sponsors are Guild, Board of Education, Harvard U's Language Research.

TV gets special treatment—but not searching study—in Dec. *Atlantic* and Dec. *Cosmopolitan*. Mass communications section in *Atlantic*, one of "jubilee" issues celebrating magazine's 100th anniversary (Vol. 13:40), includes articles on "Motion Pictures & Pay TV" by Mervyn LeRoy, "The Vanishing Comedian" by Steve Allen, "The Birth of Radio Drama" by Richard Hughes. Section also covers press, book publishing, music, painting, schools, photography. TV section in *Cosmopolitan* includes "The Spectre of Pay TV" by Eugene D. Fleming, "Treasure Chest or Idiot Box?" by Maurice Zolotow, "What You Can't See on TV" by Mel Heimer.

MBS will raise rates first of year, pres. Paul Roberts told press conference Nov. 25 in N. Y., calling present rates "absurdly low." He said amount of increase hadn't been determined. At same time, Roberts reported that 7 a. m.-midnight schedule will be extended to 2 a. m. Jan. 1, indicating change may be forerunner of 24-hour operation. He said new deal with RKO Teleradio in take-over of Don Lee Network (Vol. 13:46) includes assumption by MBS of $250,000 live costs, plus $200,000 programming & facilities costs per year.

New and Upcoming Stations: WHDH-TV, Boston (Ch. 5) began operation Nov. 26 as city's fourth vhf and third commercial station, giving ABC-TV its long-sought basic affiliate in that city, and bringing on-air total to 519 (91 uhf). WHDH-TV has two 10-kw RCA transmitters (one standby) and 1082-ft. Ideco tower with 12-section antenna at Newton, Mass. Owner is *Boston Herald-Traveler* (WHDH)—Robert B. Choate, pres.; Wm. B. McGrath, v.p. & managing director; Alexander Tanger, from WHDH, v.p. in charge of sales; David Abbott, ex-regional sales mgr. for Official Films, N. Y. national commercial mgr.; Les Arries Jr., ex-mgr. of WTTG, Washington, director of TV; Joe Levine, from *Herald-Traveler*, news editor; Phillip Baldwin, from WHDH, chief engineer. Base hour is $2500. Rep is Blair-TV.

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In our continuing survey of upcoming stations, these are latest reports from principals:

KDUL-TV, Hay Springs, Neb. (Ch. 4), planned satellite of parent KOTA-TV, Rapid City, S.D. (Ch. 3) 100-mi. away, is installing 6-kw RCA transmitter, has 25-kw Standard Electronics amplifier due shortly, plans Dec. 15 test patterns, Dec. 18 programming, writes KOTA-TV business mgr. Wm. F. Turner. It's also installing 6-bay RCA antenna on 500-ft. Ideco tower. George Jelinek, ex-KHOL-TV, Kearney-Holdrege, Neb. will be chief engineer in charge. KOTA-TV plans to raise base hour to $200 in Dec. Rep is Headley-Reed.

CFCL-TV-1, Kapuskasing, Ont. (Ch. 3) has 15-watt Canadian GE transmitter, plans to begin programming shortly as satellite of CFCL-TV, Timmins, Ont. (Ch. 6), reports owner J. Conrad Lavigne. It will use 200-ft. tower. Station will operate as repeater, have no studios of own. Lavigne's other satellite, CFCL-TV-2, Elk Lake, Ont. (Ch. 2) has ordered Canadian GE transmitter for mid-April delivery, hopes to begin programming in mid-May, although construction hasn't begun as yet. It will use 400-ft. Wind Turbine tower. CFCL-TV base hour is $180. Reps are McGillvra, Paul Mulvihill & John N. Hunt.

CJFB-TV, Swift Current, Sask. (Ch. 5) has studio-transmitter building ready for 5-kw Canadian GE transmitter due Nov. 30, plans test patterns by Dec. 4, programming about Dec. 7, reports pres.-gen. mgr. & technical director Wm. D. Forst. It has 325-ft. Utility Tower completed, plans to install 3-bay batwing antenna Dec. 2. Walter S. Buffam has been named sales mgr. Base hour will be $120. Reps are Forjoe and TV Representatives Ltd.

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Translator starts: K76AE, La Grande, Ore. began Nov. 21 repeating KXLY-TV, Spokane; K71AF, Cedarville, Cal. Nov. 20 with KOLO-TV, Reno; K71AG, Cottage Grove, Ore. Nov. 20 with KVAL-TV, Eugene, Ore., followed by K74AJ Nov. 21 with KGW-TV, Portland and K77AH Nov. 23 with KOIN-TV, Portland; K71AI, K75AG & K79AC. Evanston, Wyo. Nov. 23 with KUTV, KTVT, & KSL-TV, Salt Lake City.

DuMont's WTTG, Washington (Ch. 5) will take over studios and equipment of NBC's WRC-TV (Ch. 4) at uptown Sheraton Park Hotel after latter moves to new TV-radio center early next year. DuMont notified FCC this week that it is paying $150,000 for WRC-TV's tower, antenna & transmitting equipment and an additional $57,500 to RCA for driver & sideband filter, plus expenditure of $25,000 for conversion from Ch. 4 to 5.

Equipment shipments by RCA this week: 6-kw transmitter to KOB-TV, Albuquerque (Ch. 4); traveling wave antenna to upcoming KHGL-TV, Billings, Mont. (Ch. 8)—both shipments Oct. 29. Sarkes Tarzian Inc. reports delivery of complete studio equipment to upcoming KXLJ-TV, Helena, Mont. (Ch. 2), and vidicon camera equipment to upcoming WBPZ-TV, Lock Haven, Pa. (Ch. 32).

New $750,000 studios for WMCT & WMC, Memphis, will be built on Union Ave. by Scripps-Howard, with occupancy scheduled for fall 1958. Present studios in Goodwyn Institute Bldg. were designed for radio only.

KFAR-TV, Fairbanks (Ch. 2) went off air Nov. 23 when explosion and fire caused extensive damage, it notified FCC, reporting repairs will take 30 to 60 days.

WCDA, Albany, switches from uhf to vhf Dec. 1—Ch. 41 to Ch. 10—also changing call to WTEN.

Foto-Video Labs is expanding with new 10,000-sq. ft. plant in Cedar Grove, N. J.

End of 'Written Hearings'? FCC attorneys and bar groups moved another step this week toward streamlining Commission rules—a project several years a-borning. Major change in prospect: Elimination of requirement of "written direct case," thereafter permitting parties in competive broadcast hearings to choose own method of presentation. Recommendations should be up for Commission approval within a few weeks. FCC activity is headed by assoc. gen. counsel Edgar W. Holtz, Federal Communications Bar Assn. committee by Benedict P. Cottone, American Bar Assn. committee by Arthur W. Scharfeld.

U. S.-Mexican border uhf negotiations (Vol. 13:47) concluded this week and conferees are now submitting results to respective Govts. Negotiators report "no major changes" were made but that both sides had to take a few higher numbered channels to get desired total of channels in some border cities.

Protest of St. Louis Amusement Co., one-time Ch. 11 applicant, against CBS purchase of KWK-TV, etc. (Vol. 13:44), was dismissed this week, FCC stating protestant had no standing, presented no facts to back up claims.

Ordering further hearing on Texas Tech's CP for Ch. 5, Lubbock, Commission said it wanted to determine whether funds donated by KDUB-TV & KCBD-TV, Lubbock, preclude college from going commercial, and to look into circumstances surrounding dropout of C. L. Trigg from competition with Texas Tech; he received $25,000 for expenses.

KBAS-TV, Ephrata, Wash. was granted change from Ch. 43 to 16, while sole CP authorized was for Ch. 76 translator in Eureka, Nev. [For details, see *TV Addenda 25-R* herewith.]

Commission turned down extensive uhf channel shifts in New England, sought by WWLP, Springfield, Mass. (Ch. 22) for purpose of building more translators (Vol. 13:41). One petition for rule-making was filed, Continental Telecasting Corp. requesting assignment of Ch. 58 to Los Angeles-Pasadena.

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Request of KBEE, Modesto, for permission to identify itself as "K B Double E" was denied by FCC this week on ground it "would tend to create confusion."

Zenith Toll Franchises Soon? While pay-TV proponents Skiatron and Telemeter appear to have deserted broadcast subscription-TV field in their concentration on wired toll systems—at least for time being—Zenith spokesmen hint that franchise agreements with prospective fee-TV broadcasters may be imminent. One Zenith source says company has reached "areas of general agreement with people who will be applicants."

Zenith attorney G. P. Sletteland told a Cal. legislative investigating committe that RKO Teleradio's KHJ-TV, Los Angeles, and upcoming San Francisco uhf outlet KBAY-TV were among state's stations which want to use Zenith's pay-TV system.

Subject of Cal. legislative inquiry was wired pay-TV franchises. During hearings in San Francisco, committee chairman—Assemblyman Louis Francis—expressed opinion that city and county wired TV franchises were worthless, since telephone company facilities will probably be used for closed-circuit TV, and telephone transmission is subject to state public utility regulation. As authority for his statement, he quoted opinion by state legislative counsel Ralph Kleps.

Pacific Telephone Co. asst. v.p. George Gitchell told inquiry that his company has made no decision about wired pay TV, that it has "made no agreements, made no specific proposals and hasn't discussed charges." Decision will have to be made by parent AT&T in N. Y., he added. He did say his company had persuaded Skiatron to give up its plan to use "open wire" instead of coaxial cable.

Skiatron, which still must prove its financial responsibility to San Francisco finance committee, reportedly is negotiating with Robert Lurie, son of San Francisco financier Louis Lurie, to head up franchise operations in northern Cal. with Lurie organizations to invest heavily ($10 for each TV set in area to be served). Skiatron Electronics pres. Arthur Levey, meanwhile, notified stockholders he had sold 40,900 shares in company in order to raise money needed by Skiatron TV Corp. (Matty Fox) in prosecuting franchise applications.

Some community antenna operators report having received letter from Bernard L. Goldenberg of Selectivision Inc., another wired pay-TV proponent, offering them "package plan whereby you are required to expend no money and derive extra income through your present facilities" through conversion to toll-TV operation. Selectivision claims to have deals with 2 big theatre chains in N. Y. state. Mgr. Richard Berner of Elmwood Theatre, Elmhurst, Queens, said this week that he has signed for cable theatre operation with Selectivision, and that plans are well under way for the operation, with equipment to be ordered from Hallamore div. of Siegler Corp.

In Washington, new group called American Citizens Television Committee Inc. (ACT) reported itself organized by "a group of executives" for purpose of "preserving and improving our present system of free TV." Principal organizers of the anti-subscription group (1010 Vermont Ave., NW) include public relations man Warren Adler and attorney Harvey Rosenberg.

Assn. of Maximum Service Telecasters board meets in Tulsa Dec. 6, many members attending dedication of new KVOO-TV (Ch. 2) studios day before at invitation of KVOO-TV pres. Harold C. Stuart, AMST board member. Some will then inspect Bartlesville cable-theatre operation. Technical committee meets Dec. 5 to discuss progress of mobile units—one now in Fresno, other winding up Madison measurements. Report of Baton Rouge studies is due to go to TASO shortly.

One application for TV station and 2 for translators were filed with FCC this week, bringing total to 119 (33 uhf) for stations, 27 for translators. Station application was for McCook, Neb., Ch. 8 satellite by owners of KCKT, Great Bend, Kan. Translator applications were for combined communities of Romeo-La Jara-Manassa, Colo. and Palmerton-Slatedale-Slatingdon, Pa. [For details, see *TV Addenda 25-R* herewith.]

AT&T will provide 2 more microwave circuits to relay delayed video tape feed to Cincinnati-Detroit-Huntington area during Daylight Time, according to Lawrence H. (Bud) Rogers, WSAZ-TV, Huntington, W. Va. and chairman of DST subcommittee of NBC affiliates. He said final details will be cleaned up at Dec. 4 meeting with AT&T, insuring entire NBC network will eliminate DST schedule changes in all Standard Time zones (Vol. 13:45).

Closed-circuit educational TV as means of filling U. S. need for scientists and techicians is urged again by publisher Hugo Gernsback in Dec. *Radio-Electronics* editorial. He suggests Govt. finance and build nationwide closed-circuit network, tieing together all schools and colleges.

There were 81,000 jobs in TV-radio broadcasting in 1955, reports Dec. *Changing Times, The Kiplinger Magazine*, and these should increase 27% by 1965 and 65% by 1975. Source isn't stated, but this was one of 35 industries listed in article "The Coming Boom in Good Jobs."

Juror was disqualified in D. C. District Court Nov. 26 because she heard part of "Flight" on NBC-TV's *Suspicion* night before, when dramatic show's plot involved abduction of opponent of Latin American dictator. Judge James R. Kirkland excused Mrs. Robert Lyons from jury in trial of ex-FBI agent John J. Frank, accused of failing to register as agent of Dominican Republic, after she admitted she caught snatches of show on WRC-TV, Washington. He had previously warned jurors to avoid any discussion of case outside courtroom. TV drama didn't "bear on the case but had a relation to it," judge said, replacing Mrs. Lyons with alternate juror.

Scent track for movies, presumably also for TV, appears just around the corner—again. Swiss inventor Hans Laube has obtained U. S. patent for "Scentovision"—its development financed by Stanley Warner theatre chain, exploitation planned by Scentovision Corp. (Len Ruskin, pres.), 15 W. 44th St., N. Y. In system, film track activates spray mechanism, and inventor claims problem of scent persistence has been solved. Also granted was patent to famed inventor Dr. Lee DeForest for automatic phone-dialing device activated by punch cards.

Defiance of TV ban in Miami courthouse by cameramen Ben Silver of WCKT & Robert Brumfield of WTVJ brought contempt-of-court fines of $25 against each Nov. 22 from Circuit Judge Vincent Giblin. They planned to appeal convictions in test of Giblin's instructions that no pictures of rape defendant should be taken in courtroom or corridors. Judge agreed that "matter should go on for further decision, possibly to the Supreme Court itself."

NARTB pres. Harold E. Fellows addresses Dec. 10 Federal Communications Bar Assn. luncheon in Washington's Willard Hotel—topic to be selected.

Add cable-theatre applications: Circle Theatre, for New Kensington & Lower Burrell, Pa.; Park Theatre, El Sobrante, Cal.; Rio Theatre, Rodeo, Cal.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
November 30, 1957

WHAT THEY'LL BE FEATURING IN 1959 TV LINES: Though set manufacturers talk more freely about 1969 developments than 1959, first whisperings of selling feature trends in spring lines of portables indicate a push to sculpturing back of cabinet -- following Philco's treatment of current "Seventeener." Drive for slimness has one manufacturer contouring rear lines to fit tube neck as closely as component space and air circulation will permit. Straight sides are foreshortened so that a good product-picture-angle gives set illusion of only 6-in. "depth."

Contouring has makers looking harder at heavier plastics, at fiber glass already marketed in Sears Roebuck and Packard-Bell portables -- and in Motorola's current portable phonographs.

Short, short neck 90-degree tubes will be appearing in spring lines to be introduced in March and April next year. Early debuts follow pattern set by portable radio's push for vacation -- second season -- business.

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At June markets, 1959 consoles will be pitching quality of sound -- in hi-fi trappings -- to go with continued furniture styling at the high end. Power output will be increased to approach hi-fi wattages. TV sets will have more speakers, better ones, bigger ones. Jacks and hi-fi type tone controls will permit rigging TV as hi-fi set with added expense of changer only. Advertising and selling-floor console pitches will draw even more heavily on hi-fi jargon than this year.

Looking beyond next year, there's talk of lengthening life of receiving tubes -- cutting shock factor -- by leaving set on all the time at very low wattage. Tuning will mean merely bringing up sound and picture.

Seen by some are 140-degree tubes, though dissenters say further shortening of neck brings imbalance factor -- sets may tip over. Extending view a few more years, there are flat-tube men who see neck not only shortened to stub, but moved to top or bottom edge. One major maker has cut arrival of flat tube to 5 years.

Most radical innovations were seen by recent speaker at EIA quarterly meeting in N.Y. Comdr. George Hoover, Navy researcher already using flat tube in jet flying experiments, showed new developments in miniaturization -- computer components no bigger than vitamin pills. Next step, he said, was substitution of microscopic materials performing same function as components. Applied to TV, he said, brushing cost aside, these -- and their wire circuits now printed on plastic boards -- could be silk-screen printed on backs or edges of flat tube. Flat tube is already here, he said. Its use in home TV is but 3 years away, he feels, disagreeing with most set makers. "It is now only a matter of glass engineering."

DISTRIBUTOR SALES UP, PRODUCTION DOWN: Nov. was a decent month compared with last year, on basis of preliminary figures showing TV production of about 575,000 vs. 580,000 in Nov. 1956, distributor sales of 650,000 vs. 630,000.

Only fly in ointment -- and that a very small one -- was increase in factory and distributor inventory to 1,800,000 compared with 1,600,000 last Nov. However, industry statisticians describe it as a "rather snug situation inventory-wise."

Retail inventories last year forced heavy production curtailment in Nov.-Dec. These rose from 783,000 at end of Aug. to over 1,000,000 at end of Oct., while this year the Aug. figure was about 800,000, rising to 950,000 at end of Oct.

TV Week Evaluated: Set manufacturers generally feel TV Week promotion was well handled, according to reactions we obtained last week at EIA quarterly meeting in N.Y. They stated that distributor-dealer participation was better than ever -- and they applauded the effort -- despite fact sales were soft in Sept. (Vol. 13:36).

"We can't claim National TV Week sold a great number of sets," said one. This was buttressed by statistical report submitted to consumer products div. which showed 50 markets selected for test did not go above national average, based on distributor sales to dealers. However, it's likely EIA will continue to support effort since broadcasters now have thrown full weight behind project.

NARDA exec. director A.W. Bernsohn told us effect of TV Week is in direct proportion to local support. Many markets had successful program, he said, but no national pattern emerged.

NARTB continued enthusiastic, spokesman saying this year's observance "demonstrated great potential industry has for telling TV's contributions to the nation." He gave particular credit to "Reports to the People" -- an on-air "open house" showing how station operates. Much more of the same is planned next year, he said, adding that "cumulative credit can't help but be helpful to the industry."

Production: TV output was 134,179 for week ended Nov. 22 vs. 138,831 the preceding week and 145,234 in 1956 week. At end of 47th week, TV production totaled about 5,813,000 vs. 6,760,045 last year. Radio production was 455,779 (158,655 auto) for week ended Nov. 22 vs. 390,435 (120,234 auto) the preceding week and 320,386 (153,127 auto) the 1956 week. By 47th week, radio production totaled about 13,633,000 (4,924,848 auto) vs. 12,266,591 (4,217,050 auto) in 1956.

Trade Personals: Wm. J. Nagy promoted to gen. sales mgr., Philco accessory div. . . . V. M. Stilson, ex-Erie Resistor, appointed Admiral molded products div. v.p. & gen. mgr. . . . Richard L. Snyder, ex-radio tube div., promoted to mgr. of Sylvania Woburn, Mass. semiconductor plant . . . Walter Fleck named mfg. mgr., Bath, N. Y. plant of Westinghouse electronic tube div.; Donald Denlinger named production supt. . . . Wm. J. Lehner named automation engineering mgr., Sylvania TV-radio div., succeeding Carl Carlzen, resigned . . . . James F. White, national sales director of Columbia Records phono dept., resigns . . . John Ridley named to new post as asst. to pres. of Majestic International . . . Wm. Wennerberg named head of new Electro-Voice marketing research div.

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High public service: Disclosed by White House this week as members of top-level committee submitting still "highly classified" report on national defense to President Eisenhower were these figures from electronics industries: Robert S. Sprague, Sprague Electric Co.; Dr. Hector R. Skifter, Airborne Instrument Labs (onetime chief engineer of KSTP, St. Paul); Dr. Robert C. Prim, Bell Labs. Heading the 11-man panel was H. Rowan Gaither Jr., ex-chairman of Ford Foundation. Among panel's advisors were Adm. Robert B. Carney, retired chief of naval operations, now with Westinghouse; Dr. Mervin J. Kelly & Dr. James B. Fisk, Bell Labs; Dr. Frank Stanton, CBS.

Electronics scientists are prominent on 17-man committee named this week by President Eisenhower to advise him on scientific matters. It includes: Dr. James R. Killian, President's top advisor on scientific matters; Dr. Lloyd V. Berkner, Associated Universities Inc.; Dr. Wm. O. Baker & Dr. James B. Fisk, Bell Labs; Dr. James B. Wiesner, MIT.

BDSA adds 45 men to Commerce Dept.'s National Defense Executive Reserve, including: Robert H. Merrill & Eubert F. Taggert, GE; Arthur F. Gibson, Stromberg-Carlson; Kenneth H. MacGibbon, Western Union.

Robert W. Galvin, Motorola pres., is chairman of Jan. 20 $100 plate GOP dinner in Chicago.

John A. Watson, ex-Maytag, appointed to new post of mdse. mgr., Hotpoint Appliance Sales Co., N. Y.

GE's Baker—Retired But Active: Distinguished Dr. W. R. G. Baker, stepping down as GE v.p. on 65th birthday Nov. 30, shows little letup in activity—despite stroke suffered in June—becoming Syracuse U v.p. in charge of contract research program while retaining EIA presidency.

Baker served GE 34 years, became internationally known for administrative and technical contributions to electronics. Probably best known were his organization and direction of 2 National TV System Committees—1941 for black-&-white standards, 1953 for color.

Already recipient of IRE and EIA medals of honor, he's to get IRE Founder's Award in March —only the 4th time it's been given out since IRE started in 1912.

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Zenith's smart promotion: All Stockholders of publicity-wise Zenith Radio Corp. this week received packet of 8 brochures and folders, all in color illustrating lines of TVs, radios, hi-fi, hearing aids, even subsidiary Wincharger's power plants—and were urged to patronize products and tell friends. Never missing an opportunity to rub it into the telecasters, with whom Zenith has carried on a running feud that began even before it started plumping for pay TV, covering letter calls special attention to remote TV tuner, calling it a "tranquilizer" and "relaxer" because it enables viewers to "shop what is on the other channels . . . to erase irritating programs and commercials without walking to the set."

Motorola starts series of distributor meetings Dec. 6 in Chicago, 9 others to be held following week in various parts of country. Two teams of Motorola executives, headed by consumer products exec. v.p. Edward R. Taylor and consumer products marketing v.p. S. R. Herkes, will conduct meetings. Main business is introduction of new auto radio line with Motorola label and discussion of alternate promotional plans for TV-radio-phonos in first quarter.

Price index of TV sets is listed in current BLS Consumer Price Index at 90.2 (Dec. 1952 equals 100).

Topics & Trends of TV Trade: "End to profitless scramble" is sought by TV-appliance field, says Henry Brief in long state-of-the-business series in *Home Furnishings Daily* this week. Samples:

On distributors: "Feeling is that the number of distributors will be further pared by a combination of financial insolvency, replacement by branches or direct sales setups . . . It is also anticipated that the immediate future will bring a more intense scramble among manufacturers for the more stable independents . . . The lot of distributors is expected to become settled and profitable enough to attract renewed interest and new blood [but] many of today's distributors may not be around to see that day."

On distribution: "A Cleveland newspaper recently published a study of TV-appliance trends in a 30-county Ohio area [showing] that 9% of the dealers did 55% of the TV volume."

On small dealers: "The industry is pushing inexorably toward exclusive one-line agency stores . . . A full-bloom drive toward [this] is 18 months to 3 years away."

On battle for survival: "In this evolutionary period, some manufacturers are seeking to prosper, other to survive. [The shakeout] is far from over."

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Color Brightness: RCA is adjusting factory stock of "700 Series" color sets for maximum brightness, also installing dark safety glass aimed particularly to improve dealer demonstrations. Adjustment is being made only on controls under front panel, no circuits changed; RCA is supplying glass free to distributors. Spokesman reports brightness change depends on previous control setting—some sets are now at maximum—and that little difference will be noted under average home conditions. Question of adjusting sets in public's hands is left up to distributor.

Color TV sales in Colo. totaled 875 through Nov. 1 vs. 751 in 1956, Kansas City sales 236 in Oct., bringing cumulative count to 2605—according to local electric assns.

"High Fidelity Facts and Fallacies" titles talk by Frank H. Slaymaker, Stromberg-Carlson electro-acoustics research mgr., before AIEE Del. Bay section, Delaware Hospital, Wilmington, Dec. 2.

Great Britain's TV set licenses totaled 7,398,185 Sept. 30; radio-only, 7,269,256.

EIA Set Shipment Report: TV shipments to dealers for first 9 months totaled 4,249,775 according to EIA—while production was 4,589,165 and retail sales were 4,452,081 vs. dealer shipments of 4,578,983, set production of 5,259,271 & retail sales of 4,603,626 in 1956 period. Sept. shipments were 789,675, production 832,631, retail sales 705,247 vs. shipments of 827,873, production 894,211, retail sales 763,908 last year. Following shows cumulative TV shipments to dealers by states for first 9 months (county-by-county table available to EIA members):

State	Total	State	Total
Alabama	61,066	New Jersey	155,420
Arizona	26,446	New Mexico	16,930
Arkansas	36,045	New York	500,353
California	421,641	North Carolina	84,327
Colorado	34,324	North Dakota	14,529
Connecticut	69,346	Ohio	237,195
Delaware	9,899	Oklahoma	46,908
District of Columbia	44,770	Oregon	42,565
Florida	145,657	Pennsylvania	291,539
Georgia	83,476	Rhode Island	22,904
Idaho	13,183	South Carolina	33,905
Illinois	255,795	South Dakota	14,930
Indiana	105,874	Tennessee	70,256
Iowa	47,489	Texas	228,081
Kansas	48,863	Utah	17,931
Kentucky	70,057	Vermont	8,635
Louisiana	77,693	Virginia	68,172
Maine	23,566	Washington	64,229
Maryland	58,315	West Virginia	43,478
Massachusetts	128,059	Wisconsin	73,925
Michigan	162,562	Wyoming	8,393
Minnesota	65,002		
Mississippi	35,741	U. S. TOTAL	4,238,473
Missouri	100,059	Alaska	2,887
Montana	19,673	Hawaii	8,415
Nebraska	31,207		
Nevada	6,747	GRAND TOTAL	4,249,775
New Hampshire	11,313		

Fair Trade Help for Hi-Fi? Hi-fi component makers, seeking hedge against package manufacturer competition, emphasized advantages of fair trade during meeting of Audio Components Distributors Assn. in Los Angeles last week, and those attending registered strong support. Now fair traded in Cal. are Electro-Voice, Harman-Kardon, Altec-Lansing, Fisher, McIntosh & Concertone, to be joined shortly by Jim Lansing—while others study idea. Irving Stern, Electro-Voice rep, warned that competition is such that "without support of fair trade pricing, audio components are quite possibly doomed to steady deterioration. Five years ago [the] gap between sound of a good [component] system and the best package was so wide there was no comparison. Today, however, the package manufacturer is putting good components into his product and the gap is gradually narrowing. [Components dealers] must have full margins to survive."

RCA holds quarterly sales meeting in Chalfonte-Haddon Hall Hotel, Atlantic City, Dec. 2-4 for radio & phono, Dec. 5-7 for TV—for field reps and regional mgrs. No new TV models are being introduced.

ELECTRONICS PERSONALS: Col. Robert L. Salzarulo named director of procurement & production at Dayton Air Force Depot . . . Dr. Robert M. Page appointed director of research, Naval Research Lab . . . **Joseph H. Tippets**, CAA Office of Air Navigation Facilities director, elected vice-chairman of Radio Technical Commission for Aeronautics . . . Henry H. Scudder elected International Standard Electric pres., replacing **Edmond H. Leavey**, pres. of parent IT&T, who had held both posts . . . **Joseph F. Degen** named mfg. v.p. of Weston Electrical Instrument, a Daystrom subsidiary . . . **David D. Mason**, v.p. & asst. gen. mgr. of Link Aviation (General Precision subsidiary) elected a director of Link . . . **Irving E. Shemald**, ex-Arms Textile, named mgr. of Raytheon Hooksett, N. H. plant.

IRE convention, expected to attract 55,000, will be held March 24-27 at Waldorf-Astoria Hotel and N. Y. Coliseum.

Military electronics spending hit record $3.5 billion in year ended June 30, reports EIA on basis of new formula which extracts military electronics spending from all major defense procurement categories. Total in 1956 was $2.8 billion. Fourth quarter comparison shows $1 billion in quarter ended June 30 vs. $772,000,000 in 1956 period. EIA breakdown: 1957 guided missiles, $1.108 billion vs. $628,000,000 in 1956; aircraft, $1.083 billion vs. $999,000,000; electronics & communications, $880,000,000 vs. $771,000,000; research & development, $303,000,000 vs. $267,000,000; ships & harbor craft, $81,000,000 vs. $79,000,000; miscellaneous, $41,000,000 vs. $48,000,000; combat vehicles, $7,000,000 vs. $4,000,000; support vehicles, $3,000,000 vs. $6,000,000.

Jefferson Electric Co. buys assets of Electronic Products Corp., Santa Barbara, Cal. for $579,000, according to Jefferson pres. Edward J. Brennan.

Fund Portfolio Changes: Television-Electronics Fund reports net assets of $135,100,234 and 13,038,227 shares outstanding in fiscal year ended Oct. 31 vs. $132,618,446 and 11,083,609 year earlier. During 4th quarter these were changes in its portfolio:

New stocks added: 700 shares Dictaphone, market value $28,000; 25,700 Statham Instruments, $250,575. Also added were $500,000 worth of General Tire & Rubber 6% subordinate debentures, due 1982; $300,000 Sperry-Rand 5½% sinking fund debentures, due 1982; $214,000 Thompson Products 4⅞% convertible debentures, due 1982.

Stocks eliminated: 3900 Aircraft Radio, market value $81,900; 12,800 Borg-Warner, $508,800; 12,800 Emerson Radio, $80,000; 8530 Federal Sign & Signal, $200,455; 1900 Sangamo Electric, $71,488; 14,000 Western Union, $259,000.

Holdings were increased in ACF Industries, Addressograph-Multigraph, Allegheny Ludlum, American Chain & Cable, American Machine & Foundry, Amphenol, Babcock & Wilcox, Barry Controls "B," Burroughs, Carborundum, Carrier, Clark Controller, Cornell-Dubilier, Curtiss-Wright, Dresser Industries, Emerson Electric, Fansteel Metallurgical, GM, General Precision Equipment, General Tire & Rubber, G. M. Giannini, Harris-Intertype, Hazeltine, Hoffman Electronics, IT&T, Magnavox, P. R. Mallory, Marchant Calculators, Minneapolis-Honeywell, Minn. Mining & Mfg., National Acme, National Cash Register, Otis Elevator, Philco, Robertshaw-Fulton Controls, Royal McBee, Ryan Aeronautical, Servomechanisms, Stewart-Warner, Storer Bcstg., Sylvania, Taylor Instrument, Texas Instruments, Tung-Sol, United-Carr Fastener, United Utilities, Varian Assoc., Walt Disney Productions, Westinghouse Electric, Zenith.

Part of holdings were sold in Allis-Chalmers, Ampex, Beckman Instruments, Bendix Aviation, Boeing Airplane, Cincinnati Milling Machine, CBS "A," Columbia Pictures, Consolidated Electrodynamics, Cutler-Hammer, Eastern Industries, Eastman Kodak, Eaton Mfg., Electronic Assoc., Elgin National Watch, General Dynamics, General Telephone, Goodyear Tire & Rubber, Hammond Organ, Indiana Steel Products, International Nickel, Liquidometer, Litton Industries, Martin Co., W. L. Maxson, Mergenthaler Linotype, Motorola, Neptune Meter, Oak Mfg., Reliance Electric & Engineering, Sperry-Rand, Square D.

Unchanged during quarter were holdings in Admiral, Aerojet-General, American Bosch Arma, AB-PT, AT&T, Bell & Gossett, Bullard, Bulova, Chance Vought, Clevite, Conrac, Consolidated Electronics Industries, Corning Glass, Douglas Aircraft, DuMont Labs "A," du Pont, Eitel-McCullough, Ex-Cell-O, Food Machinery & Chemical, Friden Calculating, Garrett Corp., General Bronze, GE, General Mills, General Railway Signal, Globe-Union, Industrial Electronics, IBM, Johnson Service, Leeds & Northrup, Lockheed Aircraft, Machlett Labs, North American Aviation, Northrop Aircraft, Paramount Pictures, Penn Controls, Pullman, RCA, Sprague Electric, Technicolor, TelAutograph, Telecomputing, TV Assoc., Thompson Products, 20th Century-Fox, United Aircraft, Vitro, Westinghouse Air Brake.

[For status preceding quarter, see Vol. 13:36.]

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Whirlpool Corp. 9-mo. net sales rose to $323,707,129 from $285,201,441 in 1956 period, with net income after taxes down to $10,406,981 ($1.61 per share) vs. $10,577,328 ($1.64). Third quarter sales were $112,390,003 vs. $103,036,687; earnings $4,258,901 (66¢) vs. $4,051,073 (63¢). Wrote pres. Elisha Gray to stockholders Nov. 20: "As this is written, it appears that the improvement shown in the third quarter will not continue through the fourth quarter. However, in the face of industry conditions which continue to show a unit sales decrease of 15.5% for the year to date, our performance of increasing unit sales by 5.5% is an indication of the continued relative strength of our products in the market place. While some of our sales increase has been due to new products introduced this year, our share of the market for our other products has shown increases."

Zenith proposes 2-for-1 common stock split to be voted at early 1958 special meeting, declares special $2 dividend payable Jan. 31 to Jan. 15 holders, partly reflecting recent RCA anti-trust settlement (Vol. 13:38), declares usual 75¢ quarterly dividend and extra $2, both payable Dec. 27 to Dec. 15 holders. At 2-for-1 approval meeting, vote will also be taken on plan to incorporate company in Del. instead of Ill.

Twentieth Century-Fox reports consolidated net income of $5,623,858 ($2.13 per share) in 39 weeks ended Sept. 28 vs. $3,182,099 ($1.20) year earlier. In 13 weeks ended Sept. 28 earnings were $1,553,993 (59¢) vs. $1,024,429 (38¢) in 1956 Gross income in 39 weeks was $96,556,893, including film rentals of $89,419,401, vs. $87,157,860 in 1956, when film rentals were $77,719,336.

Philco earnings for 1957 are now estimated in excess of $1 a common share after taxes and preferred dividends (93¾¢), said pres. James M. Skinner Jr. after Nov. 27 board meeting which declared 4% stock dividend on common payable Dec. 27 to holders of record Dec. 9. He added: "Net capital expenditures have been kept within accruing depreciation for the year. These factors, together with substantial reduction in inventories, have enabled the company to retire, as of Oct. 31, 1957, all of its outstanding bank loans for civilian business, which amounted to $17,500,000 at the beginning of the year. Defense business continues to be financed, as in the past, under its Regulation V Loan." Note: Philco comeback was indicated in 9-mo. report showing net profit of $3,112,000 (74¢) on sales of $270,246,000 as against $1,071,000 (21¢) on $254,322,000 in 1956 period (Vol. 13:43). Quarterly per-share earnings this year were 11¢, 26¢, 37¢ (Vol. 13:15, 30, 43).

Dividends: **Zenith**, 75¢ plus $2 extra, both payable Dec. 27 to stockholders of record Dec. 12, plus $2 special Jan. 31 to holders Jan. 15; **Hoffman Electronics**, 25¢ Dec. Dec. 31 to holders Dec. 13; **Philco**, 4% stock Dec. 27 to holders Dec. 9; **Amphenol**, 30¢ Jan. 31 to holders Jan. 17; **Bendix Aviation**, 60¢ Dec. 27 to holders Dec. 7; **Globe-Union**, 30¢ Dec. 12 to holders Dec. 6; **Warner Bros.**, 30¢ Feb. 5 to holders Jan. 17; **Audio Devices**, 5% stock Dec. 13 to holders Dec. 3; **Electronic Assoc.**, 5% stock Dec. 31 to holders Dec. 9; **Gabriel**, 15¢ Dec. 16 to holders Dec. 9; **GE**, 50¢ Jan. 25 to holders Dec. 20; **Radio Condenser**, 5¢ Dec. 20 to holders Dec. 2; **Standard Radio Ltd.**, 15¢ Jan. 10 to holders Dec. 20.

Westinghouse, with $49,100,000 9-mo. earnings, rates 29th place on Nov. 30 *Business Week* list of 39 top non-financial companies, bouncing back from 1956 strike-bound $1,400,000 deficit. GE, with $183,000,000 9-mo. earnings, is 11th, down from 10th last year. Bell system rates 2nd with $623,800,000; IBM with $62,400,000 rates 21st, up from 25th. General Motors, long holder of 1st, dropped to 3rd by Standard Oil (N. J.). Oil put 10 companies on list; steel, 5; auto, 3; chemicals, 3; 2 each for electric power, electrical equipment, nonferrous metals, tobacco, railroads. Chrysler, boomed to 16th from no-listing last year, showing 1551.4% increase in Jan.-Sept. earnings.

American Electronics reports net income of $487,305 (69¢ per share) for 9 months ended Sept. 30 on sales of $13,096,152 vs. $242,425 (47¢) on $5,946,756 last year. Chairman Phillip W. Zonne said 9-mo. report reflects operations of Atlantic Instrument Corp., Norwood, Mass., acquired April 1, but doesn't reflect Taller & Cooper and Cal-Air Engineering, which were Oct. acquisitions. Zonne said backlog is $9,500,000, down from $11,000,000 year ago.

Electro Instruments has asked SEC registration (File 2-13765) of 150,000 shares of $1 par common to be offered for public sale through underwriting group headed by Bear, Stearns & Co. and Paine, Webber, Jackson & Curtis. Company plans to use $500,000 of amount raised for San Diego plant now being built and to retire $163,000 in short term debts. Offering price and underwriting terms are to be announced later.

TPA earned $894,637 in fiscal year ended July 31, when assets totaled $12,623,082—no figures given for preceding year. Privately-owned firm had current assets of $11,006,384, current liabilities of $5,418,448, working capital of $5,588,384, according to pres. Milton A. Gordon. He said both domestic & foreign sales represented "major gain" over fiscal 1956.

Varian Assoc. reports earnings of $736,280 (56¢ per share) for year ended Sept. 30 vs. $502,578 (42¢) last year.

FCC and Subliminal Ads: Commission believes it has power to control subliminal, or "invisible," commercials on TV, Chairman Doerfer declared in letter to alarmed members of Congress who had urged FCC investigation (Vol. 13:45-47). Also this week, Commission released progress report on its inquiry into the widely publicized advertising technique, stating that "the public interest is not in immediate danger of being affected" and that it is continuing its investigation to determine what steps it must take, if any.

Letter to the lawmakers, excerpts of which were released this week by Sen. Potter (R-Mich.), one of the alarmed Senators, cited 3 sections of Communications Act under which "it seems fair to say that reasonable protections may be available to the public." Sections of the Act specifically mentioned:

Sec. 303, subsections of which give Commission authority to (1) prescribe nature of service to be rendered by each station, (2) regulate apparatus used by stations, (3) study new uses of radio. Sec. 4 (i), which gives FCC "wide authority, to make rules and regulations in carrying out it's functions." Sec. 317, which bars station from broadcasting paid material without identifying "at the time the same is so broadcast," that material has been paid for and who the payer is.

Doerfer's letter explained that while FCC doesn't have censorship power, "at this time it does not appear to be certain that the regulation of this particular technique would necessarily constitute censorship." He added that "matter is in its formative stage" and Commission is still seeking additional facts.

Releasing Doerfer's comments, Potter stated: "I am urging the FCC to stage a demonstration of this amazing device in the near future and they have indicated willingness to do so." Potter said he is disturbed by "ethical questions" raised by subliminal advertising. "The possibilities are certainly unfair to a viewer who isn't even given a chance to exercise sales resistance." Officials of Subliminal Projection Corp., told us last week that if viewer is hostile or indifferent to product advertised, message will be ignored (Vol. 13:47).

FCC's public notice on its subliminal investigation was more non-committal than its letter to the lawmakers. It cited NARTB code board's disapproval of use of the method (Vol. 13:46) as evidence that TV licensees intend to approach problem cautiously. Commission stated that one of the 2 companies promoting the technique (presumably Subliminal Projection Corp.) "has submitted considerable information, has offered to demonstrate the technique on a closed-circuit system and has advised that there has been no demonstration by it on a TV station."

Technique has not been used by networks, Commission stated, adding that it knows of only one station which has experimented with the technique—and "with negative results." Station was presumed to be WTWO, Bangor, Me., which has submitted information on its tests to FCC (Vol. 13:47). FCC said it will continue its study "as expeditiously as possible" and "will take such action as may be warranted."

NARTB has sent 6-page memo on subliminal advertising to its members, outlining research in the field and its implications to broadcasting industry. Does it work? Memo states evidence can't be considered conclusive yet, but "balance would lead in the direction of supporting the view that subliminal perception can take place; i.e., that people respond to and are affected by stimuli so faint that they are not consciously aware of them."

Memo states that further research is necessary to determine whether it works and how well. It notes that use of technique may create serious public relations problem for stations, make necessary new monitoring techniques. It suggests that subliminal commercials might be inserted in film or transcriptions supplied to a station and played on air without station's knowledge.

NARTB memo concludes that "industry should make an effort to anticipate these contingencies and devise a systematic policy to deal with them."

Barrow Report Briefing: Dean Roscoe Barrow of U of Cincinnati Law School will return to Washington in 2 weeks to brief Commissioners and answer their questions about his network study report draft (Vol. 13:40-41). The 3-Commissioner (Doerfer, Hyde, Bartley) Network Study Committee this week held first meeting since staff report was issued and is understood to have decided, in effect, to pass entire report on to full Commission. Full Commission meets on it week of Dec. 16, with Barrow and members of Office of Network Study on hand. In address to Chicago Broadcast Advertising Club this week, Barrow reiterated his view that networks should be made directly responsible to FCC rules. "Power and responsibility go hand in hand," he said, "not weakness and responsibility."

End of CBC's dual role as TV-radio controller and broadcaster was demanded by Canadian Chamber of Commerce representatives in meeting with Cabinet members. They also urged repeal of TV-radio excise tax which supports CBC, asking that Parliament make annual grant to CBC instead.

RTDG Wins NABET Fight: NBC program directors won union jurisdiction hassle with technicians (Vol. 13:45-46) in a binding arbitration decision Nov. 27 by AFL-CIO pres. George Meany, who held Radio & TV Directors Guild members have contract right to give orders directly to members of National Assn. of Broadcast Employes & Technicians. He upheld RTDG's contention that program directors may bypass technical directors on unrehearsed programs and in rehearsals other than dress rehearsals, giving crews production instructions. Decision is effective Jan. 1, permitting 2 unions time to work out details of settlement of issue which had disrupted some NBC-TV shows. Meany said "wholehearted cooperation" is needed for "maintenance of high artistic & technical standards" on TV.

Plea for dismissal of govt. anti-trust suit against RCA-NBC arising from NBC-Westinghouse Cleveland-Philadelphia station swap (Vol. 12:51) was taken under advisement this week by Federal Judge Kirkpatrick after 75-min. hearing in Philadelphia.

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SUMMARY-INDEX OF THE WEEK'S NEWS — December 7, 1957

NEW YORK REGENTS seek Ch. 13 for metropolitan area educational station, urging FCC reject sale of WATV to NTA for $3,500,000; legal battle royal looms in new cause celebre (pp. 1 & 6).

STATION-OWNED TV TAPE units now in regular use; Ampex announces color conversion kit at $29,000, offers recorders on lease basis (p. 2).

STANDARD-TIME REPEATS of network programs via video tape pose monumental problem for AT&T; some areas may be bypassed this summer (p. 3).

10TH VIDEOTOWN SURVEY, intense study of New Brunswick, N. J., shows last year's high viewing plateau maintained with small variations (p. 4).

UHF STATION TOTAL drops by 2 as Albany outlet switches to vhf, discontinues one of 2 satellites. Notes on upcoming stations (p. 7).

VHF CHANNEL SHIFTS sought—to San Antonio by local uhf, to Greensboro, N. C. by Jefferson Standard; Ch. 7 grant in Alexandria, Minn. (p. 7).

NEW WIRED TOLL-TV operation, charging viewers on per-program basis, reported due to start construction in Cal.; other fee-TV notes (p. 8).

SUBLIMINAL AD SHOWING for FCC tentatively planned next month on closed circuit. All 3 networks ban use of "hidden sell" (p. 9).

TV-RADIO AD TAX THREAT beaten back in St. Louis by campaign to halt spread of Baltimore plan, but AFA's Proud warns that danger persists (p. 10).

Manufacturing-Distribution

RADIO SET PRODUCTION in unheralded comeback, with 1957 fourth biggest year in history; phono-hi-fi output to hit all-time high (p. 11).

COLOR SERVICE is simple, RCA reports, disclosing it's reaching profitability; spokesman sees color now at 1947 black-&-white level (p. 11).

HOTPOINT REALIGNS all distribution and sales under John F. McDaniel; plans to cut dealers from 14,000 to 9000 (p. 13).

WHY WOO BIGGER DEALERS? Case presented by electronics distributor George Wedemeyer in analysis of cost vs. net in selling smaller accounts (p. 14).

ANOTHER INVESTMENT FUND reports on TV-electronics holdings (p. 15). Interlocking directorships-officerships reported by House committee (p. 14).

DEMAND FOR Ch. 13 MAY BE CAUSE CELEBRE: There's much more than meets the eye in the simple 3-page petition for rule-making filed with the FCC this week by counsel for the Board of Regents of the University of the State of New York, asking that Newark's Ch. 13 be set aside for educational TV—instead of being permitted to go to National Telefilm Associates, the film syndicate, by reason of its proposed $3,500,000-plus purchase of WATV and radios WAAT & WAAT-FM (Vol. 13:40, 44).

The powerful laymen's group (see p. 6) heading what one regent calls "the greatest educational system in the world" proclaims that "New York City [must] take its proper place in providing the benefits of educational TV to the largest metropolitan area in the country and without serious dislocation in the commercial TV pattern, since there will be 6 competing commercial stations remaining, and without injury to the economic status or intentions of any existing TV operators."

They promise that the present operators of WATV "shall not be the losers by reason of the withdrawal of the channel from commercial use," indicating a willingness to buy the TV if not the radio property. WATV is licensed to New Jersey under the FCC's allocation plan; it has studios in both Newark and New York and transmitter atop Empire State Bldg., along with New York's other 6 stations.

FCC has literally been rubber-stamping station sales in the last few years, many TV and even more radio. Now it's faced with a basic policy decision not only with respect to transfer of ownership

between private interests but state's rights and educational claims involving a change in channeling.

This is the first such attempt to "usurp" an occupied channel—and there's no doubt a battle royal impends before the FCC and perhaps the courts and Congress. Up to now, only 28 non-commercial educational stations have taken to the air, 22 on vhf channels; there are also commercial vhf's operated by Cornell U at Ithaca, N. Y., Iowa State College at Ames, Loyola of New Orleans, U of Missouri at Columbia; Notre Dame has commercial uhf at South Bend.

Plenty of uhf channels are still available, generally unwanted, and some vhf's in certain areas; the New York regents themselves since 1952 have held CPs for 7 uhf's but have done nothing about them because of the failure of uhf set circulation in well-served vhf territory. Their unwillingness to venture will doubtless be cited against them.

Besides the question of New Jersey rights, there's municipally-owned WNYC, holding a uhf Ch. 31 grant—and city's politicos may step in to ask priority on any newly available vhf. There are 5 uhf grantees (one educational) in New Jersey, and they may also be heard from—to say nothing of priority claims that might be put forth by the private owners of defunct uhf's in Atlantic City and Asbury Park who had to quit when they couldn't make the economic grade. For example, indicative of kind of fight that may be in store was this week's filing in Court of Appeals by David E. Mackey, holder of CP for WOCN, Atlantic City (Ch. 52); he challenges FCC refusal to move WRCV-TV's Ch. 3 from Philadelphia to Atlantic City, noting that New Jersey has only one vhf station—i.e., WATV.

If WATV and NTA choose to fight, as expected, this case promises to be a cause celebre about which we'll be hearing a lot more in ensuing months. (More on p. 6.)

VIDEO TAPE BECOMES TV STATION TOOL: As first 2 non-network-owned stations put their video tape recorders to work, Ampex this week began taking orders for color conversion units and announced video tape recorder leasing plan for stations which can't afford or don't want to buy.

First stations with production-model Ampex recorders are Seattle's KING-TV & Portland's KGW-TV, both owned by Mrs. A. Scott Bullitt interests. KING-TV engineers, under James L. Middlebrooks, had new machine in operation within 4 hours after uncrating, successfully used recordings on air.

Compatibility feature of production model recorders will be put to acid test, with KING-TV and KGW-TV (which received its Ampex this week) already working out details of taped program exchange.

Next 4 Ampex video recorders to be delivered this month go to CBS, which already has 5 prototype models and is scheduled to receive an additional 9 production models next month, another 5 later.

Ampex this week announced it is ready to take orders for color conversion kits for its production model black-and-white recorders, and for complete color recorders—deliveries of both to begin in June. Color kit is engineer-made prototype model; Ampex won't make decision on production models (which should be considerably cheaper) until it can gauge demand for color recorders and conversion kits. Though Ampex prototype color kits won't be compatible with RCA prototype or production models, Ampex officials say that any future production models will have interchangeability feature.

With 2 manufacturers now offering both color and monochrome video tape units, here is the picture in machine availability and price:

Monochrome recorder-reproducers: Ampex production models $45,000 each, now being delivered, close to 100 on order; 13 pre-production prototypes delivered at $75,000 each. RCA, production model available by Dec. 1958, at $49,500.

Color recorder-reproducers: RCA production models, for Dec. 1958 delivery, $63,000; 7 pre-production units, to be delivered April-Sept. 1958, at $96,000 (6 to NBC, 1 to WBTV, Charlotte, no more scheduled). Ampex monochrome production model recorder with prototype color unit, for delivery by June, $74,000; prototype color converter for Ampex monochrome recorder, delivery by June, $29,000.

In addition, Ampex announced this week new recorder leasing plan for stations. Company says it will rent a single recorder or an entire system, black-&-white or color, under the plan. For a single

monochrome recorder, leased on 4-year basis, rental would come to about $1200 a month, which may be applied toward purchase of machine, if desired. Ampex is now taking orders for rental machines, deliveries to begin in April or May.

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Problem of editing video recordings is well on way to solution, Ampex and RCA agree. Ampex and others have been working on system by which splices can now be made by experts in 3 minutes. System involves spraying portion of tape to be edited with solution containing minute iron filings, making magnetic impulses visible. Production-model recorders record "editing pulse" on edge of tape, indicating end of frame. This pulse shows up when sprayed, indicating where splice can be made without disturbing sync.

NATIONWIDE STANDARD-TIME TV UNCERTAIN: There's still a large obstacle in the way of the 3 TV networks' plans to eliminate Daylight Time program schedule changes in areas which remain on Standard Time this summer.

The obstacle, as reported in these columns last June (Vol. 13:23-24), is the availability of intercity microwave-cable circuits to carry the heavy additional network program repeat schedule. AT&T, which has performed some monumental jobs in expanding network service, plans to add 15,000 miles of channels to its video facilities—but not all will be completed by start of Daylight Time next April, and spokesmen say they don't know how much of the networks' demands they'll be able to meet.

Network TV requirements for AT&T lines will be doubled in some parts of country next spring and summer—since each network plans to transmit its programs twice, the first time live, then by video tape repeat one hour later for areas which don't observe Daylight Time. Fortunately for AT&T, each network will originate bulk of its tape repeats from different location—ABC from Chicago, CBS from N. Y., NBC from Hollywood—easing circuit jam somewhat.

Networks and other video circuit users must file their spring-summer requirements with AT&T by Jan. 27, and until these are weighed even AT&T doesn't know just what portion can be met. Important factor in AT&T's considerations is the amount of requests it gets for video circuits by users other than major networks. Under FCC regulations, telephone company must give all applicants for service an even shake.

It's understood that biggest Standard Time repeat problem is expected northwest of Chicago, while southeastern states are virtually assured of Standard "clock-time" service. Ohio Valley is said to be another trouble spot.

Long lines dept. operations director James E. Dingman, in response to our query, said:

"No one can say now, positively, just what the situation will be next summer with respect to availability of channels, as the networks and other customers have until Jan. 27, 1958 to give us their firm requirements. Once we're sure of the needs of all our customers and process and analyze them, we'll know where we stand."

Networks, nevertheless, are reasonably confident that most Standard Time areas will be accessible for repeat telecasts. Said CBS engineering & station relations v.p. Wm. Lodge: "We still hope AT&T will be able to deliver almost all areas we want to serve on a Standard Time delay basis."

■ ■ ■

AT&T, meanwhile, has undertaken study to determine future requirements and needed areas of expansion. As Dingman put it, long lines dept. seeks to find out:

"(1) What the capacity of our facilities would be under the maximum requirements that can be visualized. (2) What can be done about unexpected shortages that may develop."

Without promising everything will be dandy next summer, he added: "In other words, we have been trying to dig out the facility problems in those areas where we anticipate a request for a doubling of channels, and we're shaping plans to overcome problems as early as practicable."

VIDEOTOWN SURVEY—HIGH PLATEAU SUSTAINED: The high plateau reached by TV as a dominant force in people's lives, well documented last year by Cunningham & Walsh's famed "Videotown" survey (Vol. 12:41), has been sustained with minor variations this year.

Ad agency's 10th annual "depth" study of New Brunswick, N. J. (pop. 40,000), released this week, summarizes this year's findings thus: "Watching became a fixed habit with hours of viewing taking a sidewise course rather than the emotional necessity which was so impelling at first." Researchers conclude it would take some major change in programming to change amount of viewing significantly. Here are principal findings:

(1) Viewing habits. Total watching actually increased from 1956, which was first year to show drop—but individual viewing slipped slightly. Increase of people in TV homes outweighed individual viewing curtailment. Evening viewing Mon.-thru-Fri. is up slightly from 1956—11 hours & 27 min. per week vs. 11 hours & 3 min. Morning viewing is less than an hour vs. slightly more than an hour last year. Afternoon watching has dropped slightly but steadily from 1954 peak of 1 hour & 39 min. to 1 hour & 15 min. this year.

(2) Entertaining & visiting. Substantial increase—up from 12% to 20%.

(3) Movie-going. Somewhat more than in 1956, but still less than ⅔ pre-TV level. "No trend is apparent at this point."

(4) Magazine reading. Still dropping. After initial severe drop in early 1950's, increases were reported in 1953-55. In 1956, it suffered again—and this year sank to early 1950's level, inducing surveyors to state: "It may be partly coincidence that during these last 2 years several magazines, representing millions of circulation, have discontinued publication."

(5) Newspaper reading. Still scarcely affected, level remaining high.

(6) Radio listening. Continued improvement. Pre-TV, 60% of homes reported listening in weekday evenings. In 1951, TV homes showed only 5% listening—then it went to 8% in 1952, 9% in 1953, 10% in 1954 & 1955, 12% in 1956, 16% in 1957. Radios are owned by 94% of families, averaging 2 radios in TV homes, 1.8 in non-TV.

(7) TV set sales. With saturation over 90%, sales "will have to come from replacement of small screen and worn out sets, and from newlyweds." No estimate is given for total 1957 sales. Previous totals: 1596 in 1956, 1477 in 1955, 1793 in 1954, 1555 in 1953, 2777 in 1950 (1951 & 1952 not reported).

Two-set homes total 10% vs. 8.7% in 1956. Of those planning to buy, 23% said they want 2 sets; of these, about half plan on portables. Repairs average $7.71 yearly.

(8) Color. About 25% of set owners had seen color vs. 23% last year. "Reactions to color TV were mixed, more people commenting unfavorably than expressing favorable opinions." About half of TV owners want color sets, feel price should be about $320; 10% of those planning to buy TV this year said they'd buy color.

(Copies of study will be available from Cunningham & Walsh, 260 Madison Ave., N. Y.—Gerald W. Tasker, v.p. & director of research.)

It's official: Nielsen reports that westerns are highest rated group among 30-min. TV shows so far this season, averaging 28.1%; quiz & audience participation are No. 2 with 27.1%, up from 23.1% year ago. Over-all rating levels of network shows are up slightly, Nielsen adds, Oct. evening programs averaging out to total audience of 23.3%, up from 21.9% in Oct. 1956; weekday daytime averaged 8.1% (vs. 7.8% year ago); weekend daytime 14.5% (down from 15.7%).

TV relay station nearly 22,000 miles high is planned by Russia, according to Soviet scientist Jevgenyiji Krinov, quoted in a Hungarian newspaper. TV-carrying sputnik "in the next few years" will enable people in China and on the South Pole to watch Soviet TV, he's quoted as saying.

Cops-&-robbers gun battle in Cleveland was filmed on spot by KYW-TV cameraman Ralph Mayher, who always carries equipment with him. Driving through neighborhood where food market holdup had just been staged, he came on scene as police cornered 5 suspects in fusillade of shots. Mayher perched on ledge, caught action for newscast that night.

Experimental TV coverage of murder trial by KDKA-TV, Pittsburgh, permitted by Judge Lloyd Weaver with understanding that camera alone would be used in courtroom, has brought comment by him that filming of proceedings caused no disruption. Consent of defendant also was obtained before trial opened. Judge permitted no other photographers in court.

Personal Notes: Michael J. Minahan promoted to business mgr. of ABN; Sy Cohen, ex-Warner Bros., named stations exploitation executive, new post . . . **Ralph Beaudin**, ex-radio WBNY, Buffalo, joins AB-PT's recently-acquired radio KQV, Pittsburgh, as gen. mgr. . . . **David Scott**, from WNBC, New Britain-Hartford, named to new post of New England div. mgr. of NBC Spot Sales . . . **Lloyd E. Yoder**, NBC v.p. & gen. mgr. of WRCV-TV & WRCV, Philadelphia, appointed to exec. committee of Carnegie Tech board of trustees . . . **Bennet H. Korn**, station mgr. of WABD, N. Y., and v.p. of DuMont Bcstg. Corp., named exec. asst. to **Richard D. Buckley**, programming-sales v.p., and assigned additional responsibilities of supervising WTTG, Washington, and DuMont syndicated operations . . . **George Ruppel** promoted to treas. of RKO Teleradio Pictures, **Oscar Nittel** to controller . . . **Charles M. Reagan** resigns as v.p. & gen. sales mgr. of Loew's Inc.; **John P. Byrne**, asst. gen. sales mgr., promoted to succeed him . . . **James J. Johnston**, ex-KTVH, Hutchinson-Wichita, named operations mgr. of upcoming WMBD-TV, Peoria; **Joseph Franzgrote**, ex-WNDU-TV, South Bend, promotion mgr. . . . **Roland Giguere** promoted to director of CBC TV-radio reporting services, Montreal . . . **Dick Moran**, ex-D'Arcy, St. Louis, recently with *Chicago Tribune*, joins newly-opened Des Moines office of rep John E. Pearson . . . **J. Wm. Chapman Jr.**, ex-Stone Mfg. Co., joins brother Paul H. Chapman's brokerage firm in Atlanta . . . **Si Lewis** named national sales mgr. of Tele-Broadcasters radio stations . . . **Alan J. Bell**, ex-Army Pictorial Service, named asst. TV-radio promotion & research director of rep Peters, Griffin, Woodward . . . **Albert J. Gillen**, ex-WHAS-TV, Louisville, named sales director of WABT, WAPI & WAFM, Birmingham . . . **Bruce Johns** resigns as promotion director of WCHS-TV & WCHS, Charleston, W. Va., joins *TV Guide* as Cincinnati regional promotion director; **Wm. Cooke**, from WTVR, Richmond, Va., returns to WCHS-TV & WCHS to replace him . . . **Larry Geraghty** promoted to news director of WCSH-TV, Portland, Me. . . . **Frank Lane** continues as gen. mgr. and retains staff of KRMG, Tulsa, newly acquired 5th radio in Meredith group of TV-radio stations in Syracuse, Omaha, Kansas City, Phoenix (for details, see Group Ownership, p. 362, *TV Factbook No. 25*) . . . **Joseph P. Foley**, ex-CBS, named adv. v.p. of new *Young New Yorkers* monthly magazine . . . **James C. McMurray** promoted to station mgr. of WVUE, Wilmington-Philadelphia . . . **Wm. E. Pierson**, WBKB, Chicago, appointed secy.-treas. of Broadcasters' Promotion Assn.; **Ralph Trieger**, WBBM-TV, Chicago, publicity chairman . . . **Ruddick Lawrence**, ex-NBC v.p., now N. Y. Stock Exchange public relations v.p., expected to be released next week from Lawrence Hospital, Bronxville, N. Y., where he has been confined with slipped disc.

Obituary

Frank E. Gannett, 81, founder of chain of 22 newspapers and head of 3 TV and 5 radio stations, died Dec. 3 at his home in Rochester, N. Y. He had retired last April as pres. of his company, was succeeded by exec. v.p. Paul Miller, onetime head of Washington AP bureau. Survivors are his widow, an adopted son Dixon, of Dearborn, Mich., 6 grandchildren. Gannett TV-radio interests comprise WHEC-TV & WHEC, Rochester; WINR-TV & WINR, Binghamton; WDAN-TV & WDAN, Danville, Ill.; radio WENY, Elmira; and pending application (Vol. 13:47) to buy KOVR, Stockton, Cal. (Ch. 13); Glover DeLaney is managing director of group. [For newspapers, see *Rochester Democrat & Chronicle* under Newspaper Ownership of TV Stations, *TV Factbook No. 25*.]

G. Ralph Branton, 61, pres. of Interstate TV Corp., film distribution subsidiary of Allied Artists, of which he was a v.p., died Dec. 2 in Cedars of Lebanon Hospital, Hollywood, following heart attack. Surviving are his widow, 2 daughters.

ADVERTISING AGENCIES: **Robert L. Foreman**, exec. v.p. of BBDO in charge of TV-radio operations, elected to exec. committee . . . Harry D. Way resigns as media director of Warwick & Legler . . . **John Ennis** promoted to v.p. & media director of Bryan Houston, succeeding **H. H. Dobberteen**, resigned; **Robert Boulware**, ex-WLWT, Cincinnati, promoted to v.p. & assoc. media director . . . **Jack Bard** named marketing services v.p. of Edward H. Weiss & Co., in charge of integrated marketing, research & media facilities; **Dr. Gray Steiner** promoted to research director . . . **Henry J. Opperman**, TV-radio director of Geoffrey Wade, also named N. Y. office mgr. . . . **Jay Berry**, from Brooke, Smith, French & Dorrance, named v.p. & gen. mgr., national div., Alexander Film Co., Colo. Springs.

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William S. Cherry Jr., pres. of WPRO-TV & WPRO, Providence, and WDBO-TV & WDBO, Orlando, Fla., is chairman and **Paul A. O'Bryan**, partner of Washington law firm of Dow, Lohnes & Albertson, is pres.-treas. of company now operating deluxe Cherry Plaza Hotel, Orlando. They joined with C. J. Mack, v.p. of Hotel Corp. of America and mgr. of Mayflower Hotel, Washington, to acquire property in $3,000,000 purchase-renovation deal. Fourth member of board is Earnest Willard, pres. of Orlando's Florida National Bank.

Wm. H. Watkins, asst. chief of FCC's frequency allocation & treaty div. since 1954, named engineering asst. to Comr. Craven. He joined staff in 1946.

NBC's **25-year Club** admitted 19 new N. Y. members this week, each receiving watch & certificate after a welcoming speech by NBC pres. Robert W. Sarnoff.

Challenge to broadcasters to arouse "imagination and attention of the child, parent and teacher . . . in America's present quest for more scientific manpower and know-how" was voiced by FCC chairman John C. Doerfer at Dec. 2 Thomas Alva Edison Foundation's mass media awards dinner for TV, radio & film at Waldorf-Astoria Hotel, N. Y. He suggested that "some of our children should be disabused of some of their phobias about science" and some programs should be aimed at youths who have dropped out of high school, citing them as "excellent prospects for highly skilled technicians—if not scientists." Doerfer noted need for foreign language interpreters, suggesting broadcasters look into theory of late professor L. L. Thurston that "rote material can be taught during sleep if the student is taking lessons during the day."

Edward Lamb, who besides operating WICU-TV, Erie, Pa. also controls Air-Way Industries Inc., Toledo, has sued McGraw-Hill Publishing Co. for $1,500,000 in Detroit Federal Court, alleging damaging statements in *Business Week* about conduct of the appliance-making concern which recently disposed of its Toledo vacuum cleaner plant.

Telescript-CSP Inc. is new corporation (263 W. 69th St., N. Y. 23; Trafalgar 4-7272) formed to design and sell prompting equipment to TV stations and film studios. Pres. Bob Swanson estimates 1958 gross of $250,000.

Seymour M. Chase, on dissolution of Segal, Smith & Hennessey law partnership Jan. 1, when Smith & Hennessey start separate Washington firm (Vol. 13:47), will enter practice on his own, offices not yet selected.

Young Television Corp. plans Atlanta branch to be headed by Hal Parks, ex-WAGA.

Educators Seek Ch. 13 for N. Y.: New Jersey's sole vhf allocation, WATV's Ch. 13 assigned to Newark and using joint antenna site atop Empire State Bldg. occupied also by New York City area's other 6 stations, has been an object of contention ever since engineering v.p. Frank Bremer founded the station in 1948. Other Jersey communities, forced to uhf only, have complained of discrimination and charged the station was really just another metropolitan N. Y. outlet.

But never have the present owners, headed by Irving R. Rosenhaus and principally including his family, who also control Pharmaceuticals Inc. (Geritol, Serutan, etc.), faced such titans as group now proposing FCC set aside Ch. 13 for education and thereby opposing projected sale of WATV to National Telefilm Associates (p. 1).

"We will fight this thing through if we have to go to Congress and the courts," said Jacob L. Holtzmann, chairman of the special committee on TV for education set up by the powerful Board of Regents of the University of the State of New York. Its Washington counsel is Henry G. Fisher; WATV counsel is Paul M. Segal.

This is no group of long-hairs, nor is there actually a "University of the State of New York." Rather, it's a unique setup of 13 members, all eminent citizens, all elected by the State Legislature, its origin dating back to 1784. It has supervisory jurisdiction over 170-odd institutions of higher learning in state, including Columbia and NYU, and over all other schools from kindergarten to post-graduate; it charters such institutions as the Metropolitan Museum of Art, issues licenses for medical practice, runs "state board" exams, etc. Membership on 13-man board, non-salaried, has been regarded as a high honor ever since it was first created with Alexander Hamilton as Chancellor.

One new regent is elected every 13 years, and the business and professional people chosen serve largely as a labor of love. Mr. Holtzmann, for example, is senior partner of New York law firm of Holtzmann, Wise & Shepard; educational TV is his professed hobby. Fellow members of his TV committee, also regents, are Charles W. Millard Jr., Buffalo banker, and Chester H. Lang, retired GE public relations v.p. Only woman regent is Mrs. Frank E. Gannett, widow of the Rochester publisher who died this week. Board's Chancellor, Roger W. Straus, who died recently, was chairman of American Smelting & Refining Co.

Recently named Chancellor is John F. Brosnan, prominent Catholic layman and pres., N. Y. County Lawyers Assn. Vice Chancellor is Edgar W. Couper, Binghamton insurance executive. Other members: Wm. J. Wallin, Yonkers attorney, Chancellor-emeritus; John T. Myers, pres., Plattsburg National Bank; Dr. Dominic Maurillo, Brooklyn physician; Alexander J. Allan Jr., Troy paint manufacturer; Thad L. Collum, Syracuse engineer; George L. Hubbell Jr., N. Y. attorney; Prof. T. Norman Hurd, Cornell U.

Executive officer is James E. Allen Jr., state commissioner of education. This same group in 1952 applied for, and got, uhf channels in Albany, Binghamton, Buffalo, Ithaca, New York City, Rochester, Syracuse, with application still pending for Utica—but has done nothing about these grants for a proposed educational network because, as Holtzmann puts it, "We found the uhf channels aren't worth activating."

Avowedly, this group got particularly het up lately about educational TV by the success of the 6:30-7 a.m. *Sunrise Semester* on WCBS-TV, an NYU full college credit course in comparative literature that is proving a phenomenal success (Vol. 13:38). According to Chairman Holtzmann, it has assurances it can get both state and foundation money; some members, he said, are even willing to finance the project "in trust" in order to get it going quickly. Their ultimate aim is a state network.

As for recompense to the WATV owners, Mr. Holtzmann says "we'll pay what's right." His group doesn't want the radio (WAAT & WAAT-FM) portion of the package being sold to NTA. NTA deal (Vol. 13:40, 44) doesn't break down evaluations on respective properties. but proposes payment of $2,550,000 for the stock, assumption of $950,000 obligations, and retention of executives and staff under profit-sharing arrangements that might amount to another $1,000,000 over an extended period.

Both stations are shown as deficit operations, though it's understood radio has been quite profitable, TV generally a loser. Sept. 30 balance sheet of WATV shows total deficit of $148,115, current assets $123,362, fixed assets $474,939, liabilities $532,416, estimated replacement cost $1,235,000.

FCC's most outspoken critic of programming that he considers in poor taste, Comr. Lee, issued another warning this week. In Minneapolis, he told reporters: "I'm not too happy with some of the stuff I see on TV . . . I don't like cheap commercials, but I dislike much TV entertainment even more. I resent the bad clothes, the allusions, the hints, the unspoken—all indicating sex." He said he dislikes private censor and pressure groups "but I prophesy that video will be brought under their control unless it mends its ways immediately."

Mass radio education of illiterate Indians in Mexico has been started by govt. agencies in cooperation with National Committee for Regional Communications. Pilot project centered in Tlaxico, Oaxaca, includes broadcasts to 41 specially-built schools scattered through mountains, where local teachers familiar with Indian dialects as well as Spanish supervise language classes. Program is aimed at estimated 3,000,000 Indians who don't speak Spanish.

Motion pictures and filmstrips are listed in *Catalog of Copyright Entries*, Jan.-June 1957, available for 50¢ from Register of Copyrights, Library of Congress, Washington.

Press opposition to legislative proposals for permanent TV installations for coverage of W. Va. legislative sessions is developing, Charleston papers complaining that plans debated by state legislature's rules committee constitute public subsidy for private profit. Sessions have been covered since Jan. 1956 by WSAZ-TV, which rigged up own temporary facilities with permission of state officials, making them available to other stations.

To block construction of illegal vhf booster in Richland, Utah, by Sevier County commissioners, town's community antenna operator T. Collins Jackson has asked state Supreme Court for writ of prohibition. This is a sort of preliminary step to major challenge of recently passed Utah law permitting local govt. units to use tax money for uhf translators.

New studio equipment for Boston U's public relations & communications school, including 4 cameras, film chain, 2 switcher-faders, 2 synchronizer units, sound projectors, will be installed this month. More than 100 students are enrolled for TV training.

NARTB Conference of State Assn. Presidents will be held in Washington Feb. 18-19.

Albany TV Drops Satellite: Number of uhf outlets on air decreased by 2 this week as Lowell Thomas interests switched their Albany station from Ch. 41 to 10, changing call from WCDA to WTEN, at same time dropping satellite WCDB, Hagaman, N. Y. (Ch. 29), while retaining other satellite WCDC, Adams, Mass. (Ch. 19). Since FCC's grant of Ch. 10 is tentative, station is retaining Hagaman CP, will reactivate satellite if it must switch Albany outlet back to uhf. Switchover reduces number of uhf stations on air to 90, total TVs to 519. No new outlets were reported on air this week.

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In our continuing survey of upcoming stations, these are latest reports from principals:

KIRO-TV, Seattle (Ch. 7) has studio-transmitter building 70% completed, 50-kw GE transmitter installation scheduled for completion Dec. 20, construction on 500-ft. Truscon tower underway and special GE helical antenna is due Dec. 18, according to v.p. Lincoln W. Miller. Test pattern target is now Dec. 25, with CBS-TV programming due Feb. 8. Rep will be Peters, Griffin, Woodward Inc.

KGHL-TV, Billings, Mont. (Ch. 8) had 280 ft. of 417-ft. Ideco tower erected last week, hopes to have tower completed when RCA traveling-wave antenna—first of its kind—arrives Dec. 7, reports gen. mgr. Jeff Kiichli. Wiring of 25-kw RCA transmitter awaits completion of transmitter building, held up by weather. No target date has been set. Rep will be Young Television.

WGTE-TV, Toledo, O. (Ch. 30, educational) is working on contracts concerning consultant, bids, field tests, etc. and has given up Feb. 1 target, writes program & production director Murray W. Stahl, who has been TV-radio programming director for U of Toledo. GE 100-watt transmitter and helical antenna are on hand. Present studio facilities would permit operation on limited scale.

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New tower proposal in years-long effort by Louisville's WHAS-TV to find site acceptable to aeronautics authorities will be given hearing Dec. 17 by N. Y. airspace subcommittee, subject to review by Washington Airspace Panel. Station now proposes 1856-ft. tower 1.25 mi. northeast of Brownsboro, Ky. Meanwhile, Airspace Panel this week designated site near Orion, Ill. as antenna farm area for Davenport-Moline in approving request by Ch. 8 applicant Televue News Co. for 1043-ft. tower there.

KFAR-TV, Fairbanks, Alaska (Ch. 2), returned to air Nov. 30, just one week after explosion and fire knocked it out (Vol. 13:48). Station had estimated it would take 30-60 days before operation could be resumed, but engineers worked round the clock after 1000 lbs. of replacement equipment was flown in from RCA's Camden plant Nov. 29.

New towers & powers: KCJB-TV, Minot, N. D. (Ch. 13) Dec. 2 to 245-kw ERP from new site 11.5 mi. south of Minot; WICU-TV, Erie, Pa. (Ch. 12) Dec. 15 begins full 316-kw operation from new 492-ft. tower.

CBS adds upcoming CKBI-TV, Prince Albert, Sask. (Ch. 5) as secondary affiliate effective Dec. 15.

WROM-TV, Rome, Ga. (Ch. 9) left air Dec. 4 to move to Chattanooga, plans to resume Jan. 6.

Translator starts: K83AC, Globe, Ariz. began Nov. 12, repeating KVAR, Phoenix.

More VHF Channel Shifts Sought: While educators were seeking vhf station in New York (see p. 1), a hard-pressed uhf operator was pleading with FCC to give it at least part time on unused vhf educational channel. KCOR-TV, San Antonio (Ch. 41) petitioned for part-time or share-time on Ch. 9, for which application is pending from San Antonio Council for Educational TV.

Station reports losses of $150,000 to date, states that although 75,000 sets were converted to uhf originally, uhf tuners have been maintained on only 20,000. Serving Spanish-speaking population, station says viewers can't afford to repair sets. It requests temporary operation on Ch. 9 pending rule-making. As alternative, it seeks assignment of Ch. 2 to city, substituting Ch. 6 or 7 for Ch. 2 in Piedras Negras, Mex. and cutting co-channel separation with KPRC-TV, Houston, to 183 mi.

Another vhf allocations change was sought this week, Jefferson Standard Bcstg. Co. proposing to build a Ch. 8 station in Greensboro, N. C. It asks that Ch. 13 be substituted for Ch. 8 in Florence, Ch. 8 for educational Ch. 13 in Charleston; this would require shift of Jefferson's WBTW, Florence, to Ch. 13. If Jefferson winds up with Ch. 8 CP in Greensboro, it would have to dispose of its 16½% interest in city's other vhf—WFMY-TV (Ch. 2).

Week produced another move in Texas Tech case (Vol. 13:48), when college urged Commission to reconsider its holdup of Lubbock Ch. 5 CP, asserting that donations from KDUB-TV & KCBD-TV had no strings attached; that grant would be in full accord with FCC rules & policy.

One CP was authorized—Ch. 7, Alexandria, Minn., to Central Minn. TV Co. FCC staff was instructed to draft final grant for Ch. 11, Provo, Utah, to Beehive Telecasting Corp. Initial decision proposed CP for Ch. 6, Greenwood, Miss., to WABG. Commission also announced intention of denying various petitions asking reconsideration of grant of WCKT, Miami (Ch. 7). Rule-making was initiated on request of KGUL-TV, Galveston (Ch. 11) to shift its channel to Houston. [For details of Commission actions, see *TV Addenda 25-S* herewith.]

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Four applications for TV stations were filed with FCC this week, bringing total to 119 (32 uhf). Applications: For St. Petersburg, Fla. (Ch. 10), by WTSP; for Eugene, Ore. (Ch. 9), by local group headed by fruit grower Donald A. McDonald; for Yakima, Wash. (Ch. 23), by owners of KXLY-TV & KXLY, Spokane; for Fajardo, P. R. (Ch. 13), by owners of WHOA, San Juan. No translator applications were filed. [For details, see *TV Addenda 25-S.*]

FCC refused to change its rules which bar fixed radio installations in 72-76-mc band (between Ch. 4 & 5) within 10 mi. of TV stations on Ch. 4 or 5. Request had been made by GE, which asked that such stations be permitted under certain conditions. In rejecting petition, Commission said GE had furnished no new data and that insufficient information was available to determine potential interference or how to correct it.

Sly commentary on toll TV, in Dec. 5 syndicated "Channel Chuckles," which appears on TV pages of daily newspapers, shows lady viewer watching TV set with coinbox attachment, while announcer says: "Will the killer be caught? Will Valda find her husband? Deposit another quarter to find out."

'Per-Program' Cable Theatre: Ground will be broken "early next year" for wired pay-TV system in Oceanside, Cal., pres. Walter J. Dennis of Tele-Movie Development Co. told Arizona Theatre Owners Assn. meeting this week. He said subsidiary Tri-Cities Tele-Movie Corp. hopes to begin Oceanside operation in 1958. Unlike Bartlesville project, he said, it will charge viewers on a per-program basis, plus small monthly fee.

Three channels will be provided, he said, to supply "current motion pictures, sports and other quality entertainment." He didn't state what pay-TV system would be used—whether decoders or meters would be installed. He urged all theatre owners to get into cable theatre business, offering Tele-Movie's services in construction and buying and booking entertainment.

Meanwhile, these were other developments this week on pay-as-you-see front:

(1) San Francisco board of supervisors finance committee, having concluded hearings on wired TV franchise applications by Skiatron & Telemeter, indicated no immediate decision would be forthcoming. Skiatron told committee it would franchise local organization to install and operate equipment. Telemeter stated that it is financed up to $6,000,000, that it plans no stock offering, that Paramount Pictures owns 88% of its stock.

(2) Two movie exhibitor organizations, Theatre Owners of America & Allied States Assn., called theatre owners to meeting sponsored by Joint Committee on Toll TV in N. Y. Dec. 9 to discuss strategy in lobbying for anti-pay-TV legislation.

(3) Tele-Movies of Fla. Inc. applied for 30-year closed-circuit franchise for Hialeah.

(4) Wired TV operators in Great Britain, who supply about 100,000 subscribers with BBC & ITA programs, met for annual luncheon, discussed possibility of adding closed-circuit subscription-TV channels.

(5) A new and mysterious "compatible" pay-TV system, as reported in Dec. 2 *Electronic News*, can best be described as payless pay TV, since it doesn't appear to cost anybody anything. Quoting San Francisco attorney Arthur M. Schaffer, identified as co-owner of system, *Electronic News* reported: "[It] will require no closed-circuit wiring, no scrambling or unscrambling of the picture, no additional equipment, electronic or otherwise, to be installed either at the broadcasting station or home receiver, and it will in no way interfere with the present system of free-TV broadcast and reception." It will require no additional channels, nor will it black out any present free channels, but "will, in fact, supplement the service given by the free channels[!]" (Exclamation ours).

Baseball-TV Probe Sought: Minor league baseball clubs, which depend on Sunday gates, have asked Congress to save them from network telecasts of big league games Sundays as well as Saturdays. Agreements between CBS-TV & 5 major clubs for Sunday "game-of-the-week" telecasts next season, added to expected renewal by CBS-TV & NBC-TV of Saturday "game-of-the-week" schedule, are in issue. They amount to "greed, greed, greed" on part of majors, pres. Frank Shaughnessy of International League protested at Colorado Springs winter meetings of majors. He promised to "fight, fight, fight" if Sunday plan, invading minors' game territory, isn't dropped. Getting cool reception from National & American Leagues, he sent telegram to Chairman Celler (D-N. Y.) of House Judiciary anti-trust subcommittee, asking reopening of last session's sports investigation (Vol. 13:19 et seq.). Shaughnessy said Sunday telecasts "could cause the end of minor league baseball in America." Baseball Comr. Ford Frick said he sympathized with minors: "I hope those major league officials who are selling out to the networks do not sleep well." But he said any concerted refusal by majors to permit Sunday telecasts would run afoul of anti-trust laws—point which Celler subcommittee will be asked to explore.

Court battle continues over proposed NTA-AAP deal (Vol. 13:46, 48) with these developments: (1) NTA asked N. Y. State Supreme Court to enforce purchase agreement which it says AAP's Louis Chesler and associates are seeking to nullify. (2) Minority stockholder suit hearing in same court was postponed to Dec. 11. (3) Chesler and Maxwell Goldhar wrote NTA that deal "lacks those characteristics necessary to make it a binding and enforceable contract" and that "a more recent offer" (presumably by United Artists) appears to be better.

TV audience will judge pilot film of new interview show, *People*, produced by Jack Webb's Mark VII Ltd., when it's presented on ABC's KABC-TV, Los Angeles, Dec. 15. Viewers will be asked to write their comments. Program will be aired in 6:30-7 p.m. slot usually occupied and sponsored by automobile dealer-actor Ben Alexander, who also is host of the proposed *People* series.

NLRB has upheld CBS in unfair labor practice charges filed by network against N. Y. IBEW Local 1212 in jurisdictional tiff with IATSE which forced cancellation of telecast of Antoinette Perry "Tony" award ceremonies last April (Vol. 13:17-18). In preliminary "determination" of case, Board held that electricians "are not and have not been entitled" to force CBS to give them work—instead of stagehands—in "setting up & operating lighting equipment on remote telecasts." Network hailed decision as providing premise for contempt action if similar union interference with programming occurs again. But IBEW counsel Robert Silagi said union, which also faces $100,000 damage suit by CBS in U. S. District Court, would seek final order from NLRB, then carry unfair labor case to Court of Appeals.

TV-thwarting Canon 35 of American Bar Assn., which bars cameras & microphones from news coverage of judicial proceedings, has been applied by N. M. Supreme Court to its own sessions and those of all state district courts. High court order effective Jan. 1 says any picture-taking or broadcasting in courtrooms, even during recesses, has "extraneous influences which tend to have a detrimental psychological effect on the participants" in trials. Canon 35 also has been invoked in Cleveland to prevent KYW-TV from planned coverage of suburban traffic court. Mayor Wilson Stapleton of Shaker Heights reversed decision to permit coverage after Cleveland Bar Assn. called it "violation of the canon of judicial ethics."

Hectic union bargaining season—"likes of which the radio & TV industry has never before seen"—is foreseen by Dec. 5 *Variety* for networks between now and end of March. Expiring labor contracts bring ABC & NBC into negotiations with NABET, CBS with IBEW, both unions seeking 4-day week agreements and security against layoffs caused by program shifts from N. Y. to Hollywood. NABET problems were pointed up this week by dismissals of 30 NBC-TV cameramen in N. Y. Other key bargaining involves stagehands, newsfilm cameramen, writers, scenic artists, actors, directors.

New rep: WESH-TV, Daytona Beach, Fla. to Avery-Knodel Inc. Nov. 1 (from Petry).

Subliminal TV Test Next Month: Closed-circuit demonstration of "hidden sell" technique as it might be used on TV (Vol. 13:45-48) may be held in Washington "after the holidays," FCC revealed in brief announcement which reported that Subliminal Projection Inc., N. Y., had begged off planned demonstration this month, which was to use facilities offered by WTOP-TV.

Fascinating as the subject may be, it doesn't appear to be a burning issue at the moment, since all 3 networks have declared they won't accept such ads and NARTB's code review board has urged subscribers to refrain from using them.

But controversy continued, Sen. Potter (R-Mich.) continuing to take the dimmest view, as proponents of subliminal advertising stepped up their defense. In his newsletter to constituents, Potter blasted "sneaky sales messages planted in heads without the owners' permission" and even warned that some teetotaler FCC commissioners and staffers "may find themselves wanting a drink of Glugg beer" after witnessing subliminal demonstration. He speculated that some "evil genius" might get "exclusive rights to the process [and] control everybody's cerebellum and we'll all become robots."

James M. Vicary, one of chieftains of Subliminal Projection Inc., interviewed in Nov. 30 *Sponsor*, reiterated that SP is valuable only as reminder advertising, adding that it "can appeal only to those who already have an interest in the product or some desire to respond."

Asked how stations might charge for subliminal ads, he suggested that the plugs be sold on a "per impression" basis, at a cost-per-impression based on a downward projection of station's rates through fractional parts of second.

A. B. Moore, pres. of Precon Process & Equipment Corp., New Orleans, another company pushing the subliminal technique, stated in Hollywood this week that he believes FCC will have no objections to the process once it is familiar with it. "We are well aware of [the] need for its use by responsible parties," he said. "However, its potential use in education, therapy and ethical forms of advertising stamps it as one of the most important communication developments of the century."

New line of FM transmitters and multiplexing equipment has been developed by RCA for marketing by late 1958 at prices expected to be lower than RCA's FM transmitters 10 years ago. Multiplexing equipment is now undergoing tests in conjunction with Philadelphia's WCAU-FM. FM line will include 10-watt exciter-transmitter, 250-watt & 5-kw transmitters and multiplex subcarrier generator equipment for use with RCA multiplex exciters. RCA says multiplex gear will be designed for use "with many of the FM broadcast transmitters now in operation."

Ireland plans commercial TV network, to be operated by private program organization using govt.-owned facilities, Eire Posts & Telegraphs Minister Neal Blaney announced in Dublin. Among organizations submitting proposals to operate network for Govt. are McLendon Investment Corp., Dallas (Texas State Network & AM stations), Pye (Ireland) Ltd., subsidiary of the British TV-radio-electronics manufacturer, and undisclosed French interests. Franchise is due to be awarded soon, with aim of getting stations on air by next summer.

FCC softened its FM multiplexing rules this week by extending from Jan. 1 to March 1, 1958 the deadline for converting from simplexing to multiplexing, and announcing that it will consider individual requests for waiver of rules to permit continued simplex operation "upon a showing that the station is in the process of converting to multiplexing but will be unable to complete conversion within the time permitted." Requests for waiver are due by Jan. 15.

NARTB radio code symbols have been proposed, will be submitted to radio board in Jan. Audio symbol, wording not quite completed, will have theme: "A Good Practices Station." Visual symbol is shield with "National Assn. of Broadcasters" at top, trumpet and lightning bolt in center, "A Good Practices Station" at bottom. TV keeps current symbol except for change reflecting reversion of name to National Assn. of Broadcasters, Jan. 1.

Alien radio operator has been deported for obtaining permit under false pretenses in first case of kind, FCC reported this week. Routine field check by FCC showed that Herbert W. Weichmann, Velasco, Tex., was operating beyond scope of 3rd class radiotelephone permit. Subsequent investigation disclosed he was born in Germany, not in N. J. as he claimed, and had criminal record, according to FCC. Weichmann was deported in Nov.

Conelrad Weather Warnings: FCC this week authorized all TV, AM & FM stations to use Conelrad attention signals for peacetime dissemination of emergency weather bulletins, such as hurricane, tornado and flood warnings. Working on plan with Air Force and Weather Bureau, FCC said alerting system "will provide a worthwhile service to the general public as well as to all radio services." Fact that Commission was studying possibility of such action was revealed last month by Comr. Lee in address to National Assn. of Civil Defense Directors (Vol. 13:46). In addition to obvious and announced benefits of Conelrad weather alert plan, FCC hopes that it will provide increased incentive for manufacturers to make and consumers to buy reasonably priced automatic Conelrad receivers which are activated by the attention signal.

Domestic court trouble caught up with contestant Theophilius Adepoju Aderonmu of CBS-TV's *The $64,000 Question* this week—but son of Nigerian tribal chief had answer for it, too. Week after he won $64,000 on program he was hailed before Justice Charles Horowitz in Bronx Dec. 3 on charges of non-support of estranged wife Faye, 25, and child. Horowitz suggested reconciliation, reserved decision in case after Aderonmu talked it over with wife and reported they wanted to remarry. Aderonmu, 30, then went on *Question* to win $16,000 more.

Political switch on TV enlivened Parliamentary by-election campaign in Liverpool's Garston Riding this week. BBC's Manchester station showed picture of Labor candidate, along with speech praising Conservative policy. Then came picture of Conservative candidate accompanied by voice urging Labor victory. Mixed-up tape recordings were untangled by station for repeat run next night.

New local TV magazine—weekly giveaway *Channel* published in Tacoma by Channel Northwest Inc. (Marshall Riconosciuto, pres.) and distributed by druggists in Wash., Ore., northern Ida., has reached 160,000 circulation first month. It runs 16 pages, emphasizes local TV features in Seattle-Tacoma, Spokane-Yakima, Portland-Eugene editions.

KHUM, Eureka, Cal. has been sold by Carroll Hauser for $184,000 to Wendell Adams of Wm. Esty Co., N. Y., and Jock Fearnhead of WINS, N. Y.—Allen Kander & Co. broker.

Ad Tax Scheme Falters: Quiet lobbying by Advertising Club of St. Louis against adoption there of Baltimore plan for special municipal taxes on TV-radio and other advertising (Vol. 13:45-48) appeared to be paying off this week, reducing threat of spread of unprecedented scheme across country.

Helped by members of Women's Advertising Club, pres. Hugo Autz of St. Louis admen's group campaigned on "friendly, personal basis" to persuade city officials to seek other means of raising needed revenue. Opposition to ad tax was expressed by Mayor Raymond Tucker, and ordinance proposed by Alderman Alfred Harris appeared headed for pigeonhole.

Advertising Federation of America nevertheless called again for national mobilization of all advertising interests to combat Baltimore 6% levy plan, which is being fought in court there by local TV-radio stations & newspapers. AFA placed ads in *Editor & Publisher* and *Sponsor* to rally defense, for which it seeks $50,000 war chest from members.

"This is still a very serious threat," AFA pres.-gen. mgr. C. James Proud told us this week. He said newspaper owners generally were alert to dangers of tax scheme, but "maybe broadcasters ought to be kicking in a little stronger" in opposition to it.

Meanwhile radio WCAO, Baltimore, joined Sunpapers (WMAR-TV) and Hearst *News-Post* and *Sunday American* (WBAL-TV & WBAL) in junction suits challenging constitutionality of new City Council levies which assess 4% on advertising sales, 2% on gross advertising receipts of media.

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Audience of 12,000,000 or more has been won by educational TV on non-commercial stations, according to education director Dr. Ryland Crary of Educational TV & Radio Center, Ann Arbor. Excluding viewers of educational shows on commercial stations and participants in closed-circuit school programs, estimate is projection of studies of areas served by KQED, San Francisco; KUHT, Houston; WGBH-TV, Boston; WKAR-TV, East Lansing; WUNC-TV, Chapel Hill; WQED, Pittsburgh. "The figure is surprising," Dr. Crary says, "when it is considered that educational broadcasters have not been engaged in building huge audiences."

Teaching by TV in Port Chester (N. Y.) High School was okayed with a big "if" last week by principal Robert Zimmerman. He'd favor extension of the 1-channel, 3-classroom General Precision experimental system installed last year if money were not a factor—"but with our limited budget, I'd never consent to a sacrifice of teaching personnel in favor of TV, if a choice were necessary. There is no substitute for live, competent teachers."

Favorite TV programs in Argentina, according to survey by Institute of Public Opinion, as released by Pan American Union: (1) Symphony concerts. (2) Boxing matches. (3) Family counsel programs—in that order! Argentina still has only one station, about 92,000 sets.

"White's Radio Log," 35-year-old station directory, has been bought by Curtis Pub. Co. subsidiary Science & Mechanics Pub. Co.

Electronics Personals: Donald M. Allison Jr. named mgr. of govt. products group, Bendix Aviation radio div., replacing Adam E. Abel, now radio div. gen. mgr. . . . **Frank L. Randall,** v.p. & gen. mgr., named pres. of Amperex . . . **Max Fialkov,** General Transistor treas., adds post of v.p. in charge of transistor manufacturing . . . **Joseph A. Gentile,** ex-MIT Lincoln Lab, named mgr. of marketing administration, Motorola semiconductor div. . . . **Robert S. Saichek,** ex-Motorola, named adv. mgr. of Hoffman semiconductor div., Evanston, Ill. . . . **John G. Lanning** promoted to senior sales engineer of Corning Glass new products div.; **Charles J. Lucy** to senior applications engineer in electronic components sales dept., electrical products div. . . . **Harold W. Arlidge,** ex-G&M Equipment, named mgr. of Audio & Recordata div., American Electronics . . . **Robert M. Rowe,** ex-Stanford Research Institute, named director of engineering, Pulse Engineering Inc., Redwood City, Cal. (transformers) . . . **Fred Speaks** named asst. director of marketing for research & development, Eitel-McCullough . . . **Irving K. Kessler,** ex-John B. Stetson Co., rejoins RCA as mgr., management engineering, defense electronic products.

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DuMont Labs reorganizes research & development div. into 8 specialized labs under div. director Robert T. Cavanagh: Advanced development, under Richard C. Palmer; systems, Robert Wakeman; communications & radar, Wm. Sayer; data & display, Robert Deichert; military TV, John Auld; nuclear instrumentation, supervised by Cavanagh; mechanical, Ludwig Zucker; commercial receiver, Bernard Amos. Humbert Pacini is promoted to div. assoc. director for technical operations.

RCA program to encourage science teaching careers has been started with award of 30 scholarships, one teacher fellowship, Dr. C. B. Jolliffe, v.p. and chairman of RCA education committee, saying "RCA believes a good start toward achieving the long-range objective of increasing the number of engineers and scientists can be made through the Science Teacher Scholarships." Fellowship is worth $3000; 20 scholarships are $800; 10 are $250.

Rectifier & rectifier equipment sales will hit record $100,000,000 this year, pass $200,000,000 in next 10 years, predicted Frederick M. Spaugh, mgr. market research, GE rectifier department and chairman of statistics div., NEMA's semiconductor rectifier section—at NEMA's 31st annual convention in Atlantic City.

Westinghouse awards $2500 each to engineers Raymond W. Moore, Wm. D. King, James T. Carleton, Loren F. Stringer for development of magnetic amplifier control system that permits production of strip steel at mile-a-minute speeds.

General Transistor Corp. leases 16,000-sq. ft. plant in Richmond Hill, Queens, N. Y. for production of germanium and silicon computer diodes and silicon rectifiers—Rudolph Sachs v.p. in charge.

Philco's "Exicon," closed-circuit TV flying-spot scanning device which extracts maximum information from X-ray negatives by enhancing contrast, was demonstrated this week to AMA clinical meeting in Chicago.

Fairchild Camera & Instrument Corp. has set up Fairchild Semi-Conductors Corp., Palo Alto, to develop & produce silicon diffused transistors & other semiconductors.

Parabolic antenna inflated like a balloon is feature of air-transportable uhf scatter station, developed by Collins Radio for Signal Corps.

General Instrument Corp. appoints Walter J. Zimmerman Assoc. ad agency.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING / WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
December 7, 1957

RADIO BOUNCING BACK TO 4TH BIGGEST YEAR: While jittery industry keeps one eye on soaring hi-fi curve, the other on an easing TV curve, radio is staging an unheralded comeback which will make 1957 fourth biggest output year in history. While phonographs & hi-fi are bursting through 5,000,000 production mark to record high and TV drifts to 5-year production low & 8-year factory-value low, radio chalked up in week ended Nov. 22 the highest week's production in over 5 years of its steady recovery curve. By week ended Nov. 29, year's radio production beat all of 1956. At current pace, 1957 will pass 15,000,000 units (including auto) compared with record 1947 high of 20,000,000, next highest 16,500,000 of 1948, and 15,955,000 of 1946.

At retail in Oct., radio scored unprecedented 57% increase over Oct. year ago and has been up 8 out of 10 months, while retail TV has been down 7 out of 10.

As in case of TV, disturbing thumb in radio soup is factory value. Year ago, with almost 14,000,000 radios produced, factory value was shade under $300,000,000 -- less than half the $650,000,000 of record 1947. Average factory value of a unit set has slipped from about $32 to about $21 in 10 years.

Speculation on 1957 factory value of radio notes glumly on one hand that the clock radio, manna of the past several years, is now being turned out at lists as low as $18.95. On other hand, hi-fi has put bigger & better styling in radio's high end. Multiple speakers, tone controls, FM, more amplification in finer table models will tend to push dollar values higher there.

Fluctuation within the radio assortment itself is also disturbing some. From 1951 to 1956, table radio is steadily down in importance from 74% to 39.5% of home radios produced. Clock radio, born in 1951 with 9.6% of production, pushed to 30.5% in 1954 but eased back to 25.5% last year. Portables have earned increased attention, moving from 16.4% to 35% of production.

Big question is influence of transistor radios, now marketed at lists from $34 to over $75. Until retail sales for Dec. -- normally 20% of a year's business -- tell which price bracket is big one, manufacturers won't know whether they've succeeded in also pushing up factory value of radio, or whether, like the Red Queen, they've simply been running like mad to stay where they were a year ago.

COLOR SET SERVICING—RCA's FINDINGS: Color set servicing poses no great problems -- and it's beginning to be profitable. That's essence of RCA Service Co.'s experience to date, according to v.p. & operations mgr. Donald H. Kunsman. He also believes that "color breakthrough is near" -- with color at point famous RCA 630TS 10-in. black-&-white set was some 10 years ago.

Kunsman declined to give average number of service calls per color set per year but said he "wouldn't argue" with Sylvania's estimate of 6 (Vol. 13:39). This is with RCA's unlimited-call contract, which attracts many "nuisance" calls, he said. Similar black-&-white contract produces 3.9 calls yearly.

Kunsman defends reasonableness of color service contract prices. Full coverage for first year is $99.50, $119.50 second year (as risk of tube & parts failures rises -- picture tube alone retailing at $160). He compares this with $65 for the 630TS in 1947, when technicians averaged $40 weekly -- whereas they now get $90-$103. RCA has a $69.95 color contract, providing 90-day service, tube & parts warranty for year, service calls after 90 days at $7.50 each; this runs $79.50 for the second year. Lowest contract is $39.95 -- installation & unlimited service, 90 days.

Anyone able to service black-&-white can learn to handle color, with a small investment in equipment, Kunsman said. About 50% of RCA Service Co. technicians are trained for color. As of June, RCA had conducted color clinics in 250 cities, with

105,000 attendees. Kunsman reports, incidentally, that less than 10% of all RCA black-&-white and color sets are under RCA service contracts.

RCA's color contract prices were established at level to produce profit, Kunsman said, but starting and training costs had precluded profit until quite recently. However, 4th quarter may well be profitable, and 1958 looks "sure."

Discussing recent Time Magazine article on servicing (Vol. 13:41), Kunsman said: "Manufacturers and servicemen must educate the public to be prepared to pay for adequate servicing. The public still isn't aware of service needs brought on by automobile power equipment, automatic washing machines, refrigerators, etc. If housewives want gadgets, they must be taught the need for service."

Retail Sales: Oct. TV set sales at retail were off 16%. EIA reports 572,589 sets sold vs. 683,573 in Oct. 1956. Retail sales for 10 months were 5,024,670 vs. 5,287,199 in 1956. Radio set sales at retail were up 57% in Oct.: 923,849 vs. 585,-666 in Oct. 1956. For 10 months, radio sales were up 13%: 6,764,221 sets, excluding auto, vs. 5,990,718 in 1956.

Production: TV output was 123,844 week ended Nov. 29 vs. 134,179 the preceding week & 147,713 in 1956. Year's 49th week brought production to about 5,937,000 vs. 6,885,441 last year. Also this week, EIA officially gave 10 months cumulative production as 5,251,158 vs. 6,080,052 in 1956. Official Oct. set production was put at 661,994 (83,372 uhf), compared with 832,631 (87,040 uhf) in Sept., and 820,781 (131,243 uhf) in Oct. last year.

Radio production was 357,881 (109,372 auto) week ended Nov. 29 vs. 5-year high of 455,779 (158,655 auto) in preceding week & 367,878 (169,871 auto) year ago. For 49 weeks, output totaled about 13,991,000 (5,034,000 auto) -- passing the full 1956 year total -- vs. 12,609,633 (4,385,122 auto) last year. EIA officially put first 10 months production at 11,945,534 (4,362,091 auto) vs. 10,884,760 (3,607,911 auto) last year. Official Oct. count was given as 1,569,180 (522,746 auto) vs. 1,610,748 (446,419 auto) in Sept. & 1,348,864 (574,818 auto) in Oct. 1956.

Trade Personals: Walter G. Seeger resigns as chairman of Whirlpool Corp., remaining a director, no new chairman to be named . . . Jack Sparks, ex-gen. mgr., Whirlpool laundry div., promoted to director of marketing for RCA Whirlpool home appliances & Estate ranges . . . Robert G. Marchisio named v.p. & gen. mgr. of CBS-Hytron semiconductor operations; Michael Callahan v.p. & gen. mgr. receiving tube operations as CBS-Hytron div. forms 2 subdivisions . . . Herbert M. Greenspon promoted to Columbia Records exec. v.p.; Milton Selkowitz named national sales mgr. of phonographs, succeeded by Laurence Goughan as mgr. of special markets for records . . . Herbert H. Flint Jr. named mgr. of community relations & employe communications, Westinghouse appliance divs. . . . Daniel P. Knowland Jr. promoted to asst. gen. mgr. of Heath Co., Henry H. Tippett replacing him as controller . . . John M. Dierkes, ex-Hallicrafters, named sales mgr. of Andrea Radio, replacing Charles Van Maanen, resigned . . . Arthur Howard resigns as sales mgr. of Sonic Industries . . . Thomas A. Fitzgerald resigns as RCA staff writer, Cherry Hill, N. J. to become SKF Industries public relations mgr. Dec. 16.

Obituary

Harry F. Randolph, 57, gen. mgr. of RCA receiving tube operations, died of heart attack Dec. 3 in railroad station at Harrison, N. J. He joined RCA in 1932 as foreman of Harrison tube div. plant. Survivors are his widow, brother, sister.

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RCA Victor record div. names 2 v.p.'s: James P. Davis, record operations dept.; Walter W. Bullock, album dept.

Hotpoint's TV dept. was included in total realignment this week of all distribution, merchandising, sales & adv. functions, in which John F. McDaniel, ex-gen. mgr. of range dept., became gen. mgr. of new sales & distribution dept., and the chief executive under pres. John C. Sharp. D. Edward Weston Jr., ex-gen. mgr. of TV dept., becomes central regional mgr. for HASCO; Howard Hibshman remains TV marketing mgr., but reports directly to McDaniel; John Clarke, TV merchandising mgr., still reports to Hibshman. Lee DiAngelo, ex-custom appliance marketing mgr., was promoted to mgr. of adv. & merchandising for whole company. His staff includes: Alfred M. Utt, adv. mgr.; Joseph F. Adamik, sales promotion mgr; Wm. C. Bartels, merchandising production mgr.; Philip L. Crittenden, ex-national adv. mgr., product publicity mgr. Others now reporting to McDaniel: L. E. Ankersen, ex-refrigeration mgr., special markets mgr.; C. C. Gramer, mgr. distribution development & planning; W. G. McNeal, product service mgr.

Frank B. Walker resigns as M-G-M Records pres. to become consultant to parent Loew's Inc. Record operation splits into 2 divs., both reporting to Robert O'Brien, Loew's financial v.p. Arnold Maxim, ex-Epic Records artists & repertoire director, heads new M-G-M records div.; Frank Cocchiaraley continues as head of record mfg. div.

Dempster McIntosh, U. S. Ambassador to Venezuela who was pres. of Philco International Corp. from 1943 to 1953, was named mgr. of Development Loan Fund by President Eisenhower this week in recess appointment.

Philco Distributors Inc., Philadelphia, appoints David Brody gen. mgr. replacing John J. Kelley, resigned; John McIlhenny succeeds Brody as electronic sales mgr.

Hotpoint Distribution Realignment: If TV industry had any doubts, Hotpoint served a 3rd notice this week that it intends to grow into a more substantial image of parent GE. First move was establishment of own captive distribution in the 91 HASCO offices which now do 80% of its wholesaling. Second was announcement this fall of 10-year plans for a super appliance park outside Chicago. Third, made this week, centralized all distribution & sales functions under one man, John F. McDaniel, is designed to eliminate inefficiencies between retail sales floor and factory. Among these problems are small dealers and distributor inventory control. McDaniel stated that Hotpoint would "experiment with many new approaches in the field of dealer and distributor communications."

First action would be to trim 14,000 dealers to 9000. GE is doing a like trimming job. Both brands are now eliminating duplication on dealer floors in certain key markets, recommending dealers drop either GE or Hotpoint next year.

A second action goes into effect Jan. 1 when HASCO houses will no longer own their inventories. Factory will own local stocks, presumably set and ship mix it desires.

To help tell the story of what's to come, Hotpoint breaks in Dec. issue of *Electrical Merchandising* with first of series of trade ads designed to inform dealers of new policies & practices. In first of these, pres. John Sharp states that though Hotpoint does not yet have all the answers, it intends to offer reasonable profit, price protection policy, selective franchising for mutual profit.

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Cost of Money: Washington area credit costs, listed by Dec. 2 *Washington Post and Times-Herald*, show commercial banks charge 5-6% annually on unpaid balance of secured loans up to $10,000, 4½-5% over $10,000. Bank loans on new autos run 7-9¼%, used autos 7½-11%; auto dealers get 10½-12% & 11-20% respectively. Rate for collateral loans from brokerage houses is 5%, life insurance companies 5-6%. Personal unsecured loans have 6-11% interest up to $2500, 5-6% over that; Title 1 home improvement loans are at 9½% rate; credit unions 8-12%. Small loan company rates in Md. are 36% up to $300; in Va. 30% up to $300, 18% for $300-$600. Dept. store revolving credit or budget plans is 6-18%, deferred payment on appliances 16-18%; appliance, furniture & other stores 18%; Washington Gas Light Co. 11%.

Inventories of Canadian TV sets—manufacturer plus distributor at end of Oct.—are 40% less than last year, Canadian RETMA pres. W. H. Jeffery told components div. meeting last week. There may be shortage of some models for pre-Christmas selling, he said. He predicted inventory will be down to 50% of last year—less than 4 weeks selling —by year end, lowest in 3 years. Distributor sales of TV sets topped 70,000 units in Oct., highest in a year. Low in sales has been passed, he said, forecasting leveling-off in 1957 & 1958 at between 465,000-475,000 units. Radio is up too, and is expected to pass "comfortably" the 709,416 unit sales of 1956, he said.

Sylvania's novel "Sylouette" receiver (Vol. 13:46) is already backordered, according to TV-radio div. gen. sales mgr. Robert L. Shaw who also reported that Sylvania will introduce "some very interesting product developments" at Dec. 11-13 distributor meeting in Miami's Americana Hotel. He said that Sylvania's factory TV sales continued at record pace in Nov., nearly double year ago.

Transistor Output Soars: Factory sales of transistors nearly tripled again in Oct. vs. Oct. 1956 and more than doubled in the cumulative 10 months, according to EIA. Oct. factory sales were 3,544,000 units worth $7,075,000 vs. 1,290,000 worth $3,930,000 last Oct. For 10 months, factory sales hit 22,386,300 units worth $56,131,000 vs. 9,403,000 worth $27,102,000 in 1956 period. EIA's breakdown by months:

	1957 Sales (units)	1957 Sales (dollars)	1956 Sales (units)
January	1,436,000	$ 4,119,000	572,000
February	1,785,300	5,172,000	618,000
March (5 wks)	1,904,000	5,321,000	708,000
April	1,774,000	4,880,000	832,000
May	2,055,000	5,636,000	898,000
June (5 wks)	2,245,000	6,121,000	1,130,000
July	1,703,000	4,216,000	885,000
August	2,709,000	6,598,000	1,315,000
September (5 wks)	3,231,000	6,993,000	1,115,000
October	3,544,000	7,075,000	1,290,000
TOTAL	22,386,300	$56,131,000	9,403,000

Tube Sales: Factory sales of receiving tubes were 47,075,000 worth $38,421,000 in Oct. compared with 42,921,000 at $34,362,000 in Oct. 1956, reports EIA, bringing 10-mo. total to 388,738,000 tubes at $326,355,000 vs. 390,357,000 at $313,599,000 in 1956 period. Picture tube sales in Oct. were 995,629 worth $19,495,574, compared with 1,165,740 at $21,117,261 last Oct.; 10-mo. 1957 totals were 8,304,181 at $155,121,412 vs. 9,233,780 valued at $166,782,244 in 1956 period. EIA's monthly tabulation:

	Picture Tubes Units	Picture Tubes Value	Receiving Tubes Units	Receiving Tubes Value
January	760,860	$ 13,594,525	37,571,000	$ 31,170,000
February	728,363	13,134,778	44,460,000	36,631,000
March (5 wks)	833,257	14,850,847	43,010,000	37,007,000
April	629,838	11,394,043	27,970,000	25,384,000
May	758,328	14,031,519	32,836,000	28,955,000
June (5 wks)	1,104,013	19,981,319	35,328,000	31,314,000
July	491,935	9,835,586	33,077,000	27,042,000
August	930,296	17,984,185	43,029,000	34,886,000
Sept. (5 wks)	1,071,662	20,819,036	44,382,000	35,545,000
October	995,629	19,495,574	47,075,000	38,421,000
TOTAL	8,304,181	$155,121,412	388,738,000	$326,355,000

Du Pont will discontinue making phosphors for TV and other CR tubes early next year, states "continued production would be unprofitable" because more efficient tube manufacturing uses less phosphor and major TV tube makers are now making phosphors. It will continue production of phosphors for X-ray intensifying and fluoroscopic screens.

BBC color experiments have been "encouraging," according to engineering director Sir Harold Bishop, but he asserts that color camera must be simplified; that RCA color tube "is expensive to make and one would expect that further development will lead to simplification, lower cost, and improved quality."

FTC charges of misrepresenting "reject" radio tubes as first quality have been filed against Rad-Tel Tube Co., 604 Market St., Newark. It claims company's ads, brochures, tube cartons and invoices do not reveal tubes are seconds, while disclosure on tube is "wholly inadequate." Hearing is scheduled Feb. 4 in N. Y.

San Francisco color sales totaled 68 in Oct. vs. 82 last year, according to Pacific Gas & Electric Co.; 10-mo. total was 412. Oct. black-&-white sales: 3367 vs. 3553 last year; 10-mo. total, 24,452 vs. 25,052. Oct. radio: 2406 vs. 2166; 10-mo. total, 19,445 vs. 21,851.

Philco has extended until May 1961 the contract under which Avco's Crosley div. makes Philco ranges and laundry equipment at its Nashville, Tenn. plant.

RCA will increase by $1 the list price of its $3.98 Red Seal line of classical LPs Feb. 1. Increase doesn't apply to popular and jazz LPs.

Distributors' Millstone: Why they pamper the bigger dealer is graphically illustrated in Nov. *NEDA Journal* article by George E. Wedemeyer, Wedemeyer Electronic Supply Co., Ann Arbor & Lansing, Mich. Past-pres. of NEDA, Wedemeyer recently presented his research on costs-of-servicing-vs.-net-earned from smaller accounts to President's Conference on Distribution in Washington.

Detailed analysis of accounts breaks dealers into 6 groups by amount of monthly buying. Each group was related to percent of expense, sales & net it represented. Costs of handling 4 smaller groups precluded any profit. But dealers buying $100.01 to $500 a month produced 55.4% of net while representing 36.3% of accounts, 50.2% of expense, 55.3% of orders. 60.8% of sales, 52% of delivery expense, 58.6% of phone calls, 42.5% of salesmen's calls, 55.3% of invoices. Biggest dealers ($500.01 to $1500 a month) produced 32.1% of net while representing 4.8% of accounts, 15% of expenses, 19% of orders, 27.1% of sales, 7.1% of delivery expense, 27.1% of phone calls, 5.6% of salesmen's calls, 18.2% of invoices. Groups buying $100 and less caused 36% of expenses, but produced only 12% of sales; they accounted for half of salesmen's calls.

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Extending further into consumer end of music business, *Billboard* buys *High Fidelity* and *Audiocraft* from Audiocom Inc. (Charles Fowler, publisher), will continue its own *Audition.*

Bell & Howell names Irving E. Russell central states sales mgr.; appoints Capitol Wholesaler div., Consolidated Sales, Indianapolis, for tape recorders.

Philco Technological Center is being opened to non-Philco employes to help ease shortage of technical manpower. It will offer only specialized correspondence courses.

EIA services and activities, including brief history of organization, are described in new 40-page booklet available from EIA, 1721 DeSales St. NW, Washington.

Federal excise taxes paid by TV-radio-phonograph and components manufacturers amounted to $27,987,000 in quarter ended Sept. 30 vs. $26,602,000 in 1956 period.

Every TV an FM: NARTB's FM Radio Committee, meeting Dec. 6 in Washington, passed resolution urging TV set manufacturers to incorporate FM broadcast band tuners in their receivers. Resolution stated that extension of TV tuning to FM band would stimulate sale of new TV receivers, and pointed to recent growth of numbers of FM stations, receivers and listeners—as well as recently announced FM converters for TV sets—to indicate that public is becoming increasingly interested in FM. Committee, headed by Raymond S. Green of Philadelphia's WFLN-FM, also voted to explore possibility of publicity campaign to promote manufacture and use of FM auto radios.

Hotpoint TV will kick off national dealer competition Dec. 30, with window display contest open until Feb. 28. Dealers will compete (pictures of displays must show at least 4 TV sets) for $30,000 in prizes. In April, 10 top dealers and wives will be flown to Caribbean to dig for buried treasure, armed with maps of uninhabited islands off Cuba—and shovels. All this to continue TV exposure push which in 5 months has added 1000 TV dealers and increased franchise roster to 6500.

First All-American Awards to TV-radio servicemen for public service will be presented by GE receiving tube dept. in Washington Dec. 10. Awards comprise trophies and "checks for $500 for use in a community activity or charity of their preference."

Wage hike of 5-9¢ per hour is contained in 11th annual Raytheon-IBEW contract for 11 Mass. plants. Company says wage increase, plus additional fringe benefits for 13,200 employes, will amount to about $2,350,000 annually. Agreement is retroactive to Sept. 1, runs to Aug. 31, 1958.

Capitol Records buys Electric & Musical Industries (U. S.) Ltd., including Angel label of classical European recordings, will merge Angel sales organization with Capitol Record Distributing Corp.

Oct. sales of TVs in Washington area totaled 8059 vs. 7523 in 1956 month, bringing 10-mo. total to 56,092 vs. 58,156, reports Electric Institute of Washington.

Institute of Hi Fi Mfrs. will stage 3 shows next year: San Francisco, Feb. 14-16; Los Angeles, Feb. 26-March 2; N. Y., Sept. 30-Oct. 4—no Chicago show.

Westinghouse buys Edgar Morris Sales Co., its Washington, D. C., distributor for 20 years, will convert it to Westinghouse Appliance Sales branch Jan. 1.

Capehart appoints Fuller & Smith & Ross for advertising & public relations.

EXTENT to which financial men hold interlocking directorships or officerships of major financial and industrial concerns—and thus presumably exercise "big business" influence or control—is detailed in 176-page report by House Committee on Small Business released this week as House Report No. 1278. Top 35 commercial banks, 20 mutual savings banks, 20 investment trusts, 20 investment bankers, 20 life insurance companies, 20 fire & casualty insurance companies are individually listed with their assets and with the directorships and/or officerships their executives hold in 1642 companies and their subsidiaries and affiliates as of Dec. 31, 1956.

In "communications" category, 38 firms are listed as having interlocking directors and officials with the 135 largest financial companies of the U. S., including AB-PT, CBS, NBC and RCA, along with various newspapers, magazines and motion picture companies. In "manufacturing & mining" category these firms in TV-radio-electronics are included: Admiral, Arvin, Avco, Bendix Aviation, Clevite, Collins Radio, Daystrom, Decca, DuMont, Emerson Radio, General Dynamics, GE, General Precision Equipment, Globe-Union, I-T-E Circuit Breaker, Magnavox, Mallory, Meredith Publishing [misplaced from "communications" category], Minnesota Mining, Minneapolis-Honeywell, Motorola, Penn-Texas, Philco, Raytheon, Sperry Rand, Stewart-Warner, Sylvania, Thompson Products, Western Electric, Westinghouse, Whirlpool-Seeger, Zenith.

AT&T is placed in "public utilities" category, with "merchandising companies" comprising mainly big store chains. Other categories are oil companies, pipelines, railroads, airlines, miscellaneous transportation companies. [House Report No. 1278 is available while supply lasts from Select Committee on Small Business, House of Representatives, Washington, D. C.—or we'll get it for you.]

Electronics Portfolio Report: Electronics Investment Corp., mutual fund founded and headed by ex-San Diego broadcaster Charles E. Salik, reports net assets of $13,315,250 as of Oct. 31, including $82,888 undistributed from which 3¢ per share dividend was distributed Nov. 29 to 3,177,111 shares of common stock outstanding Nov. 1. Portfolio included $10,685,415 shares of common stock, $316,875 preferred, $915,275 bonds, $897,576 U. S. Govt. obligations. Net income for quarter to Oct. 31 was $162,806. Portfolio changes during July 31-Oct. 31 quarter:

Purchases: 18,182 shares of Cohu Electronics Inc.; 1000 Fansteel (making total of 2000); 20,000 Laboratory for Electronics; 2000 RCA (total 9000); 5000 Statham Instruments; 1000 Westinghouse Air-brake (total 7000); 2000 Tung-Sol 5% cum. pfd. (total 3000); $100,000 Emerson Electric 5½% conv. debs. 1977 (total $150,000); $100,000 Sperry Rand 5½% debs. 1982; $50,000 Thompson Products 4⅞% conv. debs. 1982; $300,000 Federal National Mortgage Assn. 4.7% due Aug. 11, 1958.

Sales: 1200 Amp. Inc. (holds 3800), 300 Boeing; 500 Consolidated Electrodynamics (holds 6500); 108 IBM (holds 1300); 5250 Glenn L. Martin; 1300 Minnesota Mining & Mfg. (holds 1700); 3800 Raytheon (holds 9300); $100,000 U. S. Treasury cert. 2¾%; $100,000 Federal Intermediate Credits, 3.875%.

Note: Like its larger and older counterpart, Television-Electronics Fund Inc., reported on last week (Vol. 13:48) the Salik fund showed predilection for certain favorites in TV-radio-electronics fields, listing among stocks held: 10,000 AB-PT, 5000 Amphenol, 2040 CBS "A," 4000 GE, 12,480 General Tire, 4000 Hazeltine, 5000 Hoffman Electronics, 9000 IT&T, 8000 P. R. Mallory, 5000 Motorola, 13,130 Philco, 5000 Sprague Electric, 10,300 Storer, 5500 Sylvania, 3000 Westinghouse. Television-Electronic Fund's holdings in same firms: 38,800 AB-PT, 20,500 Amphenol, 43,700 CBS "A," 43,500 General Tire, 45,000 Hazeltine, 22,900 Hoffman, 30,000 P. R. Mallory, 26,000 Motorola, 24,200 Philco, 10,500 Sprague, 16,800 Storer, 35,000 Sylvania, 44,800 Westinghouse. While EIC also listed 9300 Raytheon and 17,500 Siegler, TEF did not include these—but did show 30,000 Admiral, 22,900 Indiana Steel Products, 21,600 Oak Mfg., 51,500 Walt Disney, 21,900 Zenith, among others not on EIC list.

[For status in April 30-July 31 quarter, see Vol. 13:34.]

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Warner Bros. earned $3,415,000 ($1.90 per share on 1,793,296 shares outstanding) in fiscal year ended Aug. 31 vs. $2,098,000 (84¢ on 2,482,247) in fiscal 1956, when figure didn't include $15,295,408 income from sale of old films, which was transferred to earned surplus account. In fiscal 1957 film rentals & sales amounted to $75,476,000 vs. $73,350,000 year earlier. Annual report also disclosed company bought 36,400 of its common shares for $736,000 on N. Y. Stock Exchange in 3 months ended Nov. 30. Operating results for new quarter were not available, but report indicated loss would be shown because of decline in domestic & foreign film rentals.

Stanley Warner Corp., whose operations include WTRI, Albany, in addition to 297 owned or leased theatres, Cinerama and International Latex, reports consolidated profits of $3,767,840 ($1.82 per share on 2,063,099 shares outstanding) in fiscal year ended Aug. 31 vs. $3,194,200 ($1.47 on 2,166,800) year earlier. Theatre admissions and merchandise sales rose from $96,055,700 from $115,125,300. Earnings were figured after providing for $1,908,200 amortization of cost of Cinerama films.

Midwestern Instruments, Tulsa, has purchased Data Storage Devices Co., Van Nuys, Cal. for undisclosed sum—part cash, part common stock. Francis A. Oliver, ex-sole owner of Data, becomes v.p. of Midwestern, will head Data Storage Devices div. which moves to Tulsa. Midwestern chairman M. E. Morrow said growth of Magnecord div. "created accelerated requirements for magnetic heads to the point where acquisition . . . appeared both necessary and desirable."

Cohu Electronics sets up electronic instruments div. in Schenectady through stock exchange acquisition of Millivac Instrument Corp. and Volkers & Schaffer Inc.

Olympic Radio sales of about $30,000,000 for 1957 are foreseen by pres. Morris Sobin, based on 10-mo. sales of $22,100,000, 24.6% higher than in 1956.

Hallicrafters Co., old-line communications-radio-TV manufacturing firm with 2 big plants in Chicago, which just 2 years ago made exchange-of-stock deal whereby it became subsidiary of Penn-Texas Corp. (Vol. 11:51), may revert to independent status if moves to sell certain Penn-Texas subsidiaries to pay off debts materialize. There's nothing official yet, but it's understood founder-pres. Wm. J. Halligan and his sons may acquire control. The senior Halligan founded Hallicrafters in 1933 after choosing to become a newspaperman (original radio columnist for *Boston Transcript*) upon graduation from West Point. He and family owned about 25% of firm's 825,000 shares of common stock, traded on Midwest Exchange at 7, which was swapped for 332,000 shares of Penn-Texas, still traded on N. Y. Stock Exchange and then quoted at 18¾ (now 3⅞). Hallicrafters Aug. 31, 1955 fiscal year report showed $4,793,531 working capital, and it had earned $406,146 (49¢ per share) on sales of $29,063,463 vs. loss of $940,946 on sales of $31,054,363 in preceding year (Vol. 11:47). Penn-Texas, big holding company, showed $85,000,000 assets at time of deal, has been slipping since unsuccessful attempt of chairman Leopold D. Silberstein to acquire control of Fairbanks-Morse.

E. J. Korvette Inc. discount house earned $1,187,527 ($1.02 per share) on sales of $71,073,688 for the year ended Sept. 28 vs. $1,558,876 ($1.33) on $54,847,140 last year. Pres. Wm. Willensky told N. Y. Security Analysts: "Competitive pricing has affected our earnings for the past fiscal year. Our over-all gross profit margin . . . was reduced to 18.3% from 19.2%, [costing] us about $600,000 before taxes." Korvette, which calls itself a chain of "promotional department stores," blamed 23.8% net profit decline on heavy expenses of opening new stores. Willensky noted that Korvette operates 7 small stores and 5 department stores and is opening a 6th (in Hartford, Conn.) Company hasn't paid a dividend since it became publicly owned Jan. 1956, preferring to invest in more stores, Willensky said.

Dividends: RCA, 25¢ plus 50¢ extra, both payable Jan. 27 to stockholders of record Dec. 20; Webcor, 15¢ plus 10¢ extra Dec. 28 to holders Dec. 16; Universal Pictures, 25¢ plus 25¢ extra Dec. 23 to holders Dec. 13; Canadian Westinghouse, 25¢ Jan. 2 to holders Dec. 13; Eitel-McCullough, 5% stock Dec. 31 to holders Dec. 12; Clevite, 40¢ Dec. 27 to holders Dec. 13; Corning Glass, 25¢ Dec. 27 to holders Dec. 13; Waldemar Press, 20¢ Dec. 31 to holders Dec. 16; Wells-Gardner, no action.

Standard Electromagnetics Inc., newly formed, buys R. P. Bennett Co. Inc., 43 S. Carroll St., Frederick, Md., primarily a manufacturer of relays. E. J. Boland, expres., Carol Electronics Corp., Martinsburg, W. Va., is pres. of Standard. Other principals include: A. H. Fogelman, v.p., Hamilton Engineering Assoc., Washington, and Washington businessman Lisle Lipscomb. R. P. Bennett continues with new organization.

Packard-Bell earned $704,447 ($1.02 per share) on record sales of $32,262,878 in year ended Sept. 30, compared with $862,356 ($1.25) on $28,405,059 in preceding year. Pres. Robert S. Bell credited sales increase to technical products div., blamed lower earnings on increased labor and material costs. He said TV accounted for 30% of sales, giving firm "highest market share of TV sales, excluding so-called portables, we have ever enjoyed."

Telechrome Mfg. Corp. earned $113,539 (42¢ per share) on sales of $1,096,414 in year to June 30 vs. $47,661 (18¢) on $504,513 year earlier.

Clips from the Current Press

Networks' Printed Promotion: On-air promotion of own shows is most effective advertising used by the TV networks to build audience for programs—but *N. Y. Times* columnist Carl Spielvogel finds they're also spending "record amounts" in print media, mainly newspapers. Reason is increased competition, spate of new shows (some on irregular schedules and requiring special reminders), rapidly increasing number of set owners. Sponsors also buy a lot of space independently to acquaint viewers with their offerings. And the networks doing more institutional advertising than ever in trade papers and in such specialized journals at *TV Guide*.

Essence of Spielvogel's report, in his Dec. 1 column on advertising, is that networks believe strongly in print promotion, practice it on huge scale, encourage affiliates to do so locally too by sending them kits and otherwise assisting them. CBS-TV has 36 persons creating ad campaigns under John Cowden, operations director of adv. & sales promotion. CBS believes its creative director Wm. Golden's "CBS Eye" has been "seen more times by more people in the nation than any other trade-mark." Its ads are placed through Marschalk & Pratt div. of McCann-Erickson.

NBC's main identification is "Mezzo-Tint" process that produces a photo that looks like a drawing, permits better newspaper reproduction; v.p. Kenneth Bilby is in charge, Grey Adv. is agency. ABC uses no set art approach, but plugs hard its many new shows with "sell copy," says Dean D. Linger, director of adv. & promotion; its agency is BBDO. All 3 executives, while not deprecating print, insisted their best promotions still come from TV spot and "stay tuned" messages at end of programs.

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Distressed theatre owners, confronted by growing TV competition, should stop moaning and do something about old movie houses, critic Bosley Crowther suggests in Dec. 1 *N. Y. Times*. He says Theatre Owners of America at Miami Beach convention last month (Vol. 13:47) "did a lot of tearful talking" but didn't mention "possible stimulant" to business: "That is the construction of some brand new theatres that would be in the rhythm and the style of the modern age."

Top 50 TV-radio agencies in 1957 billings are compiled in Nov. 30 *Sponsor*, rankings generally corresponding with those in survey by Nov. 25 *Broadcasting* (Vol. 13:48). *Sponsor* estimates that combined TV-radio billings of biggest agencies hit $1.22 billion this year vs. $1.04 billion in 1956, with $697,000,000 of the 1957 total accounted for by 10 leaders (McCann-Erickson, Young & Rubicam, J. Walter Thompson, BBDO, Ted Bates, Benton & Bowles, Leo Burnett, Dancer-Fitzgerald-Sample, Foote, Cone & Belding, Wm. Esty). Note: *Sponsor* tabulation breaks down TV figures for network & spot, does same for radio; also gives each agency's total billings for 1957 (e.g., McCann-Erickson's network TV was $63,000,000, spot TV $31,000,000, network radio zero, spot radio $12,000,000—or on-air total of $106,000,000 out of total agency billings of $184,000,000, or 58%).

TV-radio advertising jobs total 33,900, Dec. 6 *Printers' Ink* estimates in roundup indicating 374,852 in U. S. are employed creating or selling ads—excluding "thousands behind the scenes such as printers, sign painters & clerical help." Magazine lists 3800 in advertising work at 475 TV stations—475 supervisors, 475 in promotion, 1425 in sales, 1425 in creative & other jobs. Estimate for radio is 29,400 at 3675 stations, including 11,025 in sales. Daily newspapers employ nearly 13,000; agencies, 50,000. Same issue of *Printers' Ink* explores performance of retired military leaders as executives in industry, concludes "military brass can be turned into business gold."

Commercial TV's success in Britain, its rising billings and growing inroads on BBC audience since started in Sept. 1955, is subject of significant report by British-born E.P.H. (Jimmy) James in Dec. 2 *Broadcasting;* onetime NBC research chief, later an MBS v.p., he's now a Nielsen v.p. and recently returned from England where he organized sales-research dept. for Granada TV Network.

"Rating madness should have run its course" by some time in 1958, *Sponsor* predicts in 2-page editorial in Nov. 30 issue, which points out that broadcasters, networks, agencies and many advertisers abhor the practice of "rating worship." "If it is allowed to continue unabated," says editorial, "it is a sad commentary on a creative industry that is not creative enough to lick a system that it doesn't want."

Voice of Democracy's 4 national co-winners of $500 college scholarships will be announced at Feb. 10 windup of 3-day Washington tour for 52 state and territorial winners. Now in 11th year, contest is open to upper 3 high school grades—sponsored by NARTB, EIA, U. S. Junior Chamber of Commerce.

"Largest TV station equipment sale" in history of Teleprompter Corp. was announced this week to Crosley Bcstg. Corp., which has signed long-term contracts for use of new Mark V Teleprompter and has purchased new Telepro 6000 rear-screen projector for each of its 5 TV stations.

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We will index and bind, between embossed hard book covers, a limited quantity of all 1957 issues of the Television Digest Weekly Newsletters, plus the semi-annual TV Factbooks with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken until Dec. 30. Price: $25 per volume.

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THE AUTHORITATIVE WEEKLY NEWS DIGEST FOR EXECUTIVES OF THE VISUAL BROADCASTING AND ASSOCIATED RADIO & ELECTRONICS ARTS AND INDUSTRIES

Television Digest with ELECTRONICS REPORTS

Wyatt Building • Washington 5, D. C. • Telephone Sterling 3-1755 • Vol. 13: No. 50

SUMMARY-INDEX OF THE WEEK'S NEWS — December 14, 1957

"INSTANT RATINGS" to bow next month when ARB begins wired "Arbitron" service in N. Y.; wired hookup to connect 8 cities now being installed (p. 1).

MOVIE DEPRESSION now blamed on feature film backlogs on TV, as exhibitors rally to block release of post-1948 backlogs. Hollywood goes all-TV (p. 2).

UHF TAX RELIEF DRIVE enters crucial week as House subcommittee schedules vote on proposal; sputnik casts shadow over industry optimism (p. 3).

CH. 13 LEGAL BATTLE already under way as FCC fails to act on transfer of WATV-WAAT to NTA. N. Y. Regents seek Gov. Meyner support (p. 4).

RUSSIA BEAMS TV to Norway from new transmitter; Austria inaugurates 3 new outlets, Portugal & Switzerland add stations. Other foreign news (p. 5).

NEW TV MARKET opened at Riverton, Wyo., as KWRB-TV goes on air. Next outlets due to start are KVII, Amarillo, & WMBD-TV, Peoria (p. 8).

MAJOR REVISION of FCC rules, first in 10 years, completed as Commission issues new "practice & procedure" regulations governing legal action (p. 9).

NETWORK TV BILLINGS totaled $49,201,406 in Oct., increase of 8.2% over Oct. 1956, PIB reports; 10-month total is $418,394,205 (p. 14).

INTERNATIONAL PAY-TV DEAL joins Skiatron & Rediffusion in 21-year mutual aid pact; British firm to install systems for Skiatron (p. 14).

Manufacturing-Distribution

RECORD ELECTRONICS factory sales of $7 billion, about 50% to Govt., is outlook in EIA year-end statement; TV sales down 4%, production 12% (p. 10).

NOV. RETAIL SALES top comparable 1956 month first time since July; all-level inventory of 2,500,000 at end of Nov. down 300,000 from year ago (p. 10).

MAGNAVOX LOOKING for added dealers in metropolitan areas where share of market is low (p. 10).

HALLIGANS BUYING BACK Hallicrafters for $3,000,000 cash, reports Penn-Texas. Chicago firm dropping brand-name TV-radio business next month (p. 11).

GERMAN RADIO, HI-FI IMPACT on U. S. market much smaller than speculated; won't pass 250,000 units in any year, says German expert (p. 12).

'INSTANT RATINGS' DUE TO START JAN. 1: The dream (or nightmare) of being able to tell, from minute to minute, the approximate number of viewers watching a given show—even how many switch channels when the commercial begins—is about to come true.

American Research Bureau's instantaneous rating system—or "Arbitron"—is currently being installed in 8 U. S. cities, including N. Y., Chicago & Los Angeles, and the research organization is now taking orders for service, to begin in N. Y. next month.

Principal difference between Arbitron and other oft-reported "instant ratings" is this: Equipment has been developed, manufactured & tested; system is being installed and is virtually ready to go. Despite recent leaks, the 2-year development of Arbitron has been one of best-kept secrets of the highly competitive TV research industry, whose business it is to pry into viewers' secrets.

New York operation will begin Jan. 1 with 300 sample homes, Chicago & Los Angeles Feb. 1 with 200 each. Shortly thereafter, ARB will begin instantaneous rating service with 1200-home 7-city sample (including N. Y. & Chicago, but not Los Angeles)—cities being chosen because their viewing habits in past have accurately reflected those of all 23 cities where 3 networks are in equal competition. Results of 7-city survey will be flashed instantaneously to ARB office in N. Y.

Basic unit of system is small "remote unit" or "transponder" which fits inside TV set in sample home and is adjusted to "feel" position of channel tuner switch. It's connected to central measuring

equipment by leased telephone line. There's nothing basically new in idea—except the one basic breakthrough which ARB is counting on to make system economically feasible: An almost unlimited number of remote units can be hooked to same telephone line.

Measuring system was specially designed by ARB, and, together with remote units, was manufactured by Taller & Cooper div. of American Electronics. It consists of computer, bank of amplifiers, memory cells, counter, teletype printer.

Basically, system works this way: Series of different-frequency pulses are sent out on each line, in sequence; transponder in each home set responds to only one of the frequencies. Each receiver identifies itself when "interrogated" by central control point—every 90 seconds.

It takes printer 2 seconds to turn out report saying, for example: 37 sets on Ch. 2, 96 on Ch. 5, 43 turned off—and new report is printed every 90 seconds (printer reports if any of the remote units are out of order). These figures can be converted to ratings or sets-in-use projections, using standard table. Results can also be shown on 8x13-ft. display board. Though ARB plans to deliver printed overnight ratings to clients, duplicate printers or boards can be installed in clients' offices.

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Sample homes to be wired are chosen according to standard sampling procedures, then hooked up by telephone company (non-telephone homes as well as telephone homes are included). N. Y. sample includes homes in entire 16-county metropolitan area, using 12 leased lines, or average of 25 sets on each. It's understood that 200 N. Y. installations have been completed, most important remaining job being telephone company's task of "balancing" the lines.

It's understood ARB hopes eventually to have 2000-3000 U. S. homes wired for local station ratings, but all transponder-equipped homes in each community won't be used in nationwide sampling.

ARB plans several new rating services based on Arbitron—including deluxe job with electronic printer or board in client's office. It plans regular service of national and local overnight ratings, with complete report—broken down into 15-min. segments—hand-delivered to client next day, though, of course, the client can phone ARB at any time to find out how many people watched that 9:12 commercial.

Network spokesmen expressed strong interest in system, some reservations about cost and workability. One said he'd seen lab demonstration, and that he'd seen similar ones before, main difference being that "ARB is going ahead."

Families in sample are given periodic gifts for permitting their sets to be tapped—traditional in TV research industry—plus 90-day free set warranty to convince them that gadget won't hurt their sets. When ARB installers come across sample home TV with continuous tuner (which can't be measured by Arbitron), they replace set with reconditioned receiver of same screen size.

Press demonstration of Arbitron is scheduled for Dec. 18 at ARB's N. Y. office, 400 Park Ave.

EXHIBITORS FIGHT POST-'48 FILM RELEASE: "What time does the next show start?" asks the voice on the phone. "When can you get here?" is the theatre exhibitor's reply.

There's more truth than humor to this gag which has been making the rounds of TV shows the last few weeks—as the blackest depression yet engulfs the movie exhibition industry. Whether it's coincidence or not, theatre owners now have the dubious opportunity of recalling their warnings to major Hollywood producers at the time of the big feature backlog-dumping, and saying "I told you so."

For the start of the near-calamitous drop-off in movie attendance coincided with widespread exhibition of top-notch pre-1948 movie product on nation's TV stations. Climaxing a dip which became obvious in Sept., weekly movie attendance dropped last month to 32,000,000—a new low for Nov., 15% below Nov. 1956 and less than half of weekly average of 75,000,000 in pre-TV 1947. And some 1200 theatres have closed since start of year—leaving 17,800.

Effect of depression is being felt strongly in Hollywood, where TV now is almost the sole occupation of motion picture industry. Industry was shocked this week when Universal-International virtually

suspended theatrical picture production, dismissing more than 400 of its 1500 employes. Company said it had backlog of 32 unreleased pictures—enough for all of 1958—and will decide during hiatus where its future lies.

That a reaction against movie-to-TV release is setting in on west coast is indicated by rather surprising action last week of Screen Producers Guild, which, instead of seeking cut of TV distribution coin from post-1948 feature films, unanimously passed resolution urging movie industry to "bring about a halt to this suicidal method of distribution [release of movies to TV], which is nothing more or less than a 'quick-buck' method of liquidation of valuable assets."

How far exhibitors will get in their campaign to block TV release of post-1948 features is debatable. But they have received from one movie major—20th Century-Fox—tentative assurance that no picture less than 5 years old will be released to TV.

Most exhibitors feel this kind of assurance might not be enough; they're out to block release of any more features to TV. There were even rumors this week that group of exhibitors was trying to scare up enough money to buy the Paramount pre-1948 backlog—only such group of films not yet on TV—just to keep it off the home screens.

Another factor which may retard movie majors' decision to release backlogs of more recent films is possibility of pay TV. While exhibitors' organizations have gone on record as opposing toll TV (though many individual theatre owners want to experiment with it), the major movie companies are expected to have no such reluctance in exploiting medium if it ever should arrive—and there's been some indication that they intend to sit tight in hope that post-1948 films may have some toll-TV value.

Sale of Paramount pre-1948 backlog for TV was imminent at week's end, company's stock spurting in advance of board meeting at which it was believed offer would be approved. NTA and Screen Gems were believed to have inside track on the features, at an eventual return of $35-$40,000,000 to Paramount.

CRUCIAL WEEK FOR UHF SET TAX RELIEF: The 4-year drive to eliminate Federal excise tax on all-channel TV receivers—considered by many the most constructive single move to alleviate plight of uhf telecasters—is due to reach now-or-never climax next week when House Ways & Means excise tax subcommittee votes on issue.

Ironically, legislative experts agree that chances would be excellent this time—if it weren't for sputnik. There's more inclination in Congress now to take cynical look at any tax-cut proposals in light of heavier concentration on defense and satellites—even such relatively piddling revenue cuts as that involved in the uhf proposal.

For 3 successive years, industry muffed its opportunity to get measure passed—due to an inexplicable lethargy on part of manufacturing and telecasting interests, even uhf telecasters. When voting time came up, important committee members were only vaguely aware of what proposal was all about.

This year, under leadership of uhf-organized Committee for Competitive TV, and with active cooperation of NARTB, telecasters have conducted quiet but hard-hitting campaign, taking full advantage of unanimous endorsement of tax relief by Senate & House Commerce Committees and FCC to counterbalance Treasury Dept.'s opposition. Set manufacturers, through Electronic Industries Assn., have again endorsed the measure this fall.

Industry's argument for tax relief is based on contention that such a measure would eliminate price differential between vhf-only and all-channel sets, and encourage manufacturers to drop production of sets which can't tune uhf band. Treasury's opposition stems from potential elimination of all TV excise tax revenues. But telecasters, in talking with Congressmen, have pointed out that Govt. can be expected to gain far more revenue if TV output increases, more uhf stations show profit, new ones go on air, making more jobs and resulting in more tax money.

They also have used TV receiver industry's declining output and dollar volume as argument that tax exemption would help spur employment and sales and that tax loss to Govt. wouldn't be as

great now as it would have been 3 years ago. Federal manufacturers excise collection on TV sets (10% of factory price) dipped from $110,087,000 in fiscal 1955 to $99,134,000 in 1956 and $86,427,900 in 1957.

If the tax exemption should be proposed by 8-man excise tax subcommittee under Rep. Forand (D-R. I.), its chances of eventual passage by both Houses are excellent. If subcommittee votes it down, odds against Congressional action would be almost insurmountable.

This year, for first time, subcommittee members are thinking seriously about proposal. For example, we were told by Rep. Eberharter (D-Pa.)—second-ranking majority subcommittee member, in whose home district of Pittsburgh 2 uhf outlets went off air:

"The backers of this relief have made a very good case from the social, business and even the revenue standpoint . . . Had it not been for sputnik and mutnik, the chances would have been very good, especially in view of the endorsement by both the House and Senate Committees on Interstate & Foreign Commerce. It's difficult to tell now, but there may be a feeling in the [Ways & Means] Committee that now is not the time to reduce any excise taxes."

Eberharter spoke after attending 3 days of subcommittee meetings on excise tax change proposals. Subcommittee reconvenes Mon. Dec. 16, continuing in session daily until it is ready to make recommendations to full Committee. These recommendations are almost always adopted by Committee.

Legal Battle Over Ch. 13: Though it was calendared for action this week, FCC passed over approval of projected $3,500,000-plus transfer of Newark-New York's WATV (Ch. 13) with radio WAAT to National Telefilm Associates (Vol. 13:40, 44, 49)—and it looks now like a "battle of lawyers" is in prospect over proposal of TV committee of N. Y. State's Board of Regents that Ch. 13 be converted to education and that TV station should be sold instead to educational interests.

Counsel for WATV-WAAT owners, Paul M. Segal, and for NTA, Tom Wall (Dow, Lohnes & Albertson), have filed briefs opposing rule-making to change status of Ch. 13 from commercial to educational, and counsel for Regents, Henry G. Fischer, next week will file reply. Political undertones came to surface this week when Jacob L. Holtzmann, prominent N. Y. attorney and chairman of Regents TV committee, disclosed he had conferred with New Jersey's Gov. Meyner to support move to make New Jersey's sole vhf channel an educational outlet for N. Y. metropolitan area.

Gov. Meyner, though said to be "much interested," did not commit himself—but even Holtzmann made it clear that both states' legislatures would have to appropriate for such a station. The Governor, a Democratic presidential prospect, 3 years ago eliminated from state's budget a project for closed-circuit TV programs to N. J. schools, taking position he opposed permitting a TV screen to "come between teacher and pupils in our schools."

Opposition to Regents' proposal, as expressed in NTA brief, takes position that board has no legal standing under rules, that Holtzmann committee's proposal revives old "Avco rule," dropped by FCC some years ago, giving FCC right to determine who should be purchaser. WATV brief maintains Regents have long held 7 CPs, have done nothing toward construction, have "absolutely no money . . . there being no appropriation by the Legislature [of N. Y.] and there being no indication of any likelihood of any such legislation being enacted."

WATV brief also notes suggested Sept. 30, 1958 deadline for transfer to education is "impossible" not only because of necessity to obtain funds but fact other applicants may also file for the channel. There has been no separation of evaluations of TV and radio properties, but Counsel Segal's brief observes that Regents are "probably unaware of all of the implications of the transaction"—most particularly the $1,000,000 in film contracts and long-term employment contracts involved.

Note: It was learned this week that, before the NTA deal and before the Regents' move, there were conversations with WATV owners looking to possible acquisition of station by New York University and by Metropolitan Educational TV Assn.

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More Subliminal Lore: A veteran experimenter in subliminal projection—Director H. Richard Blackwell of U of Mich. Vision Research Labs, who worked with subliminal perception during World War II for U. S. Govt. and since then at the university—this week debunked notion that "invisible" ads would be influential. "I know of no convincing evidence that subliminal perceptions are any different from any other kind," he said. "I believe that 'invisible advertising' would be less effective than the kinds we can see clearly, except possibly for a novelty effect." Meanwhile, Sir Harold Bishop, veteran BBC director of engineering, commented this week on the persistent reports that the British Govt. TV service had experimented with subliminal projection. As to the suggestion "that the BBC has tested the system of 'invisible' television advertising," he wrote us, "may I say that there is no foundation whatever for this suggestion."

NARTB Freedom of Information Committee steps up campaign to allow broader TV-radio reporting of public proceedings, will mail kits to TV-radio stations, state broadcasting assn. presidents. Committee also: (1) Received report that 38 state assns. now have similar committees. (2) Heard report that State Bar Assn. of Tex. had rejected ABA Canon 35 usage in Tex. courts. (3) Endorsed pres. Harold E. Fellows' request that industry spokesman be allowed to present case against Canon 35 at ABA House of Delegates meeting Feb. 24-25 in Atlanta. (4) Supported in principle Sen. Hennings' bill (S-2148) which would keep open channels of public information.

NARTB board holds regular winter meeting Jan. 19-24 at Camelback Inn, Phoenix; TV finance committee meets Jan. 20, TV board Jan. 23.

Foreign TV Report: Increasing rate of TV's expansion and influence in other countries is indicated in recent reports from overseas, many of them direct from foreign capitals in response to our survey for international directory section of forthcoming *1958 Spring-Summer TV Factbook*, which goes to press in Feb. This reliable information covers some of more recent changes:

Soviet Union—Russia is using TV as foreign propaganda weapon, according to special report made this month by USIA Office of Research & Intelligence. This conclusion is drawn from fact that Soviet has put station on air at Murmansk 3 years ahead of schedule and has announced chain of satellites at Monchegorsk, Kirovsk, Pechenga & Kandalaksha, to make Murmansk studios "the TV center of the Polar Region." These stations, according to report, are aiming at coverage of parts of Norway, particularly the province of Finnmark, which has common border with Soviet Union.

Other Communist stations which telecast to western-oricnted nations: East German outlets, some of which beam programs to West Germany; Bratislava, to Austria; Tallinn, to Finland. Says USIA report: "The opening of the Murmansk station indicates that in spite of all the technical disadvantages of TV, such as a short direct range and different standards of transmission in various countries, the Communists see enough propaganda potential in this medium to try to reach greater audiences in the free world."

Austria—There are now 6 TV stations on air, plus 2 translator-type repeater outlets, new 30-kw station at Pyramidenkogel (Karnten) and 0.1-watt repeaters at Schladming and Baden having begun operation this month, we're informed by Osterreichischer Rundfunk, which says sets-in-use now total 15,000. Three more stations are due in 1958—two 60-kw outlets at Jauerling & Patscherkofel and 10-kw installation at Kahlenberg.

Portugal—Still undecided about commercial operation, Portugal formally inaugurated 100-kw station at Lisbon and 50-kw station at Lousa (Coimbra) late last month. New 100-kw outlet at Oporto is due to go on air by end of this month, with 6.5-kw station at Foia and 1-kw at Montejunto scheduled to start "at the beginning of next year," according to letter from Radiotelevisao Portuguesa, which estimates 5000 receivers in use.

Australia—Australian Broadcasting Commission hopes to put 4 more non-commercial stations (Brisbane, Adelaide, Perth & Hobart) on air in fiscal 1959-60, will ask for applications for commercial stations in same cities some time next year. There currently are 6 stations on air, in Sydney & Melbourne (4 commercial). Commission says about 120,000 receivers were licensed as of Oct. 1.

Switzerland—Fifth outlet, German-language station at Saentis (30-kw ERP), went on air this month, says Swiss Broadcasting Corp. Under construction are 10-kw Italian-language stations at Monte Ceneri (due next Spring) and San Salvatore (due next Fall). New French station is planned at Mt. Gibloux, with no definite target date. The non-commercial service is beamed to about 30,000 licensed receivers.

Luxembourg—Privately owned commercial Tele-Luxembourg has increased power to 100-kw, now serves 5000 receivers, according to artistic director Jacques-Gerard Cornu.

Poland—First TV station in Polish Silesia is now on air at Katowice, according to Reuters dispatch this week. Data in *TV Factbook No. 25* indicates station has 15-kw transmitter, 200-kw ERP.

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"Free enterprise TV in the U. S. is so far ahead of TV in Europe and South America that there is no basis of comparison," according to Colin M. Selph, former pres. of Santa Barbara's KEYT, who has just returned from 6-month study of foreign TV. "I wish the critics of American TV could view foreign TV for one week—particularly those critics who would force stringent controls and censorship on almost every type of program," he said. "Foreign programs are so mediocre that the average family pays little or no attention to the medium."

He found West Germany "the brightest spot in European TV [and] closest to the American type," with Italian and British commercial TV also promising.

Three new Canadian TV stations, including 2 satellites, were recommended by CBC Board of Governors at Dec. 6 meeting. Approved were radio CHAB (Mrs. L. A. Davis, owner) for Ch. 4, Moose Jaw, Sask.; Societe Video de Clermont for Ch. 75 satellite at Clermont, Que. to repeat CFCM-TV, Quebec City; La Compagnie de Television Pohenegamooke Inc. for Ch. 70 satellite at Estcourt, Que. to repeat CJBR-TV, Rimouski, Que.

European Protestant radio station building plans are being pushed this week in Geneva by lay and clergy promoters despite June refusal of support by Federation of Swiss Protestant Churches. Promoters envision medium-power 1865-mi. range station to cost $575,000-$690,000 with operating costs of $161,000 a year.

Fremantle Overseas Radio & TV Inc. establishes British sales subsidiary with offices in London, personnel not yet announced. Lane Blackwell, former European representative of Fremantle, has joined NBC to head British & European sales organization.

Eleven nations will participate in Eurovision's New Year's Eve program. Originating portions of show and carrying all of it will be TV stations in Britain (BBC), Netherlands, Austria, Italy, Belgium, Luxembourg, France, Switzerland, Monaco, Germany, Denmark.

A **super TV sputnik** is being built by Russia (Vol. 13:49) not only to jam radar and TV & radio signals but broadcast "its own propaganda on any TV channel anywhere in the world," Rep. Patterson (R-Conn.) asserted this week. Quoting "most reliable & authoritative sources" who informed him as member of House Armed Services and Joint Atomic Energy Committees, Patterson also told Middletown (Conn.) American Legion that sputniks may be utilized as "bomb-carry vehicles." He called for "super-accelerated crash program in all research & weaponry."

British retail TV sales hit year's peak of 191,000 in Sept. vs. 175,000 year ago, reports British Radio Equipment Mfrs. Assn. Total for 9 months was 856,000 vs. 777,000 in 1956 period. Radio sales in Sept. were 105,000 vs. 86,000 in 1956, while 9-mo. total was 824,000 vs. 674,000 last year.

Suggestions on international radio problems are invited by FCC, with Jan. 23 deadline, as part of U. S. preparation for International Telecommunication Union conference starting in Geneva July 1, 1959.

EIA spectrum study proposal is still at level of informal talks between EIA committee members and govt. officials (Vol. 13:44, 47-48). No formal meetings have been lined up and none are likely until after Jan. 1.

Personal Notes: Herbert B. Lazarus resigns Dec. 31 as AB-PT v.p., secy. & gen. counsel to open private law practice . . . Earl Rettig elected California National Productions pres., leaving post of NBC v.p. and treas.; he succeeds Robert D. Levitt, resigned; Weller Keever promoted to v.p. & gen. mgr. . . . Marcel Carter promoted to CBC controller of management planning & development, succeeded by A. M. Henderson as comptroller . . . Robert M. Weitman, CBS-TV program development v.p., named TV industry coordinator for 10th anniversary of State of Israel . . . Henry Hede promoted to ABC-TV administrative sales mgr., succeeded as eastern sales mgr. by Eugene Wyatt . . . Don L. Kearney, ex-ABC Film Syndication sales v.p., appointed Corinthian stations sales director . . . Herbert L. Golden, v.p. of Entertainment Industries div., Bankers Trust Co., N. Y. and former *Variety* reporter & editor, Jan. 1 becomes pres. of new United Artists Television Corp. and v.p. & director of parent United Artists Corp. . . . Stephen A. Machcinski Jr. promoted to exec. v.p. of rep Adam Young Inc. . . . Robert J. Sullivan, ex-WOR-TV & WOR, N. Y., named CBS Radio mgr. of audience promotion & merchandising . . . James Richards, ex-Don Lee v.p., rejoins John Blair & Co. as account exec. on N. Y. staff . . . Norman J. Ostby, ex-Don Lee station relations v.p., appointed gen. mgr. of MBS west coast div. . . . Walter E. Nilson promoted to rep Katz Agency TV sales mgr.; Wm. W. Joyce named Chicago TV sales mgr.; Oliver T. Blackwell, Alfred I. Miranda & Michael T. Membrado promoted to asst. TV sales mgrs. . . . F. A. (Mike) Wurster transfers from N. Y. office of John E. Pearson rep firm after holidays to become mgr. of San Francisco office, succeeding Martin Percival, who has resigned to accept a position in N. Y. . . . Timothy O'Connor appointed head of broker Allen Kander & Co. new Denver office, 1700 Broadway (Acoma 2-3623) . . . George H. Morris promoted to gen. sales mgr. of WSIX-TV, Nashville . . . Ted Weber, ex-WGN-TV, Chicago, appointed director of sales development of WVUE, Wilmington-Philadelphia . . . Roger Gardner promoted to production mgr. of WCCO-TV, Minneapolis, succeeding Charles D. Miller, resigned . . . Curt Sobo, ex-KFYR-TV, Bismarck, named mgr. of Meyer Bcstg. Co.'s upcoming KMOT-TV, Minot, N. D. (Ch. 10); Larry Mills appointed news director of Meyer which also operates KFYR-TV & KFYR and KUMV-TV, Williston, N. D. . . . Douglas L. Sinn, ex-WWJ-TV, Detroit, appointed regional sales mgr. of WMBD-TV, Peoria . . . Anne Hetfield, ex-Branham Co., named sales development director, Crosley Bcstg. Co.; Marjorie Kemme promoted to press relations director, WLWT & WLW, Cincinnati . . . J. Harrison (Jack) Hartley, ex-station director of WEWS, Cleveland, appointed agent for Conn. Mutual Life Insurance Co., 2800 Euclid Bldg., Cleveland . . . Ted Steele forms Ted Steele Radio & Television Station Representatives, 510 Madison Ave., N. Y. with Leonard H. Levitt v.p.-gen. mgr., Steele continuing WOR-TV program . . . Mort Stein resigns as sales mgr. of Frazen TV Commercial Productions.

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Seymour M. Chase, onetime attorney in FCC Office of Opinions & Review, who for last 4 years has been with Segal, Smith & Hennessey law firm, on Jan. 2 occupies own offices at 736 Wyatt Bldg., Washington (phone, Executive 3-2299); George S. Smith and Philip J. Hennessey, forming new law firm of Smith & Hennessey (Vol. 13:45), same date move into own building at 1240 19th St. NW (Executive 3-7242). In honor of his ex-partners, Paul M. Segal, who retains present quarters at 816 Connecticut Ave., gives cocktail party Dec. 20 at Army & Navy Club.

Nathan D. Golden, veteran director of Dept. of Commerce scientific, motion picture & photographic products div., awarded B'nai Israel plaque for outstanding achievement.

Wm. S. Paley, CBS chairman, appointed by President Eisenhower to Civil War Centennial Commission, preparing program for 100th anniversary of Civil War.

Frank L. Dennis promoted to USIA director of Public Information, succeeding Sidney H. Fine, assigned overseas.

Obituary

Johnnie Andrews, 50, pres. of Andrews Tower Co., TV & radio tower builder, died Dec. 12 in plane crash near Van Horn, Tex. Local officials said he may have suffered heart attack shortly before crash.

ADVERTISING AGENCIES: Dwight M. Mills, Kenyon & Eckhardt exec. committee chairman, plans to retire next year, no date set . . . F. Kenneth Beirn and F. Bourne Ruthrauff resign as v.p.'s of Erwin Wasey, Ruthrauff & Ryan . . . Anderson F. Hewitt, Kenyon & Eckhardt senior v.p., elected to exec. committee . . . Dan Potter promoted from broadcast media director of Norman, Craig & Kummel to head new corporate media planning & analysis dept. . . . Edward N. Mayer Jr. promoted to exec. v.p. of Communications Counselors Inc., div. of McCann-Erickson . . . Charles E. Coe, ex-Communications Counselors div. of McCann-Erickson, appointed Reach, McClinton & Co. v.p., director of market development and plans board member . . . John T. McHugh, ex-Joseph Katz agency pres., appointed Keyes, Madden & Jones exec. v.p. . . . Robert J. Brewster, ex-McCann-Erickson, joins J. Walter Thompson Co., Chicago, as a senior group head.

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Baltimore's taxing spree—not only the proposed levies on all advertising media (Vol. 13:45-49) but by newly imposed tax on stocks & machinery of industries—is reaping an inevitable harvest. AP reports that 102-year-old A. K. Robins Co., employing 75, and Maryland Beverage Co. are moving to other towns—making 11 firms to do so since new city tax on inventory & equipment went into effect earlier this year.

Tempest in a Toothpaste Tube: Madison Ave. was still choosing up sides at week's end over rather spectacular loss of Whitehall Pharmacal account by Grey Adv. Agency after Grey pres. Arthur Fatt acknowledged in TV interview that he didn't always use Whitehall's Kolynos toothpaste. Appearing on *Nightbeat* on WABD, N. Y., Fatt told interviewer Howard Whitman, in response to question, that he had used Crest toothpaste the morning of telecast; Whitman then brought out that Grey Adv. represented Kolynos. Fatt stated his agency also handled some products of Procter & Gamble, but not Crest. This week, Whitehall dropped Grey for Kolynos. Though Whitehall parent American Home Products Corp. is one of top 20 national advertisers, Kolynos account represents only about $300,000 a year. Most admen felt that by & large Fatt did excellent job on TV show in representing ad industry—but opinion was divided as the whether Whitehall was justified in dismissing agency. There was unanimity, however, in feeling that it would be a long time before any more agency men appeared on TV interview shows.

New reps: WESH-TV, Daytona Beach, to Avery-Knodel (from Petry); KSHO-TV, Las Vegas, to McGavren-Quinn (from Forjoe); KCEN-TV, Temple, Tex. to Blair Television Assoc. (from Hollingbery); WJBF, Augusta, Ga. to Hollingbery (from Avery-Knodel).

Telecasting Notes: What's more important to a sponsor than ratings? At least 3 other considerations should be, says pres. Walter Guild of Guild, Bascom & Bonfigli in special article in Dec. 11 *Variety*. "We dearly love high ratings, and are as dejected as the next one when we lose a point or 2," he sums up. "But we rank ratings in about fourth place in our consideration of TV properties" . . . Mr. Guild's 3 more-important-than-ratings points: (1) Good commercial fusion, or "opportunity to present commercials at a time and in a situation when audience is in a mood to receive them." (2) Every-week frequency of commercial message, rather than alt. week sponsorship. (3) Exclusivity of sponsorship, as opposed to shared sponsorship . . . **John Crosby takes dimmer view of ratings** in his Dec. 13 N. Y. *Herald Tribune* column. "Ratings are idiotic," he says. "Only idiots would pay the slightest attention to them and here a whole industry is based on them" . . . "**The TV market has suddenly gone soft**," reports another article in same issue of *Variety*, "and the networks are more than a little concerned over a situation that finds them with several openings in prime time and no solid prospects for filling them." Among shows which article lists as seeking alt. sponsors are NBC's *Restless Gun*, which pulled No. 5 rating in Nov. ARB list; CBS's well-rated *Person to Person* and *I Love Luey* reruns . . . Swing to live shows next summer and fall is predicted by ABC-TV program v.p. James Aubrey Jr., according to Dec. 9 *Billboard*. His logic: Sponsors and producers have learned lesson this season, and plan to start shows live so that changes may be made quickly, if needed; if shows prove successful, then they'll switch them to film . . . **Westinghouse Broadcasting Co.** will be only U. S. non-network station group with correspondent at Paris NATO meetings; WBC national correspondent Rod MacLeish will transmit daily 15-min. reports for duration of conference and will supervise special UP film coverage for WBC stations . . . **Major cultural effort of CBS-TV**, *Seven Lively Arts*, will be dropped after 10 of the originally planned 26 shows, having failed to attract sponsor—or critical acclaim, until Dec. 7 jazz show, which received enthusiastic response from reviewers . . . **Metropolitan music critics** again applauded *NBC-TV Opera Theatre* as it opened season Dec. 7 with striking performance of Poulenc's "Dialogues of the Carmelites" . . . One **of most ambitious** and largest news shows ever scheduled is CBS-TV's Jan. 5 *Where We Stand*, 90-min. program sponsored by Prudential Insurance, and reporting on scientific, military, govt., economic & educational scorecard between U. S. & Russia . . . IT&T's debut in network TV sponsorship will be 60-min. CBS-TV *See It Now* Dec. 30 program of filmed highlights of Marian Anderson's Asian concert tour . . . **Major league baseball** on film is project being considered by ABC-TV for 1958 ball season. Under plan, daytime games would be filmed, then played back same evening . . . **Like old times**: CBS-TV's *Lucille Ball-Desi Arnaz* show topped both Nielsen & ARB ratings for Nov., when the new once-a-month 60-min. show made its debut.

TV poses no moral problem to Catholics generally, Bishop Wm. A. Scully of Albany, chairman of Episcopal Committee on Motion Pictures, Radio & TV, said this week. Reminding Catholics to renew pledges of loyalty to Legion of Decency and be on guard against improper movies, he said his Committee sees no need now to pass judgment on U. S. TV or radio programs in carrying out censorship encyclical by Pope Pius XII (Vol. 13:46-47). "The [broadcasting] industry is to be commended in preserving standards which permit the American home to tune in programs at random without being faced, in each instance, with a problem of moral judgment," Bishop Scully said. He praised TV's "self-regulatory agencies" for upholding—"with some exceptions"—broadcasting principles of serving public interest.

Westinghouse's 5 TV stations, which under direction of pres. Don McGannon are taking lead among non-network interests in production of our own educational programs, is screening documentary *Education '57* for U. S. Commissioner of Education Lawrence Derthick and others at Washington's Statler Hotel, Dec. 16 at 5 p.m. Last month, it screened for FCC its *Adventurers in Number & Space*, featuring Baird Puppets in nine 30-min. films designed to popularize such subjects as arithmetic, algebra, geometry, computers, etc. Westinghouse spent $80,000 on the series, is currently running them sustaining in prime time (between 7 & 8 p.m.) on its own stations, plans to release them also to educational stations.

Rate increases: WSIX-TV, Nashville, Nov. 1 added Class AA hour (7-9:30 p.m. daily) at $700, min. at $140, Class A hour going from $575 to $600. WILK-TV, Wilkes-Barre, Nov. 1 raised base hour from $425 to $475, min. $85 to $95, its second increase in 3 months, having raised hour from $375 last Sept. WESH-TV, Daytona Beach, Nov. 1 added Class AA hour (7:30-10:30 p.m. daily) at $400, min. at $90, Class A hour going from $200 to $325. WTPA, Harrisburg, Nov. 1 raised hour from $350 to $385, 20 sec. $70 to $75.

TV network contracts with major league baseball clubs for Sunday games next season should be deferred pending Congressional investigation, Chairman Celler (D-N. Y.) and Rep. Keating (R-N. Y.) of House Judiciary anti-trust subcommittee said this week. Responding to protests by minor leagues that telecasts scheduled by CBS-TV and 5 major clubs would cut into minors' Sunday gates (Vol. 13:49), Celler & Keating warned in joint statement that "precipitous action taken now would seriously interfere with an ultimate solution that is fair & equitable to all concerned." They promised probe of dispute between minors & majors to see if new anti-monopoly legislation is needed to prevent situation which would "jeopardize the welfare of the entire sport."

Local TV programming by Westinghouse stations in new "Project 62" will help "discover & develop the performing, writing & producing talent for the industry's needs," according to Westinghouse Bcstg. Co. pres. Donald H. McGannon. He told meeting of station executives in Savannah that "Project 62" will be financed as corporate undertaking "well into 6 figures."

Jefferson Standard Bcstg. Co.'s WBTV & WBT, Charlotte, have received first annual "Corporate Citizenship Award" from N. C. Literary and Historical Assn. Inc. Also, this week, Jefferson Standard Foundation awarded 3 one-year scholarships to U of N. C. students for study in Dept. of Radio, TV and Motion Pictures.

Weather radar system which can be used by TV-radio stations and other relatively small privately operated enterprises, such as construction projects and offshore drilling operations, was announced this week by RCA. New compact ground system is designed to provide accurate forecasts, spotting and tracking disturbances at distances up to 150 mi. It is being manufactured in RCA's Los Angeles defense electronic products plant.

New closed-circuit TV system at Ohrbach's dept store, N. Y., was credited with first arrest this week when woman was held on charge of taking $70 sweater.

New and Upcoming Stations: KWRB-TV, Riverton, Wyo. (Ch. 10) opened up new market when it started Dec. 14 as CBS-TV affiliate, bringing on-air total to 520 (90 uhf). It plans off-air network pickup from KTWO-TV, Casper, Wyo. (Ch. 2), 105-mi. away, when that station moves to higher power at new site, scheduled for Jan. Other outlets due soon are KVII, Amarillo, Tex. (Ch. 7) and WMBD-TV, Peoria, Ill. (Ch. 31).

KWRB-TV has 5-kw GE transmitter, 12-bay antenna, atop Mt. Ridge, Boysen Peak. Studio in Thermopolis is connected via microwave, as will be studios to be built later in Riverton & Worland. Owner-mgr. is Joseph P. Ernst, operator of radio KWRL, Riverton; KRTR, Thermopolis; KWOR, Worland. Base hour is $150. Rep is Meeker.

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In our continuing survey of upcoming stations, these are latest reports from principals:

WLOF-TV, Orlando, Fla. (Ch. 9) has 80% of GE equipment on hand, hopes to begin test patterns about Jan. 9, programming 2 weeks later, reports v.p.-gen. mgr. Donn R. Colee. It will use 651-ft. Stainless tower. Principal owners are Joseph L. Brechner and John W. Kluge. Rates not yet set. Rep will be Young TV.

WJCT, Jacksonville, Fla. (Ch. 7, educational) has changed target to Feb. 1, reports Heywood Dowling, pres. of grantee Educational Television Inc. GE 5-kw transmitter donated by WMBR-TV is expected to be hooked up in month to Alford antenna on WFGA-TV tower at 843-ft. level. It will use WMBR-TV studios, but transmitter and film equipment will be located in WFGA-TV transmitter house.

WBPZ-TV, Lock Haven, Pa. (Ch. 32) is wiring 1-kw RCA transmitter, plans test patterns about Jan. 1, reports WBPZ gen. mgr. Harris Lipez. It will be first local TV outlet in area which has been getting service from community antenna systems. It plans Jan. 15 start as ABC-TV affiliate, picking programs off air from WILK-TV, 80 mi. away. Antenna was scheduled for installation Dec. 16 on Stainless 100-ft. tower on Sugar Lusk Mt. Radio staffers assuming TV duties are Richard Yoke, sales mgr.; Dave King, program mgr.; Albert Stratmoen, chief engineer. Base hour will be $100. Rep not chosen.

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New joint 1110-ft. tower was inaugurated Dec. 15 by Philadelphia's WFIL-TV (Ch. 6) & WRCV-TV (Ch. 3) with 30-min. dedicatory color program carried by both stations.

Translator starts: K78AF, La Barge-Big Piney, Wyo. began Dec. 7 repeating KSL-TV, Salt Lake City.

Radio Station Sales Approved by FCC: WDIA, Memphis, Tenn. by John R. Pepper & E. R. Ferguson for $1,000,000 to owners of WOPA, Oak Park, Ill. (Vol. 13:44) . . . WOBS, Jacksonville, Fla. by Robert W. Rounsaville for $500,000 to owners of WSTN, St. Augustine (Vol. 13:34) . . . WMRY, New Orleans, La. by Lester Kamin and associates for $250,000 to Robert W. Rounsaville (Vol. 13:34) . . . KITO, San Bernardino, Cal. by Frank Oxarart, Albert Zugsmith and John D. Feldmann for $200,000 to owners of KWKW, Pasadena, Cal. (Vol. 13:46) . . . KRCT, Pasadena, Tex. by W. D. Christmas for $175,000 to v.p.-gen. mgr. John H. Touchstone and Leroy J. Gloger (Vol. 13:46) . . . WTAN, Clearwater, Fla. by Mary B. & William G. Wells for $155,000 to H. Dennison Parker (Vol. 13:44) . . . WWIL, Ft. Lauderdale, Fla. by Missouri Bcstg. Corp. for $130,000 to Florida Air-Power Inc. (Vol. 13:36) . . . WEAR, Pensacola, Fla. by Gulfport Bcstg. Corp. for $112,500 to Florida Radio & Bcstg. Co. (Vol. 13:43) . . . WMMB, Melbourne, Fla. by Mrs. Erna Bessler for $102,500 to Harlan Murrelle and associates (Vol. 13:43) . . . WVLN, Olney, Ill. by Olney Bcstg. Co. for $95,000 to owners of WSOY, Decatur, Ill. . . . WHUC, Hudson, N. Y. by Robert P. Strakos and John F. Kearney for $82,500 to Colgreene Bcstg. Co. (Vol. 13:47) . . . KTOO, Henderson, Nev. by KTOO Inc. for $78,945 to Advertising Dynamics Corp. . . . WGKV, Charleston, W. Va. by Jacob & Walter Evans for $77,500 to Joseph L. Brechner (Vol. 13:46) . . . KTNM, Tucumcari, N. M. 55% by David R. Worley, Lloyd Hawkins & Bruce Zorns for $63,000 to Howard L. Maudlin (Vol. 13:33) . . . WIKB, Iron River, Mich. by WIKB Inc. for $53,000 to Edwin Phelps and son (Vol. 13:44) . . . WMGE, Madison, Ga. by W. C. Woodall Jr. and associates for $30,000 to Howard C. Gilreath and F. K. Graham (Vol. 13:46).

Sale of KGEO-TV, Enid-Oklahoma City (Ch. 5) by Streets Electronics Inc. (P. R. Banta, pres.) for $2,500,000 (Vol. 13:41, 45) was approved by FCC. Buyers are L. E. Caster, ex-pres. of WREX-TV, Rockford, Ill. (Ch. 13), who acquires 75%, and Ashley L. Robison, owner of radio KOVO, Provo, Utah and 15% stockholder of WREX-TV, who gets 25%. Banta is to buy back 10% of KGEO-TV from Caster.

Reports of Radio Station Sales: KDON, Salinas, Cal. by Clark Fee and Glen Stadler for $260,000 to Richard Bott, asst. gen. mgr. of KSAN-TV, San Francisco (Hamilton, Stubblefield, Twining & Assoc.) . . . WOTW, Nashua, N. H. by Arthur A. Newcomb for $155,000 to Theodore Feinstein, owner of 3 other New England stations . . . KSUB, Cedar City, Utah, 34.27% by Durham Morris, W. Arthur Jones, Lannell N. Lunt and Lorin C. Miles for $65,415 to Beehive Telecasting Corp., grantee for Ch. 11 in Provo and present 23.72% owner; Beehive will own 58% of station after transaction . . . KTOO, Henderson, Nev. by Tom Magowan and Fred Jones for $63,600 to group of Hollywood TV-radio announcers . . . KOFE, Pullman, Wash. by J. Ronald Bayton & Maynard F. Hicks for $60,000 to KOFE Inc. (Herbert E. Everitt, pres.) . . . KASI, Ames, Ia. by Ames Bcstg. Corp. for $57,000 to William Evans, free-lance radio producer & writer . . . WJOT, Lake City, S. C. by Lake Bcstg. Corp. for $49,731 to Charles W. & John A. Dowdy.

Transfer of KCOP, Los Angeles (Ch. 13) to Bing Crosby-Kenyon Brown group for $4,000,000 from Copley Press was approved by FCC this week—Commission satisfied with purchaser's program plans, which it had questioned after complaints were filed by NAFBRAT (Vol. 13:34, 37). Viewers' group had charged that station's schedule was poor in presentation of controversial issues, overcommercialized, etc.; purchaser had said it planned no substantial change, later submitted statement meeting Commission approval.

Kansas City Star, now selling its TV-radio stations for $7,600,000 cash to National Theatres Inc. in compliance with consent decree arising from anti-trust conviction (Vol. 13:48), faces new damage suits filed Dec. 13 in Federal district court in Kansas City by publishers of several newspapers and shopping papers. Alleging monopolistic practices, publisher of *Independence* (Kan.) *Daily News* asks treble damages of $3,000,000 and $150,000 attorney fees; owners of *North Kansas City News* and weekly *Industrial Press* demand $2,550,000 damages and $50,000 fees; publishers of *Johnson County Herald* seek $1,500,000 & $50,000.

FCC Issues Major Rules Revision: New "practice & procedure" rules of FCC, issued this week, are source of pride to Commission—being first major revision in about 10 years, and FCC being first govt. agency to accomplish feat essayed by all similar agencies.

Extensive document, to be printed in *Federal Register* as soon as possible, also in special Govt. Printing Office pamphlet, contains numerous revisions — including elimination of mandatory "written hearings" (Vol. 13:48), changes in treatment of petitions for stay and reconsideration, simplification of admission to practice before Commission, modification of procedure in filing amendments after initial decisions, etc.

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FCC continued its closer scrutiny of "drop-out" agreements, as in Lubbock case (Vol. 13:48-49) wherein competitor withdraws application, leaving one applicant free for grant. It stayed finalization of Ch. 18 CP in Baton Rouge for Port City TV Co., pending study of agreement with Bayou Bcstg. Corp., which dismissed.

Allocations activity: (1) *Washington Post*, operator of WTOP-TV (Ch. 9) and WMBR-TV, Jacksonville (Ch. 4), asked that Ch. 8 be shifted from Selma, Ala. to Birmingham. CP for Ch. 8 is held by WSLA (Wm. Brennan & Wm. E. Benns) which has sought approval for move to new site and 2000-ft. tower 50-mi. southeast of Selma. WSLA has had grant since Dec. 14, 1953, is seeking 7th extension of time to build. WSLA has had long hassle with Govt., in attempt to get approval of its proposed tower. (2) KATV, Pine Bluff, Ark. (Ch. 7) asked for move of its channel to Little Rock, shift of Ch. 9 from Hot Springs to Pine Bluff. (3) WWLP, Springfield, Mass. (Ch. 22) filed 5-town uhf parlay aimed at getting Ch. 74 into Springfield, Vt. for translator. (4) FCC started rule-making to delete Ch. 5 & 8 from Walla Walla, Wash. to make city all-uhf. (5) Commission denied proposals to shift educational Ch. 11 from Durham, N. H. to Keene, N. H. or Worcester, Mass. for commercial use.

Time for comments on low-power vhf rule-making was again moved, from Dec. 15 to Jan. 15, at request of booster proponent Gov. McNichols of Colo.

Ch. 11 CP to Beehive Telecasting Corp., Provo, Utah, was made effective immediately. Translators on Ch. 73, 80 & 83 were granted for Redwood Falls, Minn.

Sale of 60% of WMFD-TV, Wilmington, N.C. (Ch. 6) by Richard A. Dunlea & wife for $153,850 (Vol. 13:44) was approved by FCC this week. Dan D. Cameron retains his 40% of station, Dunleas keep radio WMFD. Buyers of Dunlea stock are WNCT, Greenville, N. C. (Ch. 9) and J. W. Jackson. After transfer is effected, stockholders are to buy additional shares which will result in this lineup: WNCT, 49.58%; Dan D. Cameron, 40%; James W. Jackson, 10.41%.

Control of KPLC-TV, Lake Charles, La. (Ch. 7) & KPLC is being acquired by T. B. Lanford, who already has ⅓ interest, it's revealed by application filed with FCC. He's paying $322,000 for 1/6 held by R. M. Dean and 1/6 by Viola Lipe Dean Trust, increasing holdings to ⅔. Other ⅓ partnership interest is held by L. M. Sepaugh. Oct. 31 combined balance sheet for TV and radio lists $134,297 net profit. It shows $219,218 current assets, $276,475 fixed assets; $90,998 current liabilities, $282,876 investment by Lanford, $151,035 by Sepaugh.

Triangle Publications Inc., headed by Walter Annenberg, publisher of *Philadelphia Inquirer, TV Guide* and other periodicals, owner of WFIL-TV & WFIL, Philadelphia as well as 4 other TV and 4 other radio stations [see p. 206, *TV Factbook No. 25*] this week acquired tabloid *Philadelphia Daily News* (circ. 175,000) from Matthew J. McCloskey, treas. of Democratic National Committee. It will continue to be published as a tabloid but editorial policy changes to Republican.

Five applications for TV stations and one for a translator were filed with FCC this week, bringing total to 122 (32 uhf) for stations, 25 for translators. Applications: For Moline, Ill., 2 for Ch. 8, one by group headed by Frank Schreiber, ex-gen. mgr. of WGN-TV, Chicago, other by principals of WMT-TV, Cedar Rapids; for Hot Springs, Ark., Ch. 9, by Donald Reynolds, owner of KFSA-TV, Ft. Smith, and other stations; for Gainesville, Fla., educational Ch. 5, by U of Fla.; Lubbock, Tex., Ch. 5, by owners of KDAV there. Translator was for Ch. 77, Redwood Falls, Minn. [For details, see *TV Addenda 25-T* herewith.]

Assn. of Maximum Service Telecasters added 5 members at board meeting in Tulsa last week. KOA-TV, Denver; WFIL-TV, Philadelphia; WBIR-TV, Knoxville; WRGP-TV, Chattanooga; KSIX-TV, Corpus Christi.

Program at 83rd semi-annual SMPTE convention April 21-25, Ambassador Hotel, Los Angeles, includes these papers: "Closed Circuit TV," by Boyce Nemec, management consultant; "Color and Black-&-White Cinematography," Alan M. Gundelfinger, Technicolor Corp.; "Distribution of TV Programs on Film," Frank Ralston, ABC TV Center; "High-Speed & Instrumentation Photography," Robert M. Beatty, Lockheed missile div.; "Industry Milestones," John B. McCullough, Motion Picture Assn. of America; "Laboratory Practices," Vaughn Shaner, Eastman Kodak; "Motion Picture Studio Practices," Petro Vlahos, Motion Picture Research Council; "Sound Recording," James L. Pettus, RCA; "TV Recordings," Ralph E. Lovell, NBC; "TV Studio Practices," Jack Kennedy, NBC; "World-Wide TV," Ellis W. D'Arcy, consulting engineer.

Compatible single-sideband radio transmission is being tested by ABC's WABC—second N. Y. outlet to experiment with the new technique, first having been WMGM (Vol. 13:12). System eliminates one sideband (saving spectrum space), concentrating entire output on other sideband. Tests began Dec. 8, using CSSB on regular programs 6 p.m.-8 a.m. this week; next week tests will be carried 8 a.m.-6 p.m., with transmission hours alternating each week thereafter. Listeners have been invited to comment. Engineering v.p. Frank Marx said ABC expects CSSB to provide increase in effective signal equivalent to doubling power, improvement in fidelity, less fading in fringe areas.

Unique agreement with 3 networks has been signed by WJIM-TV, Lansing-Flint (Ch. 6), under which station "will accept orders from all networks on an equal basis" effective Jan. 1. Outlet will drop its "basic" affiliation with NBC and "basic optional" ABC & CBS tags. Currently, according to pres. Harold F. Gross, station is scheduling 58 hours weekly from NBC, 24 from CBS & 14 from ABC. "As of Dec. 1," he adds, "WJIM-TV had orders on hand for all NBC programs, 71% of all CBS programs and 87% of the ABC commercial schedule." Station originates 30 shows weekly at new Flint studio.

American Research Bureau has moved into new 2-story center at Beltsville, Md., consolidating depts. previously quartered in National Press Bldg., Washington, and College Park, Md.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
December 14, 1957

DIMENSIONS OF THE ELECTRONICS INDUSTRY: Electronics' role in the economy was blocked out precisely and concisely this week when James D. Secrest, Electronic Industries Assn.'s perceptive and experienced exec. v.p., addressed U.S. Chamber of Commerce "Business Outlook Conference" in Washington. Highlights:

(1) Govt. is by far electronics industry's biggest customer -- percentage of factory dollar volume coming from Govt. rising from 20% to 50% from 1950 to 1957, while entertainment volume dropped from 58% to 21%.

(2) Total factory electronics sales should reach record $7 billion this year vs. $5.9 billion in 1956 -- with 8-10% increase in prospect for 1958.

(3) Military electronics jumped from $2.7 billion in 1956 to an expected $3.5 billion this year.

(4) Industrial electronics is $1.3 billion this year, $350,000,000 above 1956.

(5) TV sales slipped about 4% this year, production about 12% -- to about 6,500,000 units for both -- but "greater stability and balanced inventories improved the profit position of most companies" -- and industry expects to produce and sell about 7,000,000 or more sets in 1958.

(6) Radio and hi-fi have boomed -- radio production due to hit about 15,300,000 this year vs. 13,900,000 in 1956 (Vol. 13:49) -- with 500,000 more due in 1958.

(7) One of biggest potentials is industrial electronics. "Already, it is running a close second to home entertainment and may well surpass it next year."

(8) Component sales this year will be about $900,000,000, up $50,000,000; transistor sales of 27,000,000 will be more than double 1956's.

(9) A strong comer: Closed-circuit TV -- especially for school & industry.

NOV. SALES TURN UP, INVENTORIES DOWN: Year's downward trend in retail TV unit sales broke to upward side in Nov., preliminary estimates indicating 613,000 units sold, including exports, compared with 572,000 in Nov. 1956. It was first month since July and only 4th in year (others, Jan. & May) that retail sales bettered comparative 1956 months. If Dec. sales match the 960,000 of last Dec., retail sales for full year should reach about 6,500,000 vs. 1956's 6,800,000. However, Dun & Bradstreet Inc. reports 1-5% drop in retail business week ended Dec. 11, compared with last year, blaming sloppy weather and transportation strikes -- heaviest impact on furniture, housewares, major appliances.

End-of-Nov. inventories totaling 2,500,000 at all levels -- factory, distributor, retail -- also are regarded as favorable and compare with 2,800,000 at same time last year. Particularly noteworthy is fact inventories have remained virtually constant since end of Sept., whereas in same 1956 period they increased 200,000.

Inventory shows how carefully set makers are watching the production-factory sales-retail sales cycle. Nov. production was 562,000 vs. 680,000 in Nov. 1956; factory sales were 580,000 vs. 631,000.

Note: We've remarked before on the curious parallel between passenger auto and TV receiver production figures. Ward's Automotive Reports estimates 6,158,000 cars being built this year (aside from 1,000,000-plus trucks). In 49 weeks thus far reported by EIA, TV production totaled 6,047,000 (see p. 11); last 3 weeks of year are not usually heavy -- so parallel seems to hold again, for whatever it may betoken.

Magnavox Mending Fences: "Magnavox is looking for dealers in metropolitan areas where we don't have adequate distribution." That's the explanation given by merchandising director George Fezell when we asked if this week's controversial addition of dealers in Philadelphia showed break in company's tight franchising policy.

Key cities have to produce higher percent of market in order to balance Magnavox's (1600 dealers) lack of representation in most of nation's 3000 counties, he said. "Our Philadelphia figure was too low." He added that increasing franchises to 17 this week from start of 9 in first quarter won't interfere with business of present accounts -- 17 dealers being less than half number Magnavox marketing might require.

Does local "character" of some of the added dealers disturb Magnavox? "No, our franchise has teeth in it. All dealers have signed it," he said, adding that agreements signed also protect price against excessive trade-in allowance tactic often used by discounter to disguise price cutting. "Some of our biggest accounts are discounters," he added, "but they value our franchise; they don't cut Magnavox."

Production: TV output was 109,339 week ended Dec. 6 vs. 123,844 the preceding week & 151,993 in 1956. Year's 49th week brought production to about 6,047,000 vs. 7,010,837 last year. Radio production was 387,597 (121,784 auto) in Dec. 6 week vs. 357,881 (109,372 auto) the preceding week & 374,826 (164,907 auto) in 1956. Through 49th week, radio set output totaled about 14,379,000 (5,156,000 auto) vs. 12,952,675 (4,553,194 auto) through 49 weeks of 1956.

$3,000,000 Hallicrafters Deal: Hallicrafters principals would neither confirm nor deny widely published reports this week that sustain advance indications (Vol. 13:49) that company will shortly revert to control of pres. Wm. J. Halligan and family—but fact is announcement came from Penn-Texas Corp., of which Hallicrafters became a subsidiary in Feb. 1956 (Vol. 11:51). At Hallicrafters it was stated announcement was premature because some contingencies remain to be resolved.

Penn-Texas stated $3,000,000 cash was being paid to spin off the pioneer TV-radio-communications equipment manufacturer; whether the Halligans will be sole owners, or will once again offer their stock publicly, could not be ascertained. First National Bank, Chicago, is Hallicrafters' banker.

It's definite that Hallicrafters is going to halt TV-radio output at end of Jan., but it will continue to make the amateur equipment which first made it famous along with police, railroad and other mobile radio apparatus. Firm also has substantial govt. contracts still in force, and is making the Lowrey electronic organ under contract. Its gross sales will run about $23,000,000 this year, whereas in its 1955 & 1954 fiscal years, when TV sales under own brand name were substantial, it did around $30,000,000 (Vol. 11:47). It went under the Penn-Texas wing in an exchange-of-stock deal.

Firm is currently completing contracts to manufacture some of Western Auto's private-label TV's, radios and auto radios (*Truetone*); Gamble-Skogmo's TV (*Coronado*); Montgomery Ward's radios (*Airline*). Founder and head of firm, the widely known and popular "Bill" Halligan, ex-West Pointer, is understood to be slated for chairman of the board, his sons for other key posts much the same as they now hold: Wm. J. Jr., 33, sales & exec. v.p.; Robert F., 32, now v.p., probably new pres.; John R., 30, now treas. & asst. secy., new secy.-treas. Firm has 2 big plants in southwest Chicago.

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Record GE sales & earnings for 1957 are seen by pres. Ralph J. Cordiner, who says there's every indication they'll top 1956's earnings of $214,000,000 on sales of $4.09 billion. He sees a tapering off in first half of 1958 for both electrical equipment industry and economy generally, with upturn in second half.

Census Bureau reports $3.258 billion sales of electrical appliances, TV, radio sets, electronic parts by distributors in first 10 months of 1957 vs. $3.253 in 1956 period.

TV Styling to Come: Further evidence of styling trends in coming TV lines (Vol 13:48) came with introduction of mid-season, pre-market filler models into current 1958 lines by 4 TV set manufacturers this week. Philco accented out-front sound in 3-model drop-in line featuring table model with tapered sides and "jeweled look." Sales mgr. Gib Kennedy told us front is 2-in. wider than finished back, trimmings are gold metal parts on grey background; controls are recessed into top of set, lighted from underneath.

Sylvania extended the styling shown in June by introducing "convertible" basic portable which intergrates into conventional and period table, lowboy, console furniture. In ensemble, portable's speaker hooked into set's audio system by extension cord, is "front-mounted on furniture piece"; when receiver is portable, speaker is removed from console and placed in portable's own special compartment. Prices range from $230 to $380; 3 new 17-in. portables are $150 to $180.

Motorola pushed for hi-fi sound, showing distributors 4 new models—table, consolette, 2 consoles—and tubeless 8-transistor car radio. Table model TV uses short-neck 90-degree tube, has two 5¼-in. speakers in cabinet, 3rd speaker in matching base—carries open list price. Console at $300 has 12-in. woofer & two 4-in. tweeters; 2nd (period styled) console at $400 has twin 8-in. speakers. Consolette, $230 carry-over of fall special, has pair of 4-in. speakers and 8-in. in base.

Zenith showed 21 sets to distributors. Among 8 portables are 4 with indoor antenna completely contained within cabinet, operated by dial. New 14-in. is included. One new 17-in. is beamed specifically at hospital market, equipped with remote control, high castered table, earphones, pillow speaker.

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Philco's foreign operating company (Philco Corp. S. A., Fribourg, Switzerland) has concluded agreements with James N. Kirby Mfg. Pty. Ltd., Camperdown, N. S. W., Australia, for manufacture & distribution of all Philco consumer products there—in addition to Crosley & Bendix products Kirby will continue to make.

Trav-Ler, switching to distribution totally through independents, drops factory branches in Portland, Ore., San Francisco, Minneapolis, Milwaukee, Cleveland & Boston, has converted branch mgrs. to regional mgrs. who will franchise distributors.

Trade Personals: Harry M. Kane promoted to gen. mgr. of Whirlpool laundry appliance div. . . . **Roy Raymond** named N. Y. district mgr. for Stromberg-Carlson commercial sound products . . . **R. T. Silberman** named pres. of Cohu Electronics Kin Tel div.; **Thomas M. Hamilton** named administrative v.p. of Millivac div. . . . **Donald R. Kingdon** named district sales mgr. for GE receiving tubes, hi-fi and other components for part of Los Angeles, all of San Diego & Ariz. . . . **Robert G. Stuart** promoted to gen. sales mgr. of Zenith hearing aid div. . . . **Henry F. Frailey** named operations mgr. for special purpose & power tubes, Westinghouse electronic tube div. . . . **Robert R. Williamee** promoted to supervisor of renewal sales service, Sylvania radio tube div. . . . **Robert E. Silver** named eastern states sales & distribution v.p. for Sterling Hi-Fidelity Inc., importer of German Nordmende-Sterling . . . **Walter Fleck** promoted to mgr. of all operations of Bath, N. Y. plant of Westinghouse electronic tube div.; he was recently named mfg. mgr. . . . Jack Adams promoted to editor of *Mart.*

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Distributor franchises were shifting again in Philadelphia this week—3rd major shuffle in 5 years. This one was occasioned by departure of Stuart Louchheim from appliance distribution business Dec. 31 after 45 years. Louchheim has been a Zenith distributor for 20 years, currently has Kelvinator and York in white lines. Zenith has gone to giant Peirce-Phelps which drops Admiral TV and white goods. Admiral says it will set up a branch Jan. 1. Zenith simply acknowledged that switch was effective immediately and included TV, radio & hi-fi. This leaves Peirce-Phelps without refrigerator & range line to fill in around its Easy laundry appliances. It also left, at week end, Kelvinator and York without distributors. Pres. Stuart Louchheim told us that he's leaving appliance distribution to concentrate on manufacture of nuclear electronic instruments of his Nuclear Electronics Corp. He declined to give reasons for quitting appliances but said that his new interest is "a far more profitable business and we have several million dollars in back orders."

Edgar A. Brown Inc., Cleveland distributor, names Eliott Godin, ex-Trav-Ler, sales mgr. of TV, radio, hi-fi & electric housewares, replacing Herbert Walker, resigned.

Main Line Cleveland, RCA distributor, elects James J. Shipley v.p.

Obituary

Henry J. Hoffman, 55, Machlett Laboratories sales v.p., died Dec. 10 at Stamford (Conn.) Hospital. He was an EIA director and v.p. of technical products div., director of Joint Electron Tube Engineering Council and member of NEMA and National Defense Electrical Reserve. A graduate of Cooper Institute of Technology, he worked for GE and Westinghouse before joining Machlett in 1944. Survivors are widow, 2 sons.

Basil M. Goldsmith, 49, material control mgr., DuMont industrial tube div., died Dec. 6 at Clifton, N. J. plant. Holder of degrees from Furman U and Cornell U, he was a pioneer in TV and electronics, helped build first DuMont TV set in 1938. Survivors are widow, 2 sons, 2 daughters and brother Dr. Thomas T. Goldsmith Jr., DuMont research & engineering v.p.

German Exports: Oft-discussed impact of Germany on the U. S. market was somewhat watered this week by arrival of West German total electronic export figures from Zentralverband der Elektrotechnischen Industrie (trade assn.). Breaking electronic exports to U. S. into 4 groups, ZVEI charts show total for 1956 to be $14,424,000, up from $6,000,000 in 1955, as follows: Radio & TV transmitting & receiving equipment, $9,734,000 vs. $4,205,000; tubes, $614,000 vs. $153,000; microphones & loudspeakers, $302,000 vs. $107,000; other sound recording & reproducing equipment including parts, $3,774,000 vs. $1,601,000. (No estimates given for 1957.)

ZVEI says West Germany is leader in world radio export, followed by U. S., U. K., Netherlands & Japan—its total radio export in 1956 being 1,559,000 sets vs. 1,290,000 in 1955 and mere 53,000 in 1950. Germany exports radios to 130 markets, but half of them to Europe.

As TV exporter, Germany is small. Total German TV production in 1956 was 594,500 sets, 10% exported; 1957 total is estimated at 750,000, with 20% export. However, 97% of all export TV goes into Europe's own markets. Several German firms are making TV sets which receive more than one system: the 625-line and 525-line combination and the 819-, 405-, 625-line combination.

Hi-fi isn't included in ZVEI's figures. However, in recent trip here, Werner Meyer, v.p. & gen. mgr. of Blaupunkt and pres. of West German Export Assn., said Germany will ship to U. S. about 200,000 radios *and* radiophono combinations this year and probably never will ship more than 250,000 in any year. He said that U. S. takes 6% of German radio exports; that 70% are consoles, 30% table models—significant change from last year's 50-50.

Penetration of American manufacturers into hi-fi has hurt German sales in U. S., according to Meyer. But to Leonard Ashbach, pres. of Majestic International, importer of Grundig line of radio & hi-fi (he takes 60% of Grundig production) such is not the case. He attributes an admitted 25% Oct. decrease in Grundig's eastern U. S. business to lack of dealer salesmanship.

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Service Spotlighted: Service, an exceptionally popular subject since *Time's* recent blast at servicemen (Vol. 13:41), was discussed in 3 areas this week:

(1) National Appliance Radio-TV Dealers Assn. said it would run a 3-day week-end $75 service course during its Jan. Chicago convention. Surveying members for curriculum suggestions, program chairman Frank Pieratt (Pieratt's, Lexington, Ky.) found 98% want stress on human relations in servicing; 82%, responsibilities of service mgrs.; 80%, compensation of servicemen; 76%, business forms; 72%, finding personnel; 65%, merchandising of service depts.; 52%, budgeting; 76%, service charges.

(2) In St. Louis talk, Russell Hansen, RCA Service Co. coordinator, said that dealers don't charge enough for service; that gross profit should be at least 20%; that gross business should be 2½-times payroll expense.

(3) Philco, backing a national service policy which puts all in-warranty service through franchised independent contractors, closed its last 8 Philco Service Co. branches —completing plans introduced at its summer convention.

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Akkord brand of German radio has been added by N. Pickens Import Co., N. Y. which currently handles Blaupunkt German hi-fi. Akkord unit is AM-FM radio with battery & recharger, lists at $149.

Retail sales of radio-household appliance stores totalled $342,000,000 in Oct., compared with $363,000,000 in Oct. 1956, reports U. S. Commerce Dept.; 10-mo. sales were $3.188 billion vs. $3.248 in 1956 period.

Financial Notes: Officers-&-directors stock transactions for Nov. as reported to SEC: **Allied Artists**—G. Ralph Branton bought 7000, held 48,625 personally, 220 for wife; Samuel Broidy bought 400, holds 70,118; George D. Burrows bought 300, holds 33,686; Maurice Goldstein bought 4000, holds 12,100; Edward Morey bought 2700, holds 10,350. **American Bosch Arma**—Wm. S. Wasserman sold 2000 through holding company, holds 8000 in holding company, 4569 in trusts, 12 personally. **AB-PT**—E. Chester Gersten sold 400, holds 100; Leonard H. Goldenson sold 4000, holds 50,000. **American Electronics**—David Van Alstyne Jr. sold 900 through Van Alstyne Noel & Co., holds 7150 in Van Alstyne Noel, none personally. **Audio Devices**—Joseph K. McCammon sold 200, holds 25,263. **Avco**—K. R. Wilson Jr. bought 500, holds 1600. **C&C TV**—Matthew Fox bought 64,700, sold 29,600 by pledges, holds 610,300 as collateral against loans; Walter S. Mack sold 1700, holds 204,571; Arnold C. Stream sold 2800, holds 1000. **Columbia Pictures**—Harry Cohn bought 1000, holds 189,699. **Consolidated Electrodynamics**—Franklin H. Donnell sold 400, holds 11,600. **Consolidated Electronics**—Robert G. Dettmer bought 200, holds 500; Arie Vernes bought 250, holds 250. **Corning Glass**—C. D. LaFollette exercised option to buy 2000, holds 14,800; Thomas Waaland exercised option to buy 1000, holds 2500. **DuMont Labs**—Frederick H. Guterman bought 300, holds 300; Donovan H. Tyson bought 600, holds 1000. **Electronic Communications**—Hal A. Kroeger sold 200, holds 350. **Emerson Radio**—Max Abrams bought 1500 personally, 1400 for trusts, 700 for foundations; holds 88,609 personally, 11,155 in trusts, 64,501 in foundations. **General Dynamics**—Lisle W. Adkins sold 500, holds 2000; Earl D. Johnson sold 7000, holds 5000; Kenneth Stiles sold 700, holds 1600. **GE**—H. S. Morgan bought 500, holds 9000; Harold E. Strang bought 1350, holds 7922. **General Precision Equipment**—George T. Link sold 2000, holds 7372. **General Tire & Rubber**—F. W. Knowlton bought 200, holds 2042. **Guild Film**—Harry A. McDonald bought 300, holds 700; David Van Alstyne Jr. sold 2000 through Van Alstyne Noel & Co., holds 7833 in Van Alstyne Noel, 13,507 personally. **IBM**—Jeannette K. Watson sold 2000, holds 24,733. **International Resistance**—Walter H. Powell bought 100, holds 100. **Lear**—A. G. Handschumacher sold 1600, holds 94. **Loew's**—Bennett Cerf bought 100, holds 300. **Minneapolis-Honeywell**—John J. Wilson bought 2600, holds 62,470. **Minn. Mining & Mfg.**—Joseph C. Duke bought 1500, holds 39,453; Irwin R. Hansen sold 100, holds 400 personally, 120 in joint account. **National Telefilm Assoc.**—Robert Westheimer bought 200, holds 200. **National Theatres**—B. Gerald Cantor bought 19,000, holds 69,000; Willard W. Keith sold 2500, holds 2500. **Philco**—Charles S. Cheston bought 1500, holds 1803; Raymond B. George bought 800, holds 600; Wm. Fulton Kurtz bought 300, holds 815. **RCA**—Andre Meyer bought 900, holds 10,000. **Raytheon**—D. R. Hull sold 500, holds 1000. **Siegler**—A. Charles Schwartz bought 1250 through Bache & Co., holds 8750 in Bache, none personally. **Sylvania**—Lawrence A. Appley bought 100, holds 300. **Texas Instruments**—W. D. Coursey bought 500, holds 5720; S. T. Harris bought 300, holds 17,904; R. W. Olson sold 255, holds 13,700. **Trav-Ler Radio**—Joe Friedman bought 1300, holds 208,633. **Tung-Sol**—Anthony Scala bought 1000, holds 1000 personally, 1000 in joint account. **20th Century-Fox**—Joseph H. Moskowitz bought 200, holds 400. **Walt Disney Productions**—Lawrence E. Tryon bought 160 personally, 20 as custodian; holds 160 personally, 20 as custodian; E. Cardon Walker bought 200, holds 400. **Webcor**—Harry R. Ferris bought 1000, holds 2200. **Whirlpool**—Charles M. Odorizzi bought 500, holds 1100. **Zenith**—E. F. McDonald bought 2200 through Seneca Securities Corp., holds 37,031 in Seneca, 10,462 personally.

Indiana Steel Products Co., biggest domestic producer of permanent magnets and also heavily in radar and defense products, in adding 5¢ to regular quarterly 30¢ dividend this week, reports net income after taxes of $688,553 ($2.35 per share) for 10 months ended Oct. 31, bringing book value to $14.82 from $13.40 same date last year. Reports pres. Paul F. Smith: "Our general business continues good and though incoming orders are slightly slower than the record pace of the third quarter, our sales for 1957 will top all previous records. Consolidated earnings are also expected to be at an all-time high." Last sales report, for 9 months of 1957, was $9,541,215, earnings $2.03 per share. For all 1956, sales were $11,329,592, earnings $764,366 ($2.61) vs. $9,402,753 & $766,542 ($2.70) in 1955 (Vol. 13:11).

IT&T had consolidated net income of $16,854,296 ($2.35 per share) on sales of $436,725,523 in 9 months ended Sept. 30 vs. $19,827,146 ($2.76) on $344,118,913 in 1956 period. Pres. Edmond H. Leavey reported Sept. 30 orders on hand at $467,000,000, compared with last year's $478,000,000, noted income for current quarter is being hit by strike at Federal Telephone's Clifton, N. J. plant.

Dividends: Motorola, 37½¢ payable Jan. 15 to stockholders of record Dec. 31; **Whirlpool**, 35¢ Dec. 31 to holders Dec. 13; **Belock Instrument**, 1½% stock Jan. 17 to holders Dec. 17; **IT&T**, 45¢ Jan. 15 to holders Dec. 20.

United Artists earned $2,363,000 on gross film sales of $52,553,000 in 9 months ended Sept. 30 vs. $2,256,000 on sales of $46,777,000 in 1956 period.

Herold Radio & Electronics Corp. common stock was admitted to trading on American Stock Exchange this week.

ELECTRONICS PERSONALS: James F. Toole elected Sperry Rand treas., **Charles Ondrick** controller . . . **Homer L. Marrs** promoted to v.p. & operations mgr. of Motorola Communications and Electronics Inc.; **Harold A. Jones** succeeds him as v.p. and midwestern areas sales mgr. . . . **Harvey G. Melhouse** elected v.p. of Western Electric, replacing **A. Pope Lancaster** who becomes v.p. of another manufacturing area with headquarters in Chicago; **W. Clare Brooks** succeeds Melhouse as mgr. of Merrimack Valley works; **J. Harold Moore** replaces Brooks as personnel director . . . **Col. James W. Anderson Jr.** (USAF ret.) appointed special asst. to Magnavox chairman **Richard A. O'Connor** . . . **Walter W. Finke** elected v.p. of Minneapolis-Honeywell, continues as pres. of Datamatic div. . . . **H. Steven Berck**, ex-GE, named mgr. of distributor & export sales, Motorola semiconductor div., Phoenix . . . **W. R. Entrikin**, ex-Martin Co., named sales mgr. of Elgin National Watch electronics div. . . . **Michael J. James** promoted to asst. mgr. of purchasing, Philco govt. & industrial div., succeeding **John R. McAllister**, recently named purchasing mgr. . . . **David M. Rush**, ex-GE, appointed head of production control dept. of Raytheon missile systems div. plant, succeeding **Nelson Johnson**, transferred to unspecified post . . . **Samuel B. Fishbein** promoted to new post of asst. gen. sales mgr., DuMont military operations dept. . . . **Clark A. Crawford** promoted to Corning Glass asst. coordinator for Pyroceram.

Radar display which can present signals from as far as 4000 mi. has been developed by DuMont under subcontract with MIT's Lincoln Labs.

Network Television Billings

October 1957 and January-October 1957

(For Sept. report see *Television Digest*, Vol. 13:45)

FIRST FULL MONTH of 1957-58 TV season, Oct. saw network TV billings 8.2% ahead of Oct. 1956 and 17% ahead of preceding month (Vol. 13:45), according to Publishers Information Bureau. For first 9 months of 1957, total billings were 4.8% higher than corresponding 1956 period. Oct. billings this year were $49,201,406, CBS again leading with $22,335,986 (up 9.2% from Oct. 1956) —though ABC, with $8,093,724, showed greatest percentage increase over Oct. 1956 (17.7%). Cumulative total billings for Jan.-Oct. 1957 were $418,394,205. The complete PIB report for Oct.:

NETWORK TELEVISION

	Oct. 1957	Oct. 1956	% Change	Jan.-Oct. 1957	Jan.-Oct. 1956	% Change
CBS	$22,335,986	$20,446,755	+ 9.2	$195,811,480	$183,258,519	+6.8
NBC	18,771,696	18,142,005	+ 3.5	156,206,019	152,661,346	+2.3
ABC	8,093,724	6,878,183	+17.7	66,376,706	63,407,570	+4.7
Total	$49,201,406	$45,466,943	+ 8.2	$418,394,205	$399,327,435	+4.8

1957 NETWORK TELEVISION BY MONTHS

	ABC	CBS	NBC	Total
Jan.	$ 6,715,581	$ 20,231,474	$ 16,554,941	$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033	43,377,602
June	6,413,708	18,356,892	14,746,537	39,517,137
July	6,348,496	18,537,069	13,874,872	38,760,437
Aug.	6,134,380	18,240,823	14,473,677	38,848,880
Sept.	5,704,888	19,935,115*	15,286,270*	40,926,273*
Oct.	8,093,724	22,335,986	18,771,696	49,201,406
Total	$66,376,706	$195,811,480	$156,206,019	$418,394,205

* Revised as of Dec. 10, 1957.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

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NARTB on Pay TV and Canon 35: "Distribution" and "accessibility" of information are the vital issues involved in pay TV and American Bar Assn.'s Canon 35, respectively, according to NARTB pres. Harold E. Fellows. Addressing Federal Communications Bar Assn. meeting in Washington this week, he stated that pay TV would inhibit "total circulation of total information . . . If for no other reason, I find this sufficient cause to take issue with the proponents of pay TV." Of Canon 35's prohibitions against use of cameras & microphones in courts, he asserted. "We believe that Canon 35 infringes upon the public's right to know and, in this 20th century to be informed through the up-to-date means of electronic journalism." He said broadcasters don't want to take authority away from judges in administration of courts but do want to eliminate Canon 35's restrictions because they've "obtained regulatory force in numerous jurisdictions."

ABC-TV adds KSHO-TV, Las Vegas (Ch. 13) as primary affiliate effective Dec. 15.

Matty Fox's British Toll Deal: International pay-TV agreement was signed this week by Skiatron International TV Corp. with Rediffusion Ltd., big British wired TV-radio firm which also is part owner of commercial TV programmer Associated-Rediffusion.

The 21-year pact, announced by Skiatron TV pres. Matty Fox, calls for Rediffusion to survey, install & supervise closed-circuit systems for Skiatron anywhere in the U. S. or abroad. As part of deal, Skiatron International acquires 50% interest in Rediffusion Inc., Canadian subsidiary of British company.

In programming step at same time, Fox signed up impressario Sol Hurok to direct all "cultural" entertainment in Skiatron subscription TV operations which Fox said he hoped to start in Los Angeles & San Francisco by end of April, depending on authorizations by local authorities. Fox also indicated he'd file franchise application for N. Y. within 2 months.

In other developments on pay-as-you-see TV fronts:

(1) Metropolitan Phoenix Broadcasters Assn., headed by pres. & gen. mgr. Tom Chauncey of KOOL-TV, mobilized opposition to toll-TV franchise issued by Ariz. Corporation Commission to Direct Wire Service Inc. as public utility in Maricopa County. Court test of state body's right to grant license to entertainment enterprise was threatened.

(2) Movie exhibitors' Joint Committee on Toll TV (Vol. 13:47) started national campaign against pay TV, asking all movie exhibition groups to urge Congress to ban all forms of subscription TV.

(3) Writers Guild of America, West, asked major film studios for flat 10% of gross from pay-TV showings of all theatrical pictures produced prior to Sept. 2, 1957, with sliding scale for later pictures.

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First remote taped commercials were recorded this week by CBS-TV for use on live Dec. 19 *Climax!* show. Production crew fed pictures to CBS mobile unit at Santa's Village in San Bernardino mountains, and commercial was taped at Hollywood TV City from microwave relay. Entire 60-min. *Climax!* Dec. 26 drama will be taped Dec. 22, to avoid necessity of Christmas Day dress rehearsal.

Need for outer-space law will be discussed by gen. counsel Andrew G. Haley of American Rocket Society on Dave Garroway's *Today* on NBC-TV Dec. 17. The Washington communications attorney proposes UN take steps to avert international conflicts in interplanetary claims.

Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1957 issues of the Television Digest Weekly Newsletters, plus the semi-annual TV Factbooks with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken until Dec. 30. Price: $25 per volume.

Television Digest with Electronics Reports

WYATT BUILDING, WASHINGTON 5, D. C.

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THE AUTHORITATIVE WEEKLY NEWS DIGEST FOR EXECUTIVES OF THE VISUAL BROADCASTING AND ASSOCIATED RADIO & ELECTRONICS ARTS AND INDUSTRIES

Television Digest with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — December 21, 1957

CBS BUYS WCAU-TV & WCAU, Philadelphia, in $20,000,000 deal embracing $4,400,000 for plant and 10-acre land tract in boom area (p. 1).

UHF TAX RELIEF hopes virtually dead as increased defense spending, psychological factors rule out even token tax cuts (p. 2).

WIRED PAY-TV franchises granted by Los Angeles; referendum on issue threatened. VIT denies Bartlesville telemovie "disappointment" (p. 2).

TV-ACTIVE CONGRESS session probable, with Committees planning to survey FCC performance, fee TV, networks, ASCAP-BMI, allocations (p. 3).

AMARILLO GETS 3RD VHF as KVII begins; Ann Arbor uhf WPAG-TV leaving air after losses since 1953. Notes on upcoming stations (p. 7).

UNITED ARTISTS' purchase of control of AAP for $8,400,000 challenged by NTA which claims to be prior buyer; courts will decide (p. 9).

VHF TRANSLATORS & BOOSTERS, limited to ¼ watt, proposed by Ben Adler in FCC rule-making (p. 8).

INSTANT RATING SERVICE orders are heavy, ARB says. Automatic N. Y. rating tallies to cost subscribers $850-$2700 monthly starting Jan. 1 (p. 16).

Manufacturing-Distribution

PHONO BUSINESS 1957: Industry producing 5,000,000 units in year; boom in high end to continue next year, adding another $100,000,000 at retail (p. 11).

PRODUCT DIVERSIFICATION is set makers' aim, Admiral making disposable hypodermic device; Packard-Bell reports on unique new products (pp. 12 & 13).

REBUILT TUBES account for nearly 25% of 10,900,000 picture tubes sold in first 10 months; receiving tube sales hold at about same level as 1956 (p. 12).

WESTINGHOUSE ADVANCES CRESAP to pres., Hodnette to exec. v.p., Huggins to head exec. committee. Looks to $2 billion year (p. 14).

$20,000,000 FOR PHILADELPHIA OUTLETS: CBS diversifies its expanding holdings to include a booming real estate tract as well as Philadelphia stations WCAU-TV (Ch. 10), WCAU (1210 kc, 50 kw) and WCAU-FM (98.1 mc) in $20,000,000 cash purchase deal made with Philadelphia Bulletin Dec. 20. It's the biggest transaction yet involving a single TV-radio entity, with valuation of $12,600,000 placed on TV, $3,000,000 on radio, $4,400,000 on physical plant with 10-acre tract situated in now booming business area at City Line & Monument Ave.

Purchase gives CBS its full allowable complement of 5 vhf's, 2 uhf's, 7 AMs—though recent FCC-approved $4,000,000 deal for purchase of KWK-TV, St. Louis (Ch. 4), in which $1,500,000 valuation was included for studio & real estate, is still at loose ends because of protest now before courts (Vol. 13:36 et seq). Bulletin pulls out of TV-radio, is expected to dispose of its 75% interest in WDAU-TV, Scranton (Ch. 22), acquired last year (Vol. 12:31, 42).

WCAU Inc. pres. & gen. mgr. Donald W. Thornburgh and staff will remain for CBS, though he's due for retirement in about 2 years. He is an ex-CBS executive of 18 years service—last post having been Pacific Coast v.p.—who quit to head Bulletin stations about 8½ years ago. Bulletin founded WCAU-TV in 1948 after having bought out radio WCAU, along with Philadelphia Record, from J. David Stern for $10,500,000 in 1947 and closing down the paper. (It's interesting to note that Philadelphia Inquirer interests, now owning WFIL-TV & WFIL in that city plus 4 TVs, 4 radios and 50% of another radio in other cities only last week bought up tabloid Philadelphia Daily News which it is continuing to publish with exception of Sunday edition; see Vol. 13:50.)

Biggest previous deal in TV-radio history was Bitner's package sale of 3 TVs & 3 AMs to Time Inc. for $15,750,000 (Vol. 12:47,50-52; 13:11,16). Storer paid $10,000,000 to buy Herbert Mayer's Cleveland vhf and Portland uhf along with an electronics plant (Vol. 10:2, 44). Westinghouse paid then-record $9,750,000 cash for DuMont's pioneer Pittsburgh station, now KDKA-TV (Vol. 10:49-50), after having paid $8,500,000 cash for Philco's WPTZ, Philadelphia, now WRCV-TV (Vol. 9:8, 22), which along with radio KYW was later swapped for NBC's Cleveland stations and $3,000,000 (Vol. 11:21 & 12:3).

[For complete listings of all TV sales and transfers up to last Aug., see pp. 296-301, TV Factbook No. 25. For list of CBS stations, see p. 42.]

UHF SET TAX RELIEF HOPES VANISHING: Sputnik, Muttnik and the Treasury Dept. appear to have killed all hope for aid to uhf via exemption of all-channel sets from manufacturers' 10% excise tax, despite excellent industry job of acquainting Congressmen with issue and principle involved.

House Ways & Means excise tax subcommittee discussed industry proposal this week—but members and staff were put under heavy secrecy wraps by Chairman Forand (D-R. I.). However, one senior subcommittee member told us that no decision had been reached on any excise tax changes, that all recommendations had been deferred until Jan.

One of most active supporters of uhf tax exemption on Ways & Means Committee—though not a member of excise subcommittee—is Rep. Boggs (D-La.). We asked him this week to appraise chances of measure in view of recent developments. His answer was simple, to the point, and in one word: "Zero."

Two other revelations this week cast further doubt on any remaining chances of action on tax changes which involve cuts in revenues to Govt.: (1) Publication in copyright Washington Post story of account of top-secret Gaither Report on U. S. defenses, portraying U. S. as in gravest danger in history and hinting that tax increases should be explored. (2) Defense Secy. McElroy's disclosure that Administration will ask Congress for an extra $1 billion for defense in current fiscal year.

TV tax cut proposal has been consistently opposed by Treasury Dept., despite fact that Govt. stands to lose relatively small amount of revenue. Psychologically, it now seems certain that Congress will be in no mood to poke even a small hole in tax dike by making revenue-losing revisions.

Full Ways & Means Committee is scheduled to begin formal tax revision hearings Jan. 7, with testimony by top Administration officials. Gist of their pleas undoubtedly will be: Don't cut any taxes; instead, give consideration to methods of bringing in more revenue. Rep. Mills (D-Ark.)—who strongly opposes tax cuts now—is expected to succeed the late Rep. Cooper (D-Tenn.) as Committee chairman.

L. A. WIRED PAY TV OKAYED; BALLOT TEST DUE: When Los Angeles became first major city to approve closed-circuit toll-TV franchises this week, it also set stage for what may become first voter referendum on subscription TV.

By bare 8-6 majority, Los Angeles city council Dec. 18 ratified ordinances granting 21-year wired-TV franchises to Skiatron TV (Matty Fox) and to Fox West Coast Theatres-International Telemeter (Paramount) combination. By law, 8 members of the 15-member council constitute majority required to adopt ordinance.

Action came after bitter hearing at which Southern Cal. Theatre Owners Assn. put up last-ditch fight to delay vote until after Congress has had time to consider bills to outlaw pay TV. Theatre Owners' representative Julius F. Tuchler, in advance of vote, issued "ultimatum" (his own word) that, if franchises were granted, exhibitors would collect the more than 50,000 signatures needed to put issue on ballot.

If referendum petition, with required number of signatures, is filed, franchises would automatically be postponed until after public vote is held.

In Phoenix, Ariz., meanwhile, Maricopa County Board of Supervisors unanimously rejected wired TV application by Direct Wire Service Inc., after campaign against it led by Metropolitan Phoenix Broadcasters' Assn., headed by pres.-gen. mgr. Tom Chauncey of KOOL-TV.

Joint Committee on Toll TV, representing all national theatre-owning groups, began mobilizing

its local-level campaign aimed at anti-fee legislation. Funds will be supplied by theatres, which will be asked to pay $7.50-$75 annually, on basis of seating capacity.

AFL-CIO indicated that it would work actively against pay TV when its second constitutional convention reaffirmed anti-subscription position taken by the first one 2 years ago. Vote of the 130 unions was recorded as unanimous, although 2 AFL-CIO unions—Screen Actors Guild & Actors Equity—opposed resolution and have been campaigning for toll TV. These unions, however, are 2 of 5 banded together in Associated Actors & Artistes of America, which has one vote.

■ ■ ■

There was a flurry in Bartlesville, Okla. this week—after United Press carried story starting: "Is America's first telemovies experiment heading for the rocks?" and stating that "the danger sign was hoisted." It quoted Video Independent Theatres' Kenneth Blackledge to effect that results to date are disappointing, noted that local VIT mgr. Phil Hays had resigned this week.

"We're not at all disappointed," VIT v.p. C. O. Fulgham told us. He confirmed Hays' resignation, declined to give reasons. "The operation is going about according to plan," he said. "Some 150 homes had been attached at the beginning, without cost, to serve as monitors. We've lost a good many of them, but they've been more than replaced by paying subscribers. We now have total of 553—and our aim is about 1000 at the end of one year; we've been operating now on a payment basis for about 3 months. We have about 200 more applications waiting for service in areas not yet wired. These must wait until the phone company can reach them.

"We're now getting about $5000 a month income from telemovies. Our theatres in town have lost attendance—but absolutely to no more degree than in other Okla. towns where we operate theatres. In short, we're getting a substantial new income that we would not have received otherwise."

That VIT is in telemovies to stay—until it has definite answers—is emphasized by fact it's known to be planning to apply for cable-movie franchises in at least 4 more towns—and by fact it plans to give a real try to per-program metering method of billing, possibly next spring; Jerrold is working on metering equipment.

CLOSER SCRUTINY OF TV BY CONGRESS: TV industry and the FCC are due to come under the Congressional microscope again after Congress reconvenes next month—and preliminary information indicates that some crucial aspects of TV business may get more thorough going-over than last session.

Subjects to be investigated include the same old chestnuts—but before the rush of Congressional business has begun, at least, lawmakers are promising to dig more deeply this time. Included in promised inquiries are all angles of network business, performance of FCC, subscription TV, ASCAP-BMI, overhaul of Communications Act, and—yes—allocations again.

At least 3 Committees will be watching FCC closely for follow-up of Barrow network study staff report, impatient for action. If Commission doesn't begin some concrete actions soon after Congress reconvenes, you can expect further investigations and introduction of bills to carry out some of the Barrow report's recommendations.

Commission spent 2 days this week in briefing session on Barrow report, meeting with ex-network study group chairman Roscoe Barrow and others responsible for staff report. Session took longer than expected, covered only about half of report's territory, so FCC has scheduled further briefing Jan. 6-7—which precludes any action on report before Congress meets.

Here's rundown on major contemplated Congressional TV activities:

Legislative oversight subcommittee—Headed by Rep. Moulder (D-Mo.), this House Commerce Committee group has been actively investigating independent regulatory agencies since last summer, FCC being one of prime subjects. Object of probe is to determine to what extent regulated industries dominate govt. agencies. Subcommittee has requested such a mass of data on personal activities of Commissioners, etc., that Commissioners met this week with Chairman Moulder in attempt to clarify

and narrow down material requested, and to reach understanding on object and scope of probe.

Subcommittee isn't due to meet until after Moulder returns from home district Jan. 4 or 5, has set no schedule for hearings. Best guess on timetable: SEC & CAB first, FCC next. Subcommittee counsel Bernard Schwartz has been running quiet shop, under heavy wraps voted by subcommittee, since his early tactics in agency fishing expedition (appeals for informers, etc.) brought violent protests from Rep. Heselton (R-Mass.) and other Republican members.

Senate Commerce Committee—Potentially most inflammatory item on agenda is bill by Sen. Smathers (D-Fla.) to divorce networks and stations from ownership of music publishing and phono record firms. This bill is virtually certain to get hearing, which will center around ASCAP-BMI controversy and will again send network presidents scurrying to Washington. Though there are indications that Smathers feels less strongly on issue since he met with broadcasters from his own state and elsewhere, he still wants thorough hearing—and Committee presumably will be ready, staff having conducted quiet investigation this summer & fall at request of Chairman Magnuson (D-Wash.).

Magnuson indicated this week that pay TV will again "receive serious attention from the Committee," which hopelessly split on the issue of a trial last session. Magnuson himself again went on record as favoring test.

Ghost of past allocation hearings will come up again when Magnuson unveils the now largely academic report of ad hoc engineering allocations study headed by Dr. Edward L. Bowles of MIT. Bowles' draft has been in circulation among committee members for months, but in its original form he reportedly could get no one to sign it except himself.

Committee expects to watch FCC progress on Barrow recommendations, and Magnuson predicted "further inquiry into TV [will] occupy a prominent place in the Committee's work."

House Commerce Committee—Top TV priority on this Committee will be the promised investigation of pay TV. Among other activities promised by Chairman Harris (D-Ark.) are (1) examination of Communications Act—particularly whether Congress should take over direct frequency allocations responsibility; (2) investigation of whether direct Congressional action is necessary on Barrow report.

Anti-trust subcommittee—Rep. Celler's subcommittee will continue its close scrutiny of FCC, particularly with regard to Barrow recommendations. But it's expected to turn an even sharper eye on Justice Dept. investigations in TV field. This subcommittee may call Justice Dept. officials to hearing to explain status of TV inquiries.

Note: Though FCC is still officially being "briefed" on Barrow report, effects of some of the recommendations are already being felt. It's understood that Commission has held up renewal of some TV station licenses on basis of suspicion that the outlets have used their power to block network affiliation of stations in nearby areas.

Seems like old times on network radio: CBS plans 2-hour radio spectacular May 4, sponsored by C. H. Masland & Sons (carpets) and said to have budget "in the TV category," costing more than any single radio show in 15 years or more. NBC announced return of Jerry Lewis to radio, with $350,000 sale to Oldsmobile of ten 5-min. "Star Dust" segments weekly on *Monitor* and *Nightline*. Already sold are Fibber McGee & Molly and Bob & Ray "Star Dust" briefs; available are George Gobel and Ed Gardner. Twentieth Century-Fox has ordered saturation campaign of 100 partics. plugging new feature "The Enemy Below," Dec. 23-28 in 5 of ABN's live weekday shows.

TV traffic violation was charged by Hamilton, Ont. police against motorist this week for operating car equipped with receiving set—8½-in. screen in dashboard of convertible. It was first reported case of kind since prohibition against TV in cars was written into Ontario Highways Act in 1953.

In trouble again: For second time, *Mike Wallace Interview* has brought ABC-TV chief Oliver Treyz on air with public apology for guests' statements on show. Charge by Drew Pearson that Pulitzer Prize-winning *Profiles in Courage* by Sen. Kennedy (D-Mass.) was ghosted "is unfounded," Treyz told audience week after columnist appeared on program. Earlier Treyz apologized for accusations against Los Angeles police made by ex-gambler Mickey Cohen when he was questioned on show by Wallace (Vol. 13:45).

Paramount Pictures and color: (1) Paramount's KTLA, Los Angeles, is dropping colorcasts because of inability to attract sponsors willing to absorb extra cost, is reported planning to sell mobile unit custom built by late mgr. Klaus Landsberg. (2) Dec. 17 *Wall St. Journal* reports Paramount v.p. Paul Raibourn stating that Lawrence color tube, under development by DuMont (part-owned by Paramount), is "100% sound" and production is "imminent."

Personal Notes: Charles C. Cowley advanced to pres. of Muzak Corp., replacing Harry E. Houghton, who sold interest in company to Jack D. Wrather in Sept. (Vol. 13:38) . . . Charles Boasberg, gen. sales mgr. of Warner Bros., elected pres. of subsidiaries Warner Bros. Pictures Distributing Corp. and Warner Bros. Pictures Distribution Co. Ltd. . . . Robert W. Morris elected pres. of Broadcast Advertisers Reports, succeeding Phil Edwards, who retires as pres. but continues as exec. committee chairman & publisher . . . Roger L. Putnam, chairman of WWLP, Springfield, Mass., named Knight of Malta by Pope Pius XII . . . Miller C. Robertson, ex-WTCN-TV, Minneapolis, named station mgr. of upcoming KIRO-TV, Seattle . . . James A. Schulke, ex-James L. Saphier Agency, joins Paramount Pictures in TV development capacity . . . Edward E. Hewitt, ex-KGO-TV, San Francisco, United Film Service and ABC Spot Sales, named mgr. of CBS TV Film Sales San Francisco office . . . Otis H. Segler promoted from sales mgr. to station mgr. of WDEF-TV, Chattanooga, succeeding Harold (Hap) Anderson, now pres. of Founders Corp., which has 50% interest in KTVR, Denver, and in 4 AMs . . . E. J. Paxton Jr. named managing director of WPSD-TV, Paducah, Ky.; Sam Livingston moves from sales to gen. mgr.; Charles M. Neel becomes sales mgr. . . . Oliver C. B. Howard, regional sales director of WGR-TV, Buffalo, also named public relations director . . . Warren Marshall, from radio KGHL, will be sales mgr. of upcoming KGHL-TV, Billings, Mont. (Ch. 8), due next spring . . . Robert B. Cheyne, ex-Allied Appliance Co., Boston, joins WHDH-TV & WHDH there as sales promotion director . . . R. J. McNamara, ex-Peters, Griffin, Woodward, joins H-R Television as client services dir. . . . Paul Jones, ex-*Playboy*, joins Screen Gems as national sales executive . . . Norman Kennelly, ex-NBC, joins *American Weekly* as sales promotion supervisor . . . George Hankoff, Screen Gems account executive in Philadelphia-Baltimore-Washington area, shifts to national sales, N. Y., replaced by Marvin Fraum.

Mrs. E. C. Page, wife of the senior partner of Page Communications Engineers Inc., gave birth to a daughter Dec. 17. She's the former Virginia Erwin, was once FCC's first woman engineer, and it's their second daughter; he has 4 other daughters by previous marriage.

Advertising Agencies: Charles H. Brower elected BBDO pres. & exec. committee chairman, succeeding Bernard C. (Ben) Duffy, who becomes vice chm. . . . C. Terence Clyne promoted to a senior v.p. of McCann-Erickson to oversee worldwide TV-radio activities; George Haight succeeds him as v.p. in charge of home-office TV-radio . . . Charles Powers, from N. Y. office, named director of McCann-Erickson TV-radio commercial services dept., Los Angeles; Thomas Greenhow promoted to Los Angeles programming director . . . Harold J. Saz, business mgr. of Ted Bates TV-radio dept., and James A. Benham, account supervisor, promoted to v.p.'s . . . Mark Byrne, a Wm. Esty v.p., named media director . . . Kenneth E. Moore appointed marketing services v.p. of Fuller & Smith & Ross; Robert P. Clark, administration v.p. . . . Wm. R. Gillen, a BBDO v.p., named Chicago office mgr., succeeding J. H. Haupt, resigned for health reasons . . . Robert Brinkerhoff, a Young & Rubicam v.p., named head of Chicago office . . . E. Louis Figenwald named exec. v.p. of Lee-Stockman in charge of TV & radio . . . Julian L. Watkins, ex-Campbell-Ewald, Detroit, joins Leo Burnett, Chicago, as a v.p. and plans board member . . . R. A. Phelps named to new post of v.p. & marketing development director of Earle Ludgin . . . Wm. Pitts promoted to creative services v.p. of Ben Sackheim.

Recent changes among Washington communications law firms: Lyon, Wilner & Bergson adds David Reich, former special asst. to Attorney General, a specialist in Administrative Procedures Act; Roberts & McInnis adds Richard R. Paradise, 1955 NYU graduate recently with N. Y. firm of Hall, Haywood, Patterson & Taylor, and George W. Perry, from N. Y. firm of H. Howard Babcock; Wilkinson, Cragun & Barker advances Donald C. Gormley to partner, Carl S. Hawkins withdrawing from firm; Rhyne, Mullin, Connor & Rhyne adds 1957 Duke U graduate Charles A. Dukes Jr. and 1957 Georgetown U graduate Edward F. Kearney; Miller & Schroeder adds 1955 Harvard U graduate John P. Bankson Jr.; Weaver & Glassie adds 1957 U of Va. graduate Edwin C. Majer.

Jack Van Volkenburg, ex-CBS-TV pres., heads new applicant (one of 5) competing for Ch. 10, Tampa-St. Petersburg. Group includes, along with local businessmen: John S. Houseknecht, Screen Gems account executive; Fred Waring, orchestra leader; Harry W. Bennett Jr., Joseph Katz Agency exec. v.p.; Hal James, TV-radio v.p. of Doherty, Clifford, Steers & Shenfield; Frederick C. Hutchinson, mgr. of St. Louis Cardinals. [For full details, see *TV Addenda 25-U* herewith.]

New TV-radio brokerage firm of Robert Carpenter Enterprises Inc. is formed at 527 Madison Ave., N. Y., by Robert W. Carpenter, ex-MBS station relations v.p.

Video Film Inc., Hollywood film producer & distributor, names Betty Luster Assoc. as eastern sales representative.

Obituary

Ann Gillis, 44, who began in radio as a secretary and publicity & news aide at the old WJSV, Washington (now WTOP), and who assisted ex-CBS v.p. Harry C. Butcher in staging President Roosevelt's "fireside chats," died of leukemia Dec. 16 in New York. Recently an NBC producer, she handled Queen Elizabeth's visit in Oct., worked on such shows as *Comment*, *On the Line*, *Tonight*, *Who Said That?* and was preparing a news program for children at time of her death. Surviving are husband, *N. Y. Mirror* columnist Bill Slocum, and their 12-year-old daughter. Earlier marriage to CBS newsman Wells Church ended in divorce.

Buick Bumps Kudner: In crash which reverberated all along Madison Ave. this week, Buick div. of GM dropped its $24,000,000 advertising account with Kudner Agency Inc. after 22 years. Including big current TV shows (NBC's *Wells Fargo*, ABC's *Patrice Munsel Show*) and such other-season favorites as Jackie Gleason & Milton Berle, Buick's account had represented more than third of Kudner business. Only comparable Madison Ave. noise was heard 2 years ago when Coca-Cola shifted its $15,000,000 annual business from D'Arcy to McCann-Erickson. Unanswered question at week's end was where Buick is going. Trade talk had Leo Burnett, Ted Bates, Benton & Bowles leading agency race to pick up pieces from Kudner. Buick gen. mgr. E. T. Ragsdale explained only that he feels "it is now in the best interests of both parties." Buick sales have been slipping. But company was said to have been satisfied with Kudner's recent TV offerings, although Buick displeasure was expressed at premature commercial at end of NBC-TV's telecast of Floyd Patterson-Hurricane Jackson championship fight last summer. Chain reaction set off at Kudner this week included these personnel upheavals: Myron P. Kirk, senior v.p. & TV-radio director, resigned, replaced temporarily by newly-elected v.p. Donald Gibbs. C. M. Rohrabaugh, v.p. & secy., was elected exec. v.p., replacing pres. J. H. S. Ellis as head of exec. committee. Ellis himself denied he was resigning.

Telecasting Notes: Two trends for 1958-59 TV season have been spotted by *Variety's* veteran N. Y. & Hollywood trend-spotters in Dec. 18 issue. From N. Y., TV editor George Rosen sees potential "economic turmoil" at the networks as result of "the growing sponsor yen for once-a-month exposure with full hour or 90-min. TV specials instead of weekly or alt.-week shows" . . . "At least half a dozen major advertisers currently riding the TV networks with weekly or alt.-week programming have been making overtures in recent weeks toward embracing the new sponsorship formula," says Rosen, qualifying statement with phrase, "it's reported." Big problem from networks' standpoint, he says, is that "there's no money in it," weekly & alt.-week sponsorship being their bread-&-butter item and "specials" invariably meaning a loss for the network . . . From Hollywood, *Variety* sees trend to 60-min. film shows, a la *Wagon Train, Maverick* and *Perry Mason*, with "a whole flock" now being prepared out there aimed at network showcasing. Among those *Variety* says are now working on new 60-min. film series are Warner Bros., CBS-TV (2), Revue Productions, MGM—most of them working on westerns . . . First movie major to enter TV commercial field—10 years ago—Universal Pictures is now estimated to account for 30-50% of all filmed commercials, reports Dec. 16 *Billboard* in its "TV Commercial Quarterly" section, which features heavy coverage and analysis of beer commercials, among other things . . . Film-to-live switch on ABC-TV: Betty White's filmed *Date with the Angels* will be succeeded by live comedy-variety *Betty White Show* Feb. 5 . . . Full-page ads in Dec. 19 *N. Y. Times* and *Wall St. Journal* proclaim that "Per average evening minute, 57% more homes watch ABC-TV than a year ago," crediting new affiliates and better programs . . . Sales in 10 Latin American TV markets—all markets except Dominican Republic & Cuba—have been chalked up by NTA for its Spanish-dubbed *Sheriff of Cochise* . . . Ace drama producer Fred Coe, who recently left NBC, reported ready to sign 3-year contract with CBS, providing for 4 "specials" a year plus development of live & filmed series; there was speculation that he may produce some *Playhouse 90* dramas next year . . . Betty Furness signs new contract with Westinghouse, continuing as announcer-demonstrator through 1958; she'll move to Hollywood with *Studio One* . . . Leaving Sunday afternoon "intellectual ghetto" for one night only, NBC-TV's *Omnibus* moves to prime time Jan. 14 for special musical color-cast 8-9 p.m., pre-empting *George Gobel Show* . . . "World's largest news medium" is how CBS-TV is billing its 10-year-old *Douglas Edwards with the News*, basing its claim of 14,156,400 viewers a day and 33,975,360 a week on latest Nielsen ratings. How does this compare with other news media? *Life*, the largest, claims to reach 30,426,000 a week (average 5.2 readers per issue, 5,851,168 circulation); *London Daily Mirror*, biggest in daily field, reaches 12,-421,834 (circ. 4,732,131 with 2.63 per issue); in U. S. *N. Y. Daily News* has 5,480,846 readers (circ. 2,083,927) . . . Correction: Washington Post Broadcast Div. (WTOP-TV & WTOP, Washington & WMBR-TV & WMBR, Jacksonville) pres. John S. Hayes chides us for reporting in this column last week that Westinghouse Broadcasting was only U. S. non-network station group with correspondent at NATO Paris meeting. His stations sent ace newsman Murrey Marder to Paris.

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Cut in commercials by partic. sponsors of feature films on WGN-TV, Chicago, was made effective this week, station voluntarily reducing breaks to 15-min intervals instead of maximum of break for each 5-min. of programming permitted by NARTB code. "In our opinion, the present formula permits too frequent interruption of the plot of these dramatic presentations," WGN-TV v.p. & gen. mgr. Ward L. Quaal said.

TV is "terrorvision," according to new critic James Thomas of *London Daily Express* in recent series of articles headed "The Case of the Captive Child." He said something should be done to save 3,500,000 British children from nightly torments of "horror" films imported from U. S. But *Express* campaign has "sputtered out like a spent rocket" following "explosive start and about half a dozen erratic orbits," L. Marsland Gander reported in Dec. 15 *N. Y. Times*. Council for Children's Welfare joined *Express* campaign at first, calling TV movies "nasty," but Gander wrote that *Express* began to drop crusade after Rev. Marcus Morris, editor of 4 children's newspapers, "came on the air and said unequivocally that he was all for horror, and he thought it ridiculous to pretend that TV pictures were brutalizing children." Note: Gander, dean of British TV critics, is on staff of rival *Daily Telegraph*.

Should TV stars sell, too? Answers to troublesome question of whether TV performers cheapen themselves and/or products by delivering sponsors' commercials are attempted by Dec. 20 *Printers' Ink*. Magazine polled sponsors, agencies, network programmers, critics, performers themselves, found total of 20 favored practice, 18 gave "yes-but" opinions, 15 opposed. Sponsors & agencies generally favored. Programmers & performers split nearly evenly. No critic gave unqualified approval.

In England, too, theatres are suffering from the impact of TV—more than 700 having been closed down since last May, according to govt. report to House of Commons. Total movie houses closed in U. S. since start of year: 1200.

TV's "little hell": Damages of $3000 against CBC have been awarded by Quebec Superior Court to Dr. E. E. Robbins, 77-year-old Montreal physician, for display of his name, address & telephone number on TV in Feb. 1956. He had written to govt.-owned network complaining about CBC's *Tabloid* show. Commenting on letter, master of ceremonies Dic MacDougall had Dr. Robbins' identification flashed on screen, suggested viewers get in touch with him to make him "feel better." Result, according to doctor who sued for $10,000, was that they made his life "a little hell." Assoc. Chief Justice W. B. Scott agreed that privacy had been badly invaded, said he was impressed by psychiatrist's testimony that "marginal viewers" could have been expected to react in hostile manner toward Dr. Robbins.

Quiz show anti-climax was reached this week by contestant Theophilius Adepoju Aderonmu on CBS-TV's *The $64,000 Question*. Nigerian native, who says he is tribal chief's son, took $64,000 he had won last month and left program, although he had since gone on to $96,000 and was due to try for $128,000—and possible $256,000—by answering Bible questions. "I have been so embarassed I can't concentrate on what I'm doing," he explained to quizmaster Hal March. Reasons: Following admission that he owed divorced wife support payments (Vol. 13:49) it was publicly disclosed that: (1) He had remarried without mentioning earlier domestic status. (2) Immigration Service was questioning his status as medical student.

Video tape recorder will be placed in mobile unit by San Francisco's KRON-TV for remote pickups. Station has 2 Ampex recorders on order.

New and Upcoming Stations: One vhf starter, one uhf going dark leaves on-air total at 520, uhf's dropping to 89. KVII, Amarillo (Ch. 7), ABC-TV affiliate, began programming Dec. 21, third vhf in city where KFDA-TV (Ch. 10) and KGNC-TV (Ch. 4) have been operating since 1953. WPAG-TV, Ann Arbor, Mich. (Ch. 20), which began April 3, 1953, asked permission to go dark for 6 months Dec. 31, listing following losses: $24,990 for 1953; $30,036, 1954; $30,057, 1955; $30,654, 1956; $26,944 first 9 months of 1957. Also reported temporarily off air because of Dec. 15 fire was KSWO-TV, Lawton, Okla. (Ch. 7). In Canada, satellite CFCL-TV-1, Kapuskasing, Ont. (Ch. 3) began Dec. 15 repeating parent CFCL-TV, Timmins, Ont. (Ch 6), 81 mi. away. It has 15-watt Canadian GE transmitter, 200-ft. tower. CFCL-TV base hour is $180. Reps are McGillvra, Paul Mulvihill & John N. Hunt.

KVII has 5-kw RCA transmitter and 12-section antenna on 833-ft. Andrews tower. Ownership, interlocking with radio KAMQ, Amarillo, consists of five local businessmen, each with 20%, headed by John L. McCarty, chairman; Murry Woroner, pres.-gen. mgr., formerly asst. gen. mgr. of KFDA-TV. Jerry Gardner, from KAMQ and ex-KFDA-TV, is production mgr.; Don Daniels, ex-KFDA-TV, chief engineer. Base hour is $300. Rep is Venard, Rintoul & McConnell.

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In our continuing survey of upcoming stations, these are latest reports from principals:

KTVU, Oakland-San Francisco (Ch. 2) had 25-kw RCA transmitter due Dec. 20, plans early March programming, writes Wm. D. Pabst, exec. v.p. & gen. mgr. Transmitter house walls are up, bids are in for studio building. Foundation is ready for 100-ft. Ideco tower on Television Peak, San Bruno Mt. Rates not set as yet. Rep will be H-R Television.

WIPR-TV, San Juan (Ch. 6, educational) with test patterns on air since Aug. 30, plans Jan. 6 programming, reports gen. mgr. R. Delgado Marquez. It has 25-kw RCA transmitter feeding 6-bay antenna on 200-ft. Blaw-Knox tower at TV-radio plant 15 mi. from San Juan.

CKRN-TV, Rouyn, Que. (Ch. 5), planning Christmas programming, has 760-ft. Wind Turbine tower nearly ready for 4-bay GE antenna, reports pres.-gen. mgr. D. A. Gourd. It will use 35-kw Canadian GE transmitter. Programming will be network only until studio facilities are completed. George A. Chartrand, from radio CKRN, is station mgr.; Vernard Valiquette, ex-Canadian Press & British UP, news editor; Jean-Guy Langevin, CKRN, technical director. Base hour will be $160. Reps will be Weed and Joseph Hardy & Co.

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RCA shipped 24-gain antenna and used 1-kw transmitter Dec. 2 & 3 to upcoming WBPZ-TV, Lock Haven, Pa. (Ch. 32), due in Jan.; 8-section superturnstile antenna Dec. 13 to WTVC, Chattanooga (Ch. 9), due to resume early in 1958 after move from Rome, Ga. where WROM-TV call was used; 1-section superturnstile antenna Dec. 13 to WWJ-TV, Detroit (Ch. 4); 1-section superturnstile antenna Dec. 19 to KVAL-TV, Eugene, Ore. (Ch. 13).

Battle of daytime AM stations to get longer operating hours was marked this week by FCC's issuance of rule-making proposing to permit operation from 5 a.m. or local sunrise (whichever is earlier) to 7 p.m. or local sunset (whichever is later)—in lieu of present sunrise-sunset-only provisions. Comments are due March 18, replies 30 days later.

Translator starts: K74AL, Gold Beach, Ore. began equipment tests Dec. 13 repeating KIEM-TV, Eureka, Cal.; K80AG, Show Low, Ariz. Dec. 10 began repeating KGUN-TV, Tucson; K80AK, La Grande, Ore. plans Jan. 4 start with KREM-TV, Spokane.

CBS-TV adds WBOY-TV, Clarksburg, W. Va. (Ch. 12) as secondary interconnected affiliate, effective immediately.

New ABC-TV affiliate is WLBR-TV, Lebanon, Pa. (Ch. 15), effective Jan. 5.

Capitol Cities Television Corp. is new name for operating company of so-called Lowell Thomas group, representing merger of ownership of WTEN, Albany (Ch. 10), formerly WCDA, with satellite WCDC, Adams, Mass. (Ch. 19); radio WROW, Albany; WTVD, Durham, N. C. (Ch. 11); pres. Frank Smith owns ⅓ of CP for Ch. 40, Baton Rouge. There are 2,000,000 shares authorized, 1,048,944 outstanding, with additional 52,000 being offered over-the-counter 6⅝-7. Pres. is Frank M. Smith, 13.91% stockholder, onetime WLW and Transamerican executive, mgr. for Lowell Thomas for last 10 years. Vice-presidents are Wm. J. Casey, 4.87%, Alger B. Chapman, 4.85%, and John P. McGrath, 5.99%; N. Y. attorneys; Harmon L. Duncan, 2.18%, and J. Floyd Fletcher, 3.81%, ex-owners, now co-mgrs. of WTVD; Thomas S. Murphy, 1.16%, mgr. of Albany stations. Lowell Thomas and family, largest stockholders, own 18.2%. Among 50-odd other stockholders, all under 4%, are GOP Congressman Dean P. Taylor, Troy, N. Y., 3.15%; Democratic Congressman Leo W. O'Brien, Albany, 2.34%; H. V. Kaltenborn, news analyst, 1.19%; radio WDNC, Durham, 1.53% (Carl C. Council, pres.).

"Fisbie" trademark is being registered by WHAS-TV, Louisville, to identify station with slogan, "Foremost in Service, Best in Entertainment," and sketch of head with Ch. 11 numerals superimposed which has been used for promotion since Jan. 1956. Name was picked in contest which drew 40,000 entries.

Rate increases: KCOP, Los Angeles, has raised base hour from $1350 to $1500, min. $350 to $425. WTEN, Albany, N. Y., formerly WCDA, Nov. 1 raised hour from $625 to $900, min. $130 to $175. KGW-TV, Portland, Ore. Jan. 1 raises hour from $700 to $800, min. $200 to $225. WGR-TV, Buffalo, Dec. 1, hour $700 to $750, min. $190 to $255. WHO-TV, Des Moines, Dec. 1, hour $700 to $750, min. remaining $150. WHCT, Hartford, Dec. 15, hour $650 to $700, 20 sec. remaining $130. KGMB-TV, Honolulu, hour $350 to $400, min. $75 to $87.50. WBRZ, Baton Rouge, hour $300 to $400, min. $65 to $90. WLBR-TV, Lebanon, Pa. Jan. 1, hour $200 to $350, min. $46 to $80.50. WAPA-TV, San Juan, Jan. 1, hour $250 to $325, min. $55 to $70. KROC-TV, Rochester, Minn. Dec. 31 adds Class AA hour (7-10:15 p.m. daily) at $300, min. at $60, Class A hour going from $250 to $240.

WBLN, Bloomington, Ill (Ch. 15) off air since June 3 (13:26) has sold $66,225 worth of common stock to public at $25 a share, according to application filed with FCC by mgr. Worth S. Rough, who changes from majority to 12% owner. Station also reports it is liquidating indebtedness by paying off creditors at 10%, except for GE which is to get $22,500 or approximately 17% of $142,014 remaining on equipment.

Charles B. Jordan is exchanging his 25% of KFDA-TV, Amarillo, Tex. (Ch. 10) & KFDA for full control of radio KFDA plus note for approximately $112,000.

Adler's Vhf Repeater Proposal: Vhf translators, as well as uhf translators and on-channel vhf boosters, are proposed by Adler Electronics Inc. as answer for sparsely settled areas. Filing comments in FCC's vhf booster rule-making proceeding, Adler suggests that vhf translators could be supported economically by 50 families.

To guard against interference, company recommends that power output not exceed 0.25 watt and that transmitters have equipment which will shut them down automatically if objectionable radiation outside assigned channel is generated. Also suggested is increase in uhf translator power from 10 to 100 watts maximum.

Washington State TV Reflector Assn., biggest defender of unauthorized vhf boosters, urged Commission to permit continued use of operating boosters wherever absence of interference can be proved.

KXLY-TV, Spokane, and KELP-TV, El Paso, suggested low-power vhf outlets be authorized with "minimum necessary safeguards."

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There was still another step this week in long fight over WESH-TV, Daytona Beach (Ch. 2)—when Commission instructed staff to draft decision affirming Feb. 6 grant authorizing move to site 25 mi. from Daytona Beach, increase in power & height—denying protest of WLOF, Orlando.

By bare majority (Doerfer, Hyde & Mack dissenting), Commission authorized grantee KVIT, Santa Fe (Ch. 2) to change site to towering Sandia Crest, 43 mi. away, location of the Albuquerque stations.

In allocations, Commission: (1) Denied WENS (Ch. 16) proposal for 4th commercial vhf in Pittsburgh, adding either Ch. 6 or 9 by extensive channel shifts in wide area. (2) Set Jan. 17 deadline for comments on WWLP, Springfield, Mass. (Ch. 22) proposal to substitute Ch. 15 for 75 in Concord, N. H., Ch. 21 for 15 in Portsmouth, N. H.; 75 for 30 in St. Johnsbury, Vt.; 69 for 74 in Bennington, Vt. and give 74 to Springfield, Vt. (3) Denied request by Veterans Bcstg. Co. Inc., Ch. 10 applicant in Vail Mills, N. Y. (Albany area), for temporary stay of operation of WTEN on Ch. 10.

Grantee WXTV, Youngstown (Ch. 73), petitioned for substitution of Ch. 33 for 73, Ch. 22 for 47 in Pittsburgh, Ch. 79 for 22 in Clarksburg, W. Va.

Translators authorized: Ch. 75, Indio, Cal.; Ch. 78, Joplin, Mont.; Ch. 76, Shelby, Mont. [For details, see *TV Addenda 25-U* herewith.]

Radio Station Sales Approved by FCC: KGA, Spokane, Wash. by Bankers Life & Casualty Co. for $250,000 to Gran Bcstg. Co. (Vol. 13:48) . . . WHOO, Orlando, Fla. by Edward Lamb for $250,000 to Ted Estabrook (Vol. 13:47) . . . WAND, Canton, O. by P. C. Wilson for $150,000 to Agnes J. Reeves Greer (Vol. 13:44) . . . WROD, Daytona Beach, Fla. by Jim McDonough & John Murphy for $145,000 to Radio of Daytona Inc., owned 20% by McDonough (Vol. 13:46) . . . KBTM, Jonesboro, Ark. by Helen W. & Harold E. King for $110,000 to brothers Alan G. Jr. & Matthew C. Patteson (Vol. 13:48) . . . WCOS, Columbia, S. C. by Charles Pittman for $107,500 to George H. Buck Jr. (Vol. 13:47) . . . KTKT, Tucson, Ariz. 50% by Thomas J. Wallace for $90,000 to Art Linkletter & John Guedel (Vol. 13:33) . . . KYNG, Coos Bay, Ore. by Harold C. Singleton & Walter N. Nelskog for $70,000 to KYNG Radio Inc. (Vol. 13:48) . . . KLEE, Ottumwa, Ia. by Jack Lester & Wm. O'Connor for $57,500 to Carroll Marts ex-MBS central div. (Vol. 13:43).

Dominican Republic demand that FCC require CBS Radio to give Trujillo govt. "free time or some form of redress" to answer May 20 documentary on "The Galindez-Murphy Case" was rejected by Commission this week. Dominican Information Service in N. Y. also had asked FCC to force CBS to "accept sponsored time if free time is not obligatory" for reply to broadcast account of disappearance of Jesus Maria de Galindez, Trujillo foe, and death of Dominican Airlines pilot Gerald L. Murphy. Pointing out that it exercises no network program supervision, FCC said it "is unable to conclude at this time that CBS has failed to discharge its responsibility as broadcast licensee."

Sale of KREM-TV, Spokane (Ch. 2) by Louis Wasmer to group headed by Mrs. A. Scott Bullitt, was given go-ahead again this week as FCC dismissed protest which had been filed by TV Spokane Inc. (Vol. 13:47). Protestant, one-time applicant for Ch. 2, withdrew objection after private settlement—terms undisclosed. Comrs. Bartley & Ford dissented, saying they wanted to know more about "the circumstances surrounding the withdrawal."

Construction of 1082-ft. TV tower has been started in Tokyo by Nippon Television City Corp.

Reports of Radio Station Sales: KXLW, St. Louis, by John Kluge & Mark Evans for $500,000 to R. J. Miller, N. Y. finance exec. and George Eng, pres. of Peninsula Swift Homes Inc., Norfolk (Blackburn & Co.) . . . KANS, Wichita, Kan. by Kenyon Brown and Frank Lynch for $300,000, including assumption of liabilities, to J. Wm. O'Connor and associates (Hamilton, Stubblefield, Twining & Assoc.) . . . KPLA (FM), Los Angeles, by Don Martin for $100,000 to John H. Poole . . KEAR (FM), San Francisco, by Stephen A. Cisler for $100,000 to Harry H. Nasburg, publisher of *The Argonaut*, weekly literary magazine.

Next move in "Ch. 13 case" is up to FCC—and prospects of N. Y. Board of Regents' acquisition of channel for proposed educational uses, in lieu of projected $3,500,000-plus sale of WATV with WAAM to National Telefilm Associates (Vol. 13:49, 50), appear enmeshed in cloud of legal arguments. This week, replying to WATV and NTA briefs opposing proposed rule-making to change Newark station's channel to educational, counsel for Regents filed 31-page brief, insisting FCC has authority to make change, citing precedents and reiterating intention of seeing to it that "no harm shall be caused WATV," i e., that WATV owners will be paid. Meanwhile, the trade journal *Sponsor*, in unverifiable reports, stated this week that N. Y. educational exponents are working on plan whereby the 6 metropolitan stations "put up $1,000,000 each to buy the 7th for the educators" in order to "cut down commercial competition and soften pressure on themselves for more educational fare."

Film interests are represented in new AM application for Albuquerque (1310 kc, 1 kw, daytime) reportedly also have pay-TV plans: Larry Stern, pres.-treas., 33⅓%, eastern sales rep of M & A Alexander Productions; Arthur Alexander, v.p., 33⅓%, pres. of M & A; Murray J. Chikofsky, secy., 33⅓%, asst. house counsel of 20th Century-Fox, N. Y.

Inconsistencies in govt. agency decisions and some reasons therefor are discussed in Dec. 5 *Virginia Law Weekly* by Paul Dobin, former chief of FCC rules & standards div., now member of Cohn & Marks, Washington law firm.

Who Owns AAP? United Artists made its bid to become major factor in TV industry this week with announcement that it had purchased 51% of Associated Artists Production Corp.—which was immediately challenged by NTA, which claims it has previous legal contract for purchase of controlling interest in AAP (Vol. 13:46 et seq.). Web of litigation arising out of conflict must be untangled by courts to determine actual purchaser.

UA's purchase was negotiated in Canada, buying outfit being new UA subsidiary Gotham Television Film Corp. Gotham announced it has purchased 700,000 shares of AAP stock (51%) for $12 a share, consisting of $6 cash and $6 in debentures guaranteed by UA. Sellers were Canadian financier AAP chairman Louis Chesler and his group. UA says it will offer same deal to other stockholders. Chesler confirmed sale to Gotham TV this week. The offer which NTA says AAP officials accepted involved sale of 820,000 shares by same group for $4.375 cash, $4.40 in debentures and 1/10 share of NTA stock for each AAP share.

Chesler, Maxwell Goldhar and M. Mac Schwebel have resigned as AAP officers and directors, but pres. Eliot Hyman and other management personnel of AAP are slated to remain if UA sale sticks.

What makes AAP so desirable is its ownership of pre-1948 Warner Bros. film library, plus Paramount's *Popeye* cartoons.

UA recently organized new subsidiary United Artists Television Corp., to be headed Jan. 1 by Herbert L. Golden, well-known in TV industry as head of entertainment industries div. of Bankers Trust Co., N.Y. (Vol. 13:50); Bruce Eells is exec. v.p. John Leo, who has been director of feature film sales for UA, continues in that post.

At Bankers Trust Co., asst. v.p. Edgar A. (Ted) Manning succeeds Golden as chief of entertainment industries div., which handles loans to film producers.

Slip of the decimal point in Nov. 2 *Television Digest* (Vol. 13:44) caused us to cite incorrect prices for European Broadcasting Union's excellent TV & FM station directories. *List of Television Stations* contains latitude & longitude, frequency, power and polarization of all Western European TV stations as of April 1, together with each country's TV standards. *List of Sound Broadcasting Stations (VHF Band)* gives same data for FM stations. Both have separate lists arranged by country and by frequency. They're available from EBU Technical Centre, 4 Rue de la Vallee, Brussels, for 25 Belgian francs each, or about 50¢ (not $5 as erroneously stated). EBU also has announced new monthly publication, *EBU Review*, a printed periodical which replaces the bi-monthly mimeographed *EBU Bulletin* next month. New publication, printed in English and French editions, will be divided into 2 parts, each published semi-monthly. Technical edition will be issued in Jan. and bi-monthly thereafter, with General & Legal edition beginning in Feb. Annual subscription by surface mail is 300 Belgian francs (about $6); single copies of Technical edition are 30 Belgian francs.

Baseball TV Plan Stands: CBS-TV proceeded this week to negotiate Sunday baseball game telecasts with 5 major league clubs next season despite howls by minor clubs and promise of investigation by House Judiciary anti-trust subcommittee (Vol. 13:49-50). Network stressed that telecasts wouldn't be carried in areas where minor clubs play Sunday home games, but minor league czar George Trautman said that wouldn't prevent damage to Sunday gates. "Apparently Columbia has but one thing in mind and that is the preservation of Columbia and the destruction of the minors," he said pursuing demands that Congress step into minor-major dispute. Trautman wants baseball exempted from monopoly laws so that clubs can join together to control broadcasts of games.

Broadcast Americana: CBS Radio presented Library of Congress this week with complete tape recordings of May 13-26 network programs, 397 reels becoming part of permanent collection of audio-visual reference materials. Accepting gift from CBS Radio pres. Arthur Hull Hayes, librarian L. Quincy Mumford said: "In a day when mass media comprise a major aspect of American civilization, it is appropriate that the Library of Congress should preserve representative examples of the offerings of network radio to the American people."

NARTB promotes Howard H. Bell to asst. to pres. in charge of joint affairs effective Jan. 1, aiding pres. Harold E. Fellows in staff planning, activities with state broadcasting assns. and freedom of information campaign. In new post, Bell will lift some of administrative load from Fellows—who will be 59 in March—and as NARTB spokesman puts it "has been doing work of 3 men," asserting that Fellows has "nothing organically wrong with him." NARTB also announced appointment of employer-employe committee, chairman Leslie C. Johnson, WHBF (AM-TV), Rock Island, Ill.; initial meeting is scheduled tentatively for Feb. 27 in Washington.

NBC Opera Company has attained "major importance" in musical world, which no longer can regard troupe as "precocious upstart bred by a medium with spasmodic pretensions to culture," *N. Y. Times* critic Howard Taubman wrote Dec. 15. Reviewing NBC-TV's production of Francis Poulenc's "Dialogues of the Carmelites" which opened 9th season Dec. 8, Taubman lauded company's "valuable contribution to the cause of opera in America."

Inroads on FM band have never been proposed by Commission, FCC said this week—issuing special notice to answer numerous inquiries (Vol. 13:48). "It is emphasized," notice stated, "that the Commission has not instituted any rule-making proceeding directed toward reallocating any part of the FM broadcast band (88-108 mc) although proposals have been received by the Commission to make such spectrum space available for use by other radio services."

Memo on subliminal advertising, circulated Dec. 16 to all dept. heads by AB-PT pres. Leonard H. Goldenson, reads in part: "Until such time as full and complete information concerning the effects of this technique is available for careful consideration, the ABC-TV network and its owned-&-operated stations, in keeping with their policy that all commercial announcements shall be clearly identified as such, will not broadcast messages utilizing the technique of 'subliminal perception' . . ."

San Francisco TV blackout of National Football League's western div. playoff Dec. 22 is being investigated by Justice Dept., asst. attorney general Victor Hansen revealed this week. The anti-trust div. chief pointed out that tickets for game at San Francisco's Kezar Stadium have long been sold out and event is being televised coast-to-coast, except to San Francisco area.

Major TV Study: Fund for the Republic, Ford Foundation-financed group devoted to issues involving Constitutional rights, this week announced study of "mass media of communication," which will begin with "an analysis of the relationship between Govt. and TV." According to pres. Robert M. Hutchins, project "will include a study of the application of the First Amendment's guarantee of free speech to the medium of TV, and an analysis of the role of the FCC as a regulatory body in this field." Explaining project's emphasis on TV, Hutchins stated: "Surveys have shown that people spend more time with TV than with magazines, newspapers and radio combined . . . It has become increasingly clear that TV is having a tremendous impact on our society." Responsible for mass media study will be Princeton U history professor Eric F. Goldman, former *Time* magazine staffer. Acting as liaison directors will be 3 members of Fund's board, none of them identified with TV: Miss Alicia Patterson, editor & publisher of *Long Island Newsday;* Bruce Catton, editor of *American Heritage* magazine; Harry Ashmore, exec. editor of Little Rock *Arkansas Gazette.*

Advanced science reporting course for broadcasters, newspapermen & magazine writers under $70,000 grant by Alfred P. Sloan Foundation, was announced this week by Columbia U's Graduate School of Journalism. Selected reporters & writers, preferably those with 3-6 years' experience, will be given tuition plus $550 monthly for living expenses. Dean Edward W. Barrett said fellowships are intended to "increase the number of dependable science & technology writers for newspapers, press services, magazines, radio, TV & industry."

"First intercity big-screen closed-circuit colorcast" is claimed by Closedcircuit Telecasting System (Fanshawe Lindsley, pres.) for Dec. 12 Greater N. Y. Dental Meeting at Statler Hotel, where 1500 dentists viewed mouth surgery and tooth repair demonstrations which originated at U. S. Institute of Pathology, Walter Reed Hospital, Washington. N. Y. color picture was displayed by 3 RCA color projection units.

CBS-TV Affiliates, holding 2-day general conference in Washington's Hotel Shoreham Jan. 13-14, will be addressed at luncheon meeting first day by Vice President Nixon, second day by Senate majority leader Lyndon Johnson (D-Tex.) whose wife heads company owning KTBC-TV, Austin, and has interests in KWTX-TV, Waco, and KRGV-TV, Weslaco.

Mass media data covering TV, radio, movies, newspapers, magazines, books are compiled & evaluated in *Mass Communications: A Statistical Analysis* by Richard E. Chapin (Mich. State U Press, East Lansing, 148 pp., $5.75). Chapter on TV & radio industries says their statistics "are more complete, more available, and more consistent than those for any of the other mass media."

One application for TV station, one for translator, were filed with FCC this week, bring total to 123 (33 uhf) for stations, 23 for translators. Applications: For St. Petersburg, Fla., Ch. 10, by group headed by ex-CBS-TV pres. J. L. Van Volkenburg; translator was for Ch. 78, Libby, Mont. [See *TV Addenda 25-U* herewith.]

Soviet bloc TV-radio programs will be exchanged under agreement between communications ministers of Communist countries, Tass reported this week. Pact also calls for development of telecommunications & mail services.

Tele-Pay Productions is new firm formed to make films exclusively for toll TV. It's headed by George Weiss, with Ted Adair as casting director; office is at 723 Seventh Ave., N. Y.

"Educational Television & Groucho Marx" titles strikingly illustrated booklet being distributed by NBC. Theme: "Because millions enjoy Groucho—and other popular entertainers like him—TV has grown into the greatest advertising medium in history. Every year American industry, recognizing TV's matchless ability to reach the entire family, has poured increasing millions of dollars into TV advertising. This money serves 2 functions. It lights up TV screens across the nation with a week-long schedule of the most diversified entertainment available. At the same time it enables the networks to go beyond mass entertainment to create the so-called 'special interest' programs, programs designed to instruct and uplift, to enrich and enlarge the cultural life of the American people." Booklet describes, in words and pictures, such NBC-TV cultural ventures as NBC-Educational TV & Radio Center educational series, "Project 20" documentaries, NBC-TV Opera, *Wisdom* series, etc. Note: One of NBC-TV's prestige programs, *Wide Wide World*, was scheduled to feature Vice President Nixon, who was due to participate in show featuring story of American justice and law enforcement Dec. 22.

Electronic Eyes for Military: Army awarded 2-year $1,500,000 contract this week to Cornell Aeronautical Lab, Buffalo, for development of TV and other electronic surveillance methods for battlefield use. Contract provides for study of TV, radar, conic, meterological, drone reconnaissance & photographic systems for observing enemy positions and actions. Research & development will be carried out by 35 key Cornell Lab scientists and some 35 military personnel of Army Combat Surveillance Agency.

Add mergers: Compton Adv. acquires Western Adv., Los Angeles, transferring its personnel & accounts to Compton offices there Jan. 1, merger raising latter's west coast staff to 49. Edward E. Keeler, former Western head, joins Compton as a v.p.

Headline of the week: "Hi-Fi Followers Want a Static FM"—Dec. 15 *N. Y. Times* story by Jay Walz detailing drive by FM stations and others to prevent encroachment of other services on 88-108 mc band.

Assn. of National Advertisers directors name Donald S. Frost, Bristol-Myers v.p. in charge of advertising, as treas. He succeeds Henry Schachte, Lever Bros. v.p., now ANA vice chairman.

First live radio coverage of N. H. state legislature has been approved by its rules committee for special Jan. session, permission going to WKXL, Concord. Facilities will be shared by WMOU, Berlin, and WJWG, Conway.

New closed-circuit TV dept. of Bramson Entertainment Service, headed by Nat M. Abramson, mgr. of WOR Artists Bureau, opens at 1440 Broadway, N. Y.

Summarizing radio growth, NARTB estimates 1957's gross will run to record of about $650,000,000, up 14% from 1956's $571,000,000, which was up 5% from 1955.

Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1957 issues of the Television Digest Weekly Newsletters, plus the semi-annual TV Factbooks with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken until Dec. 30. Price: $25 per volume.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
December 21, 1957

PHONO BUSINESS 1957—THE FI IS REALLY HIGH: Ten-month figures in hand are showing that packaged phono-hi-fi business this year is surging to its majority with about 5,000,000 units of factory sales and retail value of about $500,000,000. The figures make emphatic this message to price-depressed TV-radio manufacturers: The big-ticket hi-fi bracket is booming. Second item: Following TV in style though not yet in price, the portable phono is full-fledged trend -- with some automatic and with-radio models showing increases best described as spectacular.

Both points add up to a dollar story that TV & radio manufacturers haven't been hearing lately. TV retail sales have slipped from $1.4 billion to $1.3 in 2 years; home radio has held constant at about $250,000,000 despite 6-year unit sales records (Vol. 13:49). But after ignoring the recent growth of phono industry for almost 2 years, all major TV & radio makers got in (with one or 2 outstanding holdouts) with big production at the high phono-only end last year and the high radio-phono end this year. TV & radio makers are now sharing in phono retail dollar boom. Retail value in 1957 will have topped 1956 by $100,000,000, most of it in sales of units over the $100-$125 line -- and 1958 is expected to add another $100,000,000 retail, again from increased activity in the higher-end areas.

Industry opinion explains all this with a happy story. People have learned what good sound is and are willing -- conditioned, if you will -- to pay upwards of $100-$125 for hi-fi. Same opinion says high-end matched constant low-end in 1956 in retail dollars, doubled it in 1957, will triple it in 1958.

Figures from Electronic Industries Assn. help spell out some of the story -- and point up some dramatic areas. But caution is the word from most interpreters of EIA's detailed breakdowns of phono-hi-fi mix. While some models & price brackets show huge percentage gains, many of these categories started from near zero in comparable periods last year as manufacturers were still "discovering" their market. EIA breaks its statistical studies of the packaged phono market (components not included) into 3 major merchandise groups: record player attachments, phonographs (without radios), combinations (radio-phonos & TV-radio-phonos) -- then breaks these into many price & model categories. Here are selected views of total picture:

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(1) Through Oct., total factory sales in units are up 25% over 10 months last year -- and EIA's exec. v.p. James D. Secrest sees year leveling off at 16% increase (Vol. 13:50), with about 5,000,000 units vs. 4,175,000 in 1956.

(2) Record player attachments as a group are down 5% from last year.

(3) Phonographs as a group are up 97% in 10 months; of 17 categories, 6 are down, 11 up. All non-automatic phonos are down except low-end single-speed single-play category, which is booming. All multi-speed automatics are up except the $100-$150 table model, which is off slightly. Low-end tables are up sharply; high-end tables have doubled. All portables are up, especially the over-$100 list category, which has doubled. All consoles are up, the high-end (over-$200) having tripled -- from 100,798 in 10 months of 1956 to 304,884 in 10 months this year.

(4) Combination group is up 16%; 6 of 8 radio-phono categories are up -- and activity in highest end is dramatic. Low-end tables and portables are down slightly or even. Middle- & high-end portables have doubled. Low- & middle-end consoles have doubled. High-end console radio-phono combinations have more than doubled, and TV-radio-phono combinations are up slightly.

Growth of most expensive (over-$300 list) radio-phono is impressive. In 1955, factory sales totaled 23,097 units; in 1956, 51,244 were sold. In 10 months of 1957,

factories had already moved 196,275 -- 31,678 of these in new "over-$500" bracket.

Further growth patterns are pointed by shifts in percent-of-industry done by certain merchandise categories in last 2 years. For example, in 10 months of 1957 vs. like period last year, analysis of EIA factory sales by units shows: consolette & console phonos at all prices did 14% of factory sales vs. 8.7% in 1956. Console radio-phono in the $200-to-over-$500 class grew to 9.3% vs. 3.3%. Middle- & high-end portable radio-phono grew to 4.6% from 2.1%. In lower priced goods, portable automatic, multi-speed phonos held at about 22% for both years. Portable single-play multi-speed phonos slipped to 15% from 21%. All single-speed, single-play models slipped to 13% of production total from 19% last year.

Note: In Dec. 23 issue, Time cover story sees continuing boom of hi-fi (and helps it along), pointing out that phono ownership in U.S. homes has risen 37% in 5 years to 30,000,000; that there are 2,000,000 (component) hi-fi rigs in use; that LP records now do 2/3 of pop record business. In Dec. 2 issue, Newsweek points to tomorrow's stereo tape business noting 40 firms making stereo library, which grows by 100 titles a month and will soon top 1000. Finally, bringing packaged phonograph ($500,000,000), records & tapes ($300,000,000) and tape recorders ($100,000,000) together in retail dollars as one major maker does, we've got -- or will have by 1958 -- a $1 billion "music in the home" market to be vigorously worked. (More of that in coming issues of Television Digest.)

ADMIRAL'S HYPOS—AND A FEW 'SLEEPERS': Most unusual area of product diversification we've yet encountered in the unpredictable TV-radio-electronics fields is Admiral Corp.'s move into, of all things, plastic hospital supplies. First product is a disposable syringe used for one hypodermic shot then thrown away. It's favored by medicos because some types of germs can't be destroyed by the usual boiling or steaming -- and about 2,000,000 a month are already being marketed to hospital supply houses through some Admiral distributors and certain others assigned closed territories.

It's not a high-price item, nor will it bulk large in Admiral's over-all sales, adding up to some $8,000,000 next year (when sales should be 10,000,000 units a month) and an expected $12-$15,000,000 by 1959. But it's opening up an entirely new field, for now being perfected are disposable plastic sheets and pillow cases which, like the syringe, can be thrown away after one use. These are designed to help obviate the bane of all sickrooms, danger of infection, besides cutting down laundry labor and costs.

Whole field has enormous potential, says pres. Ross Siragusa, who recently engaged V.M. Stilson, ex-Erie Resistor, to head it up. Molded Products Corp., 100% subsidiary acquired from estate of Siragusa's brother, is the producer. At big plant covering more than 3 acres in west Chicago, it is also turning out certain fiberglass materials and plastic parts for Fisher Body, Pontiac, Plymouth, Buick; it has always made the plastic cabinets for Admiral's TVs and radios.

[For further report on Admiral and other "diversifiers," see p. 13.]

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TV Tube Rebuilders: Increasing part of TV picture tube market going to the tube rebuilders is emphasized by latest EIA breakdown showing renewal tube sales by rebuilders at 2,600,000 in 10-months through Oct., compared with 2,400,000 in 1956 period. At same time, sale of new tubes to setmakers totaled 5,300,000 vs. 6,300,000 in first 10 months of 1956, tied to production decline (Vol. 13:49). New tubes for renewal market were 2,400,000 -- same as in 1956. Exports also remained static at 600,000 -- bringing total picture tube sales through Oct. to 10,900,000 vs. 11,500,000 last year. By sizes: 15-in. & under, 6% in 1957, 14% in 1956; 17-in., 23% vs. 17%; 21-in., 65% vs. 62%; 24-27-in., 6% vs. 7%.

Receiving tubes for same period totaled 389,000,000, holding about even with 390,000,000 in first 10 months of 1956. Continued high volume, despite TV drop, is attributed to radio upsurge, increased industrial, commercial, military uses. Here's breakdown: Initial equipment, 210,000,000 through Oct. 1957, 220,000,000 in 1956;

renewal, 153,000,000 vs. 140,000,000; export, 19,000,000 vs. 22,000,000; Govt., 6,600,000 vs. 7,900,000. Marketing specialists expect 1958 increase in sales as greater number of units-in-use require more replacement tubes.

Note: EIA didn't compile TV-radio production figure for week ended Dec. 13, statistical dept. explaining that too few manufacturers reported output. Figures will be reported as soon as available.

Diversification & Profitability: Admiral is diversifying into plastic products for hospital uses, among other items (see p. 12), and other companies are also finding new lines besides the ever-varying requirements of govt. contracts. But their original products remain TV-radio and related household items, now given big lift by the enormous upsurge of hi-fi.

For example, Packard-Bell's report for fiscal year ended Sept. 30, showing sales at record $32,262,878 and earnings of $704,447 ($1.02 per share) vs. $28,405,059 & $862,356 ($1.25) in preceding year, describes the various communications, missiles, radar & computer products it turns out. But it also makes the Foetoscope for hearing and visualizing the heartbeat of an unborn child; the Sigalert emergency radio warning system for police, highway patrols, doctors, firemen; an electronic garage door opener; wooden doors in 12 sizes for homes and building—latter in own Bellwood Co., wood factory which also makes its TV-radio-hi-fi cabinets.

Yet TV represents about 30% of total corporate sales, and continues profitable, says report, while radio and hi-fi have "increased dramatically"—latter up 49% and still climbing. Pioneer Los Angeles radio-making firm calls itself "oldest and largest manufacturer of TV, radio and hi-fi in the West"—presumably because bigger Hoffman Electronics Corp. is now accenting its many electronics products—and report says it plans to expand distribution throughout the 11 western stations "and possibly the nation."

At Dec. 12 stockholders meeting, pres. Robert S. Bell foresaw home products such as TV, radio, hi-fi and garage door openers facing "limitations [that] probably will no more than double [their] sales in the next 5 years." However, in same period, he expects technical products and electronics can "expand to 10 times our current sales." In last fiscal year, he reported, technical products div. contributed 38% of total corporate sales.

While it isn't one of the biggest companies in the field, Packard-Bell offers fascinating reading in its report as an example of diversification effort; you can get a copy by writing Mr. Bell at 12333 W. Olympic Blvd., Los Angeles.

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Still another report on diversification: General Instrument Corp., back on profit and dividend-paying levels (earnings $247,053, or 18¢ a share, on sales of $15,200,170 in 6 months ended Aug. 31 vs. only $35,561, or 2½¢, on $13,979,913 in same period of preceding year), informed its stockholders this week:

"Our program is to convert . . . from a manufacturer primarily of components for the radio-TV industry into one which has its base in all phases of electronics activity. Thus, your management plans, without in any way diminishing our leading position as a supplier of TV and radio components, to lessen dependence on the vagaries of the radio-TV market . . ."

Recently, GI acquired Radio Receptor Co. for expansion into industrial and military electronics, notably semiconductors. Its military backlog at Nov. 20 was $13,000,000 against $1,800,000 last year. Its F. W. Sickles div. has introduced a new, cheaper, smaller uhf tuner which chairman M. H. Benedek states should "help bring down uhf set costs and, perhaps, thus stimulate this area of TV broadcasting."

Note: Govt. is by far electronics industry's best customer, as EIA exec. v.p. James D. Secrest reported last week (Vol. 13:50), representing 50% of over-all 1957 factory dollar volume—and Admiral this week reported that, after long lean period in the field since 1950 when it had $50,000,000 in govt. contracts, it now has backlog of $25,000,000 as against half that amount year ago. But Admiral, too, still depends on TV ("inventories down 35% from last year's levels"), radio and hi-fi ("booming") and on its appliance lines for by far most of its volume, according to pres. Ross Siragusa.

He's especially hot on prospects for new lines of refrigerators, freezers, dishwashers, ranges—and predicts 1958 will be as good as if not better than 1957 in spite of soft markets expected in first half. Admiral's own 4th quarter will run in black as high as it was in red last year, he said, meaning around $750,000. Officially reported so far this year are 9-mo. figures only, showing $572,662 net profit (24¢ per share) on sales of $126,125,817 vs. $1,792,029 (76¢) on $134,204,988 in same 1956 period. For all 1956, earnings were $1,037,274 (44¢) on sales of $182,046,168, both lowest since 1950.

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Distribution reorganization move by GE converts all General Electric Appliance Co. (GEA) branches and TV-appliance depts. of GESCO branches to district offices of a new unit—sales & distribution dept. of the appliance & TV receiver div. Move, designed to speed communications between production and field, is basically a change in method of reporting and change in nomenclature, GE says. Pat A. Tilley, formerly pres. of GEA, becomes gen. mgr. of new dept. with headquarters at Louisville; R. C. Hawley, formerly mgr. of GESCO appliance & TV dept., mgr. of western districts; W. D. Dance, former GEA sales mgr., mgr. of eastern districts. GEA branch mgrs. become sales & distribution district mgrs. Physical structure of distribution remains the same. L. G. Hertzler will contact independent distributors. Radio and small appliances will still be distributed through GESCO, with headquarters in Bridegport, Conn.

Christmas-inventory furloughs were started this week by most TV plants, greatest number of employes affected being 4800 at RCA Bloomington & Indianapolis TV & tube plants. Spokesman said Bloomington plant would be closed one week, Indianapolis 2, emphasizing this was not a layoff or reduction in force. Westinghouse laid off about 400 at Metuchen, N. J. TV-radio plant, attributed partly to season, partly to soft sales.

Consent judgment has resulted in dismissal of patent infringement suit by Kay-Townes Antenna Co. against Channel Master Corp. which will continue to make conical-yogi antennas under license from Kay-Townes.

Westinghouse Ups Executives: Westinghouse Electric Corp., its 1957 sales at all-time peak of about $2 billion and anticipating "even higher in 1958," changes presidents as of Jan. 1—48-year-old exec. v.p. Mark W. Cresap Jr. ascending to that post while chairman-pres. Gwilym A. Price remains as chairman. Cresap has been with Westinghouse since 1951 when he became v.p. & asst. to the president after conducting a management survey for his then firm, Cresap, McCormick & Paget. Price, 62, has been pres. since 1946 and pres.-chairman since 1955.

E. V. Huggins, 50, to whom the broadcasting, defense products plant at Baltimore and international subsidiaries and the law, tax, patent & secretary's depts. continue to report, becomes v.p. & chairman of executive committee changing title from v.p.-corporate affairs and secy. He's a lawyer, formerly with Cravath, deGersdorff, Swain & Wood, who joined Westinghouse in 1943 after serving 2 years as Asst. Secy. for the Air Force.

John K. Hodnette, v.p. & gen. mgr. since 1955, becomes exec. v.p.; George G. Main, v.p.-finance & treas.; Francis E. Dalton, controller; Carlisle P. Myers, gen. counsel since 1955, corporate secy. in addition to gen. counsel; Russell B. Read, asst. treas. as well as planning director.

Executive committee comprises Price, Cresap, Huggins. As operations head, exec. v.p. Hodnette continues to have reporting to him Chris Witting, v.p. consumer products group (all appliances, distribution, tubes, semi-conductors); A. C. Monteith, v.p. apparatus products; Wm. Sproul, v.p. industrial products; Charles Weaver, atomic products.

A major contractor in nuclear fields, big producer of heavy duty electrical and electronic apparatus, Westinghouse is also an important factor in broadcasting, owning 5 TV & 7 AM stations—highly successful properties headed by Don McGannon. He was formerly a colleague of Witting's when latter headed DuMont Broadcasting Co.

In year-end statement this week, Price had this to say about consumer lines: "Prospects for improvement in the consumer products field are hinged to a modest increase in residential construction and the continued rise of personal consumption expenditures even though the rate will not be as rapid as in the past several years. Consumer acceptance of radical new designs in appliances helped to reverse a year-long slump in appliance sales in the late summer of 1957 and since then sales have shown gains over comparable months of 1956."

Topics & Trends of TV Trade: Shipments of TV's to dealers totaled 4,873,819 in year's first 10 months, when production was 5,251,158 and retail sales 5,024,670, according to EIA state-by-state report. They compare with shipments of 5,433,750, production of 6,080,052, retail sales of 5,287,199 in first 10 months of 1956. Oct. shipments were 624,044 vs. 789,675 in Sept. and 843,508 in Oct. 1956. Here's 10-mo. report:

State	Total	State	Total
Alabama	68,690	New Jersey	174,330
Arizona	30,544	New Mexico	18,122
Arkansas	42,724	New York	561,991
California	472,389	North Carolina	96,821
Colorado	39,636	North Dakota	17,134
Connecticut	78,933	Ohio	273,385
Delaware	11,763	Oklahoma	55,753
District of Columbia	51,146	Oregon	48,050
Florida	170,836	Pennsylvania	344,042
Georgia	96,365	Rhode Island	26,182
Idaho	14,839	South Carolina	37,992
Illinois	297,702	South Dakota	18,604
Indiana	124,930	Tennessee	81,113
Iowa	56,571	Texas	254,212
Kansas	57,508	Utah	20,648
Kentucky	79,113	Vermont	9,743
Louisiana	87,978	Virginia	80,124
Maine	26,675	Washington	74,193
Maryland	66,758	West Virginia	50,995
Massachusetts	145,788	Wisconsin	87,754
Michigan	188,310	Wyoming	9,673
Minnesota	75,045		
Mississippi	39,613	U. S. TOTAL	4,860,951
Missouri	115,227	Alaska	3,174
Montana	22,887	Hawaii	9,694
Nebraska	37,169		
Nevada	7,882	GRAND TOTAL	4,873,819
New Hampshire	13,069		

DISTRIBUTOR NOTES: Sylvania appoints Peninsular Distributing Co., Detroit, replacing Wholesale Appliances Inc.; Allied Distributing Co., Omaha, replacing Wright & Wilhemny Co. . . . Motorola appoints Ray Distributing Co., Savannah, for southern Ga., replacing Rex Distributing . . . Peirce-Phelps, Philadelphia (Zenith) names Richard Woltemate to head new electronics div. . . . Graybar promotes E. A. Droegemueller to branch house financial mgr. at Phoenix, in Los Angeles district; P. E. Miller to branch house financial mgr. at Louisville, in Cincinnati district . . . W. R. Light Co., N. Y. (Harman-Kardon) names Gregg Edelheit, ex-Norge, to new post of sales mgr. . . . Legum Distributing Co., Baltimore (Philco) names Jules Resnick, ex-Allied Appliance Distributors, to new post of exec. director of sales & marketing.

Trade Personals: Don G. Mitchell, chairman & pres. of Sylvania, elected a director of ACF Industries . . . Ross Siragusa, pres. of Admiral, leaves in latter Jan. for survey of Admiral's foreign plants, plans to spend 2 weeks each in Italy, Mexico, Australia . . . Henry T. Heald, Ford Foundation pres., elected an AT&T director succeeding Myron C. Taylor, resigned after 28 years . . . John C. Maxwell, of Tucker, Anthony & R. L. Day investment house, elected a director of General Precision . . . Robert T. Campion, ex-Alexander Grant & Co., Chicago, named Siegler Corp. secy. . . . Floyd I. Makstein, ex-Emerson, named national service mgr., Steelman phonograph & Roland radio divs., Herold Radio & Electronics Corp. . . . Gerald R. Sauer named to new position as mgr. of RCA's SAGE powerhouse operation at Topsham, Me. . . . Ralph M. Lane, ex-Admiral, named RCA eastern regional rep, color TV market development, replacing George P. O'Brien recently named district sales mgr. in northeastern region (Boston) . . . Harold M. Johnston, treas. of Sparton Corp., also elected v.p.

Frank M. Folsom, ex-pres. and now chairman of exec. committee of RCA, named by Gov. Harriman as chairman of Saratoga Springs Commission, non-salaried board of 12 on which he has sat for several years. Commission operates mineral springs, hotel, recreation center, etc.

Canadian TV sales by distributors to dealers were down for Oct. & 10 months. RETMA of Canada reports 70,537 in Oct. vs. 86,778 last year; 365,875 for 10 months vs. 498,340 in 1956. Sales by provinces: Ontario, 24,767 for Oct. & 135,973 for 10 months; Quebec, 16,960 & 101,-249; British Columbia, 7292 & 32,599; Alberta, 6359 & 28,301; Manitoba, 4879 & 23,417; Nova Scotia, 3163 & 15,859; Saskatchewan, 4383 & 15,191; New Brunswick & Prince Edward Island, 2313 & 10,551; Newfoundland, 421 & 2745.

DuMont licenses Electrical Products Mfg. Co. Ltd. of Mount Royal, Que., to manufacture & sell TV sets, radio & hi-fi. Company has 100,000 sq. ft. plant at 5785 Pare St., will continue making its own Fleetwood TV, radio & hi-fi.

AMERICAN BROADCASTING-Paramount's little-publicized hedges into the higher dome electronic fields (NBC has its parent RCA, of course, and CBS labs div. has been quietly branching out into govt. and other contracts under pres. Peter Goldmark) is by way of interests in Microwave Associates Inc. and Technical Operations Inc., both of Burlington, Mass. Both are small companies but apparently doing fairly well, according to research report prepared by Carl M. Loeb, Rhoades & Co., which also handled recent DuMont banking.

Microwave Associates makes precision components for microwave radio apparatus, including magnetron & duplexer tubes, silicon diodes, wave guides, transistorized power supplies. AB-PT owns 121,000 of its 409,000 outstanding shares, or 29%, about same as holding of Western Union, acquired at $8 per share. Revenues for year ended Sept. 30, not disclosed, are reported in excess of the $2,300,000 of fiscal 1956 but earnings are down from that year's 38¢ per share, due largely to shift to larger plant.

Technical Operations Inc., with about 22% of its 231,000 shares of stock also held by AB-PT (same by Western Union) and acquired at $6 per share with options to build holdings to 25% each, does govt. electronic & nucleonic research, war gaming & logistic planning for military, with emphasis on nuclear weapons. Manufacture accounts for only about 10% of its revenues, which were $2,200,000 for year ended Sept. 30 with earnings of 17¢ per share. Current fiscal year's revenues are expected to expand to $3,000,000, earnings to 50¢. Principal products now are industrial radiography machines (a type of X-ray) and, through Power Sources Inc., owned 50-50 with Microwave Associates, transistorized power supplies.

Note: Reports on these and 6 other unlisted so-called "applied science" stocks—Airborne Instruments Lab, High Voltage Engineering Co., Taylor Instrument Co., Midwestern Instruments (which recently absorbed Magnecord), Sanders Associates, Magnetic Amplifier Co.—are available from George P. Edgar at Carl M. Loeb, Rhoades & Co., 42 Wall St., N. Y.

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Siegler Corp., which recently took over Olympic Radio with merger of Unitronics Corp., and which also has Bogen-Presto and Hufford Corp. as subsidiaries (Vol. 13:37, 38, 39, 47), has applied for listing of its 1,714,339 shares on the N. Y. Stock Exchange; it's now listed on American Stock Exchange.

Transitron Inc. and Insuline Corp. of America, Manchester, N. H. subsidiaries of Van Norman Industries Inc., have been joined into single electronics div. under Samuel K. Lackoff, head of Transitron.

Columbia Pictures lost $425,000 in quarter ended Sept. 28 vs. net income of $843,000 (71¢ per share) in 1956 quarter.

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Dividends: Packard-Bell, 12½¢ payable Jan. 25 to stockholders of record Jan. 10; **Muter**, 5% stock Jan. 15 to holders Dec. 31; **Avco**, 10¢ Feb. 20 to holders Jan. 29; **Boston Herald-Traveler**, 4% stock Jan. 15 to holders Dec. 24; **Howard W. Sams**, 12¢ plus 12¢ extra, both Jan. 25 to holders Jan. 15; **Daystrom**, 30¢ Feb. 14 to holders Jan. 27; **General Dynamics**, 50¢ Feb. 10 to holders Jan. 10; **American Cable & Radio**, 30¢ Jan. 28 to holders Jan. 3; **Columbia Pictures**, 2½% stock Jan. 30 to holders Dec. 30, cash dividend omitted.

Gross Telecasting Inc., operator of WJIM-TV, Lansing, Mich. (Ch. 6) with radio WJIM, had net income of $156,277 (39¢ per share) for quarter ended Sept. 30 as against $176,714 (44¢) for same 1956 quarter. Net for 9 months was $502,003 ($1.26) vs. $599,515 ($1.50). Total sales are not reported until annual report, nor is there breakdown between TV & radio. Firm is one of few single-station entities whose stock is publicly traded, 193,000 shares of common out of 600,000 authorized having been sold at $15.75 in 1954 with pres. Harold Gross retaining 7000 shares and holding all 200,000 B stock. Latest annual report showed 1956 total revenues of $2,815,408, net earnings of $741,926 ($1.85) vs. $2,607,530 & $724,947 ($1.81) in 1955 and $1,973,031 & $639,464 in 1954. [For report on previous sales & earnings, see p. 14, Vol. 13:12.]

Litton Industries' stockholders have approved increase in authorized common stock shares from 2,000,000 to 3,500,000, issuance of 16,000 shares of new voting preferred stock with $100 par value, to cover purchase of Monroe Calculating Machine Co., Aircraft Radio Corp., Maryland Electronic Mfg. Corp. (Vol. 13:42) and possible other acquisitions in Litton's long-range plans. Pres. Charles B. Thornton said sales would be divided evenly between industrial-commercial and military, with military probably showing faster growth in immediate future.

Hewlett-Packard Co., Palo Alto, Cal. maker of TV & FM monitors and test equipment and other electronic instruments, earned between $2,100,000 and $2,400,000 (70-80¢ per share) in year ended Oct. 31, according to pres. David Packard in Dec. 17 *Wall St. Journal* interview. Its business rose to $27,900,000 from $20,161,621 in preceding fiscal year, and current year, with govt. contracts running about 25%, is expected to be "relatively good." Mr. Packard and v.p. Wm. R. Hewlett own 88% of 2,700,000 shares outstanding.

National Theatres Inc., which is buying WDAF-TV & WDAF from *Kansas City Star* for $7,600,000 (Vol. 13:47-48), earned $2,266,096 (84¢ per common share) in 52 weeks ended Sept. 24 vs. $4,648,037 ($1.72) in 53 weeks of fiscal 1956. Gross revenues for 1957 fiscal year were $58,927,856 vs. $59,707,251. Profit for 1956 included $2,370,803 (88¢) net gain on sale of Roxy Theatre, N. Y. Earned surplus Sept. 24 was $22,046,443. Controlled subsidiaries operate 313 theatres, closed 31 during year.

Hal Roach Productions, one of last of privately-owned Hollywood movie firms, plans to open stock to public. Underwriters led by S. D. Fuller & Co. will offer 375,000 shares of $3 common stock. Operating old Hal Roach studio at Culver City, Cal., company is heavily in production of TV film series & commercials, syndication of library.

Philips Electronics Inc., formerly A. Hollander & Son Inc., earned $260,937 (29¢ per share) on sales of $4,844,166 in 9 months ended Sept. 30 vs. net loss of $451,317 in 1956 period (total 1956 sales were $2,671,376). Oct. earnings were $97,901 on sales of $1,270,203.

Channel Master Corp. reports $459,839 contribution to employes profit sharing retirement fund, bringing fund total to $2,316,916 in 6 years. Company contribution amounts to 15% of annual earnings of each of more than 700 now in employe-owned plan.

Trav-Ler reports net loss of $104,000 on sales of $7,842,000 in 6 months ended Oct. 31 vs. net loss of $42,000 on $5,960,000 sales in 1956 period.

Topp Industries earned $248,348 (35¢ per share) on sales of $5,803,531 in 6 months ended Oct. 31 vs. $84,888 (18¢) on $2,870,428 sales in 1956 period.

Plans for Arbitron: In wake of this week's showing of ARB's "Arbitron" instant rating system (Vol. 13:50), director James W. Seiler reports "tremendous number of people saying they are ready to place orders"—but says he doesn't want to accept orders for national service until Feb. 1 starting target.

Cost of New York area service will range from $850 to $2700 per month—and Seiler expects to be taking orders within week, service to start in first week of Jan. when telephone company probably will have 250 of 300 sets hooked up.

Present plan is to have local services in N. Y., Chicago, Los Angeles. National sample will cover N. Y., Chicago, Philadelphia, Baltimore, Washington, Cleveland, Detroit. Results in each city will be gathered in central point via telephone line connections, then transmitted to N. Y. on less expensive teletype line. Within year, Seiler says, he expects to have rural areas hooked into system.

Seiler expects to set up special package for agencies or others wanting only rating for one show—or for one week of month. Also in works is equipment which will give cumulative ratings, showing who is watching what station and supplying viewer's buying habits by previous inventory.

ARB's total investment when system is working in 8 cities will be about $750,000—no outside investors. System will be extended to other markets when ARB finds customers. However, Seiler emphasized he's "still very fond of the diary method of ratings" which ARB has in 141 cities.

Transatlantic TV Cable: C. O. Stanley, chairman-managing director of Britain's big Pye electronics combine and a director of commercial TV programmer Associated TV Ltd. (ATV) wants British & Canadian Govts. to finance undersea TV cable from Britain to Canada, which he says "could pay its way by the sale of live programs which would be linked with advertising" and could carry telephone conversations during non-programming hours. He said cost would be about $42,000,000 and cable could be operative by 1962. He made proposal in address to Canadian trade delegation in London. He said he would recommend it to British Govt.'s TV Advisory Committee, of which he is member. "It is a matter for the Postmaster General and the British & Canadian Govts.," he said. "Reception of U. S. TV has probably done more to swing Canadian trade from Britain and towards America than any other single factor."

Important role in writing so-called Gaither Report, top-secret document which warned President Eisenhower of U. S. military deficiencies as compared with Russia, was occupied by Sprague Electric Co. chairman Robert C. Sprague, long one of electronics industry's statesmen. When Gaither Committee's initial chairman, H. Rowan Gaither, became ill, report was completed under co-chairmen Sprague & Wm. C. Foster, of Olin-Mathieson Chemical Corp. Other electronics industry figures on committee were Bell Labs' Robert C. Prim, Airborne Instruments Labs' Hector R. Skifter and MIT's Prof. Jerome B. Wiesner. Committee's 11-man advisory panel included: Westinghouse's Adm. Robert C. Carney (ret.), Bell Labs' Mervin J. Kelly & James B. Fisk, MIT's James R. Killian Jr. (later named President's Scientific Advisor), U of California's Ernest O. Lawrence and CBS's Frank Stanton.

New British commercial TV program contractor—the 8th to be franchised by ITA—will be group representing national *Daily News Chronicle*, film producer Sydney Box and group of British business men. New group will handle programming for new ITA station to be built at Burnhope in northeast England in late 1958. Meanwhile, non-commercial BBC Dec. 18 opened first TV station serving Northern Ireland, 1-kw outlet at Londonderry.

Ad Taxes Defended: Special municipal taxes on TV-radio & other advertising are valid exercises of city's levying power, City of Baltimore contended this week in court defense of 6% assessments scheduled to become effective Jan. 1 (Vol. 13:45-50). Asking Md. Circuit Court Judge Edward Harlan to throw out 14 suits by broadcasters & newspapers which seek injunction against taxes (4% on ad sales, 2% on media ad receipts), city attorneys argued that they aren't discriminatory or oppressive, don't violate free-press provisions of U. S. Constitution & Md. Declaration of Rights. Hearing on issues probably will be held after first of year. Meanwhile, St. Louis alderman Alfred I. Harris told United Press he planned to introduce similar tax ordinance there Jan. 4, although he's won little political support for proposal over quiet opposition by local admen.

Ad volume of $11 billion—gain of 6% or more than $500,000,000 over 1957—will be reached in 1958, publisher Eldridge Peterson of *Printers' Ink* predicted this week in speech to American Marketing Assn. in Philadelphia. He said advertising will continue its upward trend despite leveling-off or decline in general business foreseen for next year by many economists. Many manufacturers will maintain high ad budgets as stimulant, he said. Peterson repeated earlier estimates that 1957 volume will total around $10.4 billion, up 5% from 1956, and that TV will show 6% increase, network & spot radio 28%, newspapers 5%, magazines 3%. Article in Dec. 20 *Printers' Ink* warns, however, that "There will have to be more selling to keep advertising high in 1958."

CBS News & Public Affairs dept. is becoming plain CBS News—probably with CBS Inc. divisional status and separate budget—in move by network to emphasize identity of operations under v.p. Sig Mickelson. New accounting setup for news, sports, public affairs & special events under shortened name is expected by CBS to help underscore network's public service programming.

Conelrad weather warning (Vol. 13:49) got first use this week when KMOX, St. Louis, one of idea's originators, used system for tornado—"very effectively," according to FCC Conelrad engineers.

Television Digest with Electronics Reports
WYATT BUILDING, WASHINGTON 5, D. C.

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THE AUTHORITATIVE WEEKLY NEWS DIGEST FOR EXECUTIVES OF THE VISUAL BROADCASTING AND ASSOCIATED RADIO & ELECTRONICS ARTS AND INDUSTRIES

Television Digest with ELECTRONICS REPORTS

Wyatt Building • Washington 5, D. C. • Telephone Sterling 3-1755 • Vol. 13: No. 52

SUMMARY-INDEX OF THE WEEK'S NEWS — December 28, 1957

FIRST PAY-TV APPLICANT is Philadelphia uhf grantee. Congressional showdown assured as Harris blasts toll TV, sets hearing for Jan. 14 (p. 1).

NEARLY 3200 AMs, 537 FMs on air as year ends. Nearly 150 new AMs authorized in 1957. Radio stations now far outnumber daily & Sunday papers (p. 2).

CLOSED-CIRCUIT TELECASTING, for business & educational meetings, was $2,500,000 business in 1957; rise to $10,000,000 seen by 1960 (pp. 2 & 4).

TWO UHFs START as one goes off—WMBD-TV, Peoria, beginning; WBLN, Bloomington, Ill. resuming; WNAO-TV, Raleigh, dropping out (p. 6).

INSTANT NIELSEN pilot rating system has been operating in Chicago "for some time," but no specific proposals are being made to clients now (p. 8).

Manufacturing-Distribution

RCA SALES exceed $1 billion for third straight year; profits expected slightly under 1956, due to softer economic conditions in 4th quarter (p. 9).

ELECTRONICS' DEFENSE ROLE stressed by RCA's Gen. Sarnoff, EIA's Dr. Baker. $24 billion industry volume foreseen for 1967 (p. 10).

ESTIMATES OF 1958 TV set sales running from 7,000,000 high to 6,000,000 low with agreement first half will be slow (p. 10).

TV INVENTORIES at year end seen better than 1956 by GE officials, who predict 75% rise in transistor market, doubling of closed-circuit in '58 (p. 13).

FOREIGN TV-RADIO production spotty—continued progress in West Germany, USSR, Argentina (p. 12).

HARRIS BLASTS TOLL TV; APPLICATION FILED: Even as FCC received first application for trial pay-TV operation, Congressional showdown on issue was assured this week when Chairman Harris (D-Ark.) of House Commerce Committee loosed a blast at fee TV and set Jan. 14 hearings on anti-toll bills.

Harris put himself on record for first time in interview filmed by KNOE-TV, Monroe, La., in which he blasted FCC as "derelict" in its duty for "dilly-dallying" on pay-TV issue, and said he was now convinced that issue should be decided by Congress, that toll TV "would destroy the free use of the spectrum and make a utility out of the industry," that there's no provision in law to permit FCC to "establish rules [adequately to] control such a procedure." He said he hoped for Congressional action by March.

■ ■ ■

By filing first pay-TV application with FCC, uhf grantee WSES, Philadelphia (Ch. 29) not only reaps harvest of publicity but feels out Commission's exact requirements for other prospective applicants. Because Commission says it won't grant any pay-TV go-ahead until March, there'll be plenty of time to pore over this week's filing.

WSES says it will use Skiatron system—but it hasn't reached agreement with Skiatron (Matty Fox), is still negotiating. For program material, it plans to emphasize sports. So far, it has agreement only with Philadelphia Warriors pro basketball team, reports it's negotiating with Phillies baseball club, Eagles football team, U of Pa., Villanova U, Temple U, St. Joseph's College, LaSalle College. It has had "exploratory conversations" with movie distributors, opera companies, symphonies, legitimate theatres and "other organizations" which can provide "spectaculars." No commercials are planned.

Applicant proposes to go it alone—own the decoders, maintain them itself, handle decoding card arrangements, etc. It hasn't yet made any agreement to buy decoders and other equipment.

Principals, said to be well heeled, are: Wm. L. Jones, pres., 57 1/7% owner, coal business; Isadore B. Sley, treas., 28 4/7%, parking lots & garages; Murray Borkon, v.p., 14 2/7%, once sought foothold

in community antenna business. He acts as the TV "consultant" to the other principals of the firm.

Applicant proposes to supply subscribers with either decoder or combination uhf converter-decoder—depending on whether set is uhf-equipped. "Nominal" charge for installation is planned.

Intention is to charge $30 annually to home subscribers, $100 to commercial establishments for basic sports schedule—plus $1 & $5, respectively, for "special events." Goal is 300,000 subscribers.

Applicant has had uhf CP since March 28, 1956, never started construction, presumably had been waiting for subscription-TV green light.

AMs ON AIR NOW NEAR 3200, FMs ALSO RISE: Phenomenon of the current broadcasting structure is not only the upsurge in radio business but the continuing increase in the number of AM & FM stations. They now outnumber daily and Sunday newspapers by a wide margin.

Year now ending saw more than 150 new AMs start and 22 new FM station starters. These compare with 40 new TV starters, bringing end-of-year TV total to 521.

Actual radio figures are these, as recapitulated from data collected for our 1958 AM-FM Station Directory, now readying for mid-January publication:

AMs authorized at end of 1957 total 3289, of which 3180 are on the air and 109 are CP holders. Thus, every year since end of wartime freeze saw additions to the roster of authorized AMs: At end of 1956, total was 3140; 1955, 2941; 1954, 2782; 1953, 2644; 1952, 2516; 1951, 2410; 1950, 2351; 1949, 2246; 1948, 2131; 1947, 1961; 1946, 1579; 1945, 1056.

FM grantees total 588 as year ends, with 537 on air; year ago, total was 559 with 528 on air. Up to this year there had been constant dropoff in FMs—but only 17 FM licenses and 4 CPs were dropped during 1957 while 46 applications for new ones are pending.

[The 1958 AM-FM Directory, incidentally, not only lists all stations by states, frequencies & call letters but also lists all applications pending for new AMs & FMs. At end of 1957, there are 328 AM applications vs. 255 year earlier. Only 2 AM licenses and 10 CPs were dropped during year. In other North American countries, as shown by the Directory, there were additions: Canada's AMs went from 217 year ago to 231 now, Mexico's from 467 to 489, Cuba's from 141 to 146—all with addresses, etc.]

■ ■ ■

Practically no new daily newspapers have been started in recent years—indeed, there has been slight fall-off in numbers, though circulation has climbed. TV-radio competition is one major economic factor, no doubt, though enormous costs of publishing undoubtedly account mainly for the relatively static entries into the newspaper business. (Fact that 19 newspapers in 12 cities were involved in strikes last week betokens another big factor.)

There are 1751 daily newspapers in the U. S., English-language, their aggregate circulation about 57,000,000, plus 546 Sunday newspapers, circ. about 47,000,000, according to latest Editor & Publisher Yearbook. Canada has 96 dailies, 13 Sunday. In addition, there are 9413 U. S. newspapers in weekly category (which includes some semi- and some thrice-weeklies) and they have combined circulation of 21,765,000, according to latest N. W. Ayer Directory.

CLOSED-CIRCUIT TELECASTING—WHAT, WHO, HOW? How big is "meeting TV" or "private telecasting"? Who are its principal entrepreneurs and what is its potential?

"Meeting TV" or "closed-circuit telecasting" or "private telecasting" are terms used to describe application of TV to serve selected audiences in selected locations. It has been called, at various times, "theatre TV" (but most productions are no longer viewed in theatres), "large-screen closed-circuit" (but in some locations the events are still viewed on conventional sets) and "business-meeting TV" (but it's also used for education, fund-raising, science, etc.).

Small industry built up around "meeting TV" is centered on group of companies which handle closed-circuit meetings from production to operation of receiving sets. In 1957, best guess is that something less than $2,500,000 has been spent on closed-circuit telecasting and that maybe $750,000 of this

was actually taken in by the closed-circuit companies—remainder going to outside packagers, ad agencies, etc. There were some 35 multi-city events this year, beamed to as many as 130 cities.

Ten organizations which offer services in arranging closed-circuit telecasts are listed in our TV Factbook No. 25 (p. 408). To get size-up of this industry, we addressed series of questions to the 3 major companies actively promoting medium now and beating bushes for customers. They are:

(1) Theatre Network TV and its subsidiary TNT Tele-Sessions, headed by Nathan L. Halpern, former TV consultant to several theatre chains and onetime asst. to CBS pres. Frank Stanton.

(2) Teleprompter Corp.'s Group Communications div., under v.p. Wm. P. Rosensohn, who originally headed Box Office Television Inc., backed by Sid Caesar money, and later formed Sheraton Hotels' closed-circuit subsidiary, which was purchased late last year by Teleprompter (Vol. 12:49).

(3) Closedcircuit Telecasting System, whose pres. is Fanshawe Lindsley, former gen. sales mgr. of TNT Tele-Sessions. His new company, formed this year, is only one specializing in closed-circuit color.

We received detailed data from 2 of these, Halpern declining to participate.

As to ranking of the companies, it's safe to say that Teleprompter and TNT currently dominate the field. Though TNT has been in business since 1951, it appears to have been overtaken by Teleprompter in number of events and in dollar volume for 1957. CTS, with heavy financial backing, has just gotten started and hopes to make bid for leadership via color.

■ ■ ■

Offshoot of disappointing theatre-TV medium, "meeting TV" had first significant use in 1952, accelerating to 15 multi-city meetings in 1954 for such large companies as Ford, Dodge and Sealtest at total cost (staging, production, talent, AT&T lines, etc.) of about $1,200,000. In 1955, dollar volume rose to $1,700,000 (20 major meetings), in 1956 to $2,000,000 (25).

Though first meetings were held in theatres—nearly 100 of them are still equipped for projection TV—locale soon shifted to hotels as more logical place to hold meeting of businessmen or salesmen, and one which could be used at any hour of day (theatres were used for business meetings mainly in mornings, before movie hours).

Portable projection TV equipment has steadily improved, and today Teleprompter, TNT & CTS own total of nearly 200 projection units (including 40 color projectors owned by CTS), which may be shifted from city to city as required. In addition, some hotels and other organizations own units which can be utilized. Picture size varies from 6x8-ft. to theatre-screen size.

What does a closed-circuit meeting cost? Both CTS & Teleprompter agree that good rule of thumb today for an average production on 20-30 city circuit is about $2000 per city, including all costs (production, origination, transmission & viewing facilities). For color, CTS charges 15% premium. Virutally all business-meeting telecasts use network or station facilities and crews for origination.

Why hasn't medium grown at greater rate? Teleprompter's Rosensohn offers these answers:

Too few people know about it. "And the fact that it has been used by large companies—such as GE, Ford, Chrysler & U. S. Steel—has tended to discourage smaller companies." But even at present costs ($4-$8 per viewer), Rosensohn argues, it's "cheaper than bringing a group to a central point."

With greater use of medium, he adds, further economies can be realized on AT&T facilities, lowering costs considerably. He points to another factor not generally considered: A kinescope can be made at no extra charge—and entire telecast is usually cheaper than production of special film.

CTS's Lindsley thinks medium has been retarded because of unavailability of color. "You cannot," he adds, "present food, appliances, cars, packaged goods, fashion or even today's bathroom fixtures effectively in black-&-white. Nor is there any point in a company presenting its 4-color magazine advertising campaign in black-&-white."

What's the medium's future? Rosensohn predicts 1957 industry-wide gross of $2,400,000 will increase to about $4,000,000 in 1958 and $10,000,000 annually by 1960.

"We are talking about more than a medium for sales meetings," he adds. "It can be—in fact, it has been—used for such important projects as fund-raising, education, changing a company's name and stockholders' meetings. Closed-circuit TV is, by and large, the most effective way for management to keep in touch with its field forces . . . It represents a substitution of transportation of ideas for transportation of men." [For further details of closed-circuit meeting business, see story below.]

More on 'Meeting TV': Closed-circuit telecasting (see above) had its roots in "theatre TV," the stunted offspring of an early mating of TV & movie industries. Nathan L. Halpern's Theatre Network TV (575 Madison Ave., N. Y.) was pioneer company in this medium which once had theatre owners envisioning Broadway extravaganzas, Las Vegas floor shows, Metropolitan Opera and outstanding sports events in movie palaces as boxoffice hypo. Except for an occasional championship prizefight and a Metropolitan Opera opening night, however, this dream was never realized.

Theatre owners once applied for exclusive theatre-TV frequencies, but after lengthy hearing FCC denied request in 1953, ruling that leased common carrier lines were adequate. Interest in theatre TV faded after that. However, 20th Century-Fox still occasionally holds showings of improved versions of its Eidophor color theatre-TV projector, which it hopes to develop to Cinemascope proportions.

Though first TV meetings were held in theatres, development of good portable equipment made hotels a better location. Teleprompter (311 W. 43rd St., N. Y.) now owns 60 of General Precision Lab's newest black-&-white projection TV units, which produce pictures 9x12 to 15x20-ft. TNT is understood to have bought 10 of these, too, which it added to its 36 older portable GPL units and 25 theatre-type RCA & GPL units converted for portability.

Only company now offering color TV projection units in quantity is RCA. Closedcircuit Telecasting System (237 W. 54th St., N. Y.) has 40 of RCA's new compatible color receiver-projectors, which throw 6x8-ft. picture. Philips of Eindhoven, big Dutch electronics combine which produces optical system for RCA color projectors, has developed its own big-screen color unit which produces 9x12-ft. color picture. CTS has taken option on 10 of these.

* * * *

To stage closed-circuit meeting, it's not necessary to deal through one of the established companies in the field—but most closed-circuit users find it desirable. Companies such as Teleprompter, TNT & CTS and others can handle show from beginning to end—from engaging talent to installing projection receivers. Some of these shows are as elaborate as any telecast spectacular, featuring TV or film stars, especially composed music, etc.—all as window-dressing for introduction of new lines of appliances or autos, or a pep talk to salesmen.

Networks have offered closed-circuit services to outside (non-sponsor) companies, but they seem to be leaving this business. NBC, perhaps biggest in field, is understood to be discontinuing contract closed-circuit telecast activity Jan. 1.

As to costs, Teleprompter provides this breakdown of typical 20-city closed-circuit telecast: Origination, using 3 cameras and reasonably large studio—$5000 ("extravaganza" production would range from $8000-$12,000). Intercity transmission via AT&T facilities, at $1.25 per mi. per hour, for 6000-mi.—$7500. Local loops, averaging $500 per receiving location—$10,000. Large-screen projection facilities, $500 an outlet, including engineer & projectionist (40 outlets)—$20,000. Closed-circuit company's fee (17.65%)—$7500. Total cost for 20-city telecast—$50,000.

Though other companies have staged closed-circuit colorcasts, Lindsley's CTS is first to specialize in color. His first intercity colorcast Dec. 12 for N. Y. Dental Society (originating at Washington's Walter Reed Hospital) was enthusiastically received and resulted in scheduling of 2 more medical closed-circuit color shows from Washington —Jan. 29 to Northwestern U Dental School and Feb. 8 to American College of Radiology convention in Chicago. CTS says it is now in active negotiation with 24 companies for telecasts in 1958.

■

Closed-circuit sales & management course, aimed at audience of 100,000 in 62 U. S. & Canadian cities, is scheduled March 4-6. It's second annual "Tele-Sell" (Vol. 13:7), to which has been added "Tele-Manage" course. Each of the 3 sessions will take 90 min.—7:15-8:45 p.m. local time, using video tape repeats for clock-time presentation in all areas. Courses will be presented in hotel ballrooms using portable projection TV receivers. Dealing heavily in motivational research as it applies to selling, course's tuition is $6 per night. Tele-Sell is produced by Visuals div. of Communications Institute of America Inc. (Morris I. Pickus, chairman; John L. Shirley, pres.), 360 N. Michigan Ave., Chicago.

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Subliminal TV Experiment: Elaborating on his comment to us 2 weeks ago (Vol. 13:50), BBC director of engineering Sir Harold Bishop supplies this account of subliminal perception experiment on British TV: "It is true that we did do an experiment in subliminal perception in a program called *A Question of Science* that was included in our TV program on 22 June 1956, 18 months ago. A film of ballet dancing was shown, during which a single field (lasting 1/25 of a second) carried a caption. The caption did not contain any rude words, as reported [in one U. S. advertising publication and dismissed in *Television Digest* as "adman's dream"], but merely the phrase 'Pirie breaks world record' . . . The evidence was not really conclusive in determining whether the perception was below the level of consciousness. The experiment was repeated on 6 July 1956, this time without warning to viewers. A small number of people wrote to say that they had seen something unusual, and 6 had in fact correctly read the caption on this occasion." Adds Sir Harold: "I hope this information puts the record straight."

TV news bulletin board: Closed-circuit TV system is used by *Berkshire* (Pittsfield, Mass.) *Eagle* to give running story of day's events to man in street. Camera in newsroom scans printed bulletins on revolving drum, flashes them outside to 27-in. screen.

Personal Notes: Philip Williams, ex-Ziv, named syndication sales v.p. of ABC Film Syndication . . . Ralph L. Atlass, gen. mgr. of radio WIND, Chicago, named Westinghouse Bcstg. Co. v.p. for area . . . Dick Linkroum slated for promotion to head sales of NBC-TV special programs . . . Michael Lannon promoted to sales promotion mgr. of WRCA-TV & WRCA, N. Y.; Tony Kraemer named audience promotion mgr. . . . E. Walter Evans retires as *Billboard* pres. after 52 years with the amusement industry publication; Wm. D. Littleford succeeds him . . . James R. Sefert, from WLWC, Columbus, named head of new Cleveland sales office of Crosley Bcstg. Corp.; Juanita Wilcox rejoins WLWC as film director . . . Rev. Clayton T. Griswold, exec. director of TV-radio dept., Presbyterian Church in the USA, who was a leader in founding the Broadcasting & Film Commission of the National Council of Churches, retires from his post as of Jan. 1 for health reasons . . . L. Herschel Graves, managing director of Phipps stations, assumes management of WPTV, Palm Beach, Fla., succeeding late Stephen P. Willis . . . John Baldwin promoted to asst. mgr. of WTCN-TV & WTCN, Minneapolis . . . Ralph Renick promoted to v.p. in charge of news, WTVJ, Miami . . . Glenn Marshall Jr., pres. of WMBR-TV & WMBR, Jacksonville, elected Chamber of Commerce pres. there . . . Stanley Burke, ex-*Vancouver Sun*, named CBC correspondent at UN . . . Tom Tausig, ex-WTOP-TV, Washington, joins P. Lorillard Co. as asst. adv. director . . . Jo Ranson resigns as press & public service director of radio WMGM, N. Y. to join *Variety* TV-radio editorial staff . . . Ron Schafer, ex-radio KRE, Berkeley, Cal., joins KSAN-TV & KSAN, San Francisco, as merchandising & publicity mgr. . . . Luella Cannam, ex-radio WVDA, Boston, opens own adv. & public relations firm, Cannam Co., at 900 Statler Bldg. there.

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Consulting engineering firm of Vandivere, Cohen & Wearn, Washington, becomes Vandivere & Cohen (Edgar F. Vandivere Jr. & Jules Cohen, partners) with resignation of Wilson C. Wearn, who continues as asst. to pres. Robert A. Jolley of WFBC-TV & WFBC, Greenville, S. C. Vandivere returns to active consulting practice from Vandivere Labs Inc., which is being dissolved. New engineer in firm is Raymond P. Aylor Jr., ex-RCA lab chief at Andrews Air Force Base.

Gilbert L. Berry, gen. mgr. of radio WIBC, Indianapolis, is one of 25 "men of achievement in career and citizenship" who were football stars 25 years ago selected for "Silver All America" featured in Dec. 23 issue of *Sports Illustrated*. He was an All-American at U of Ill., later played with Chicago Cardinals.

New ITA chairman is Sir Ivone Kirkpatrick, retired Permanent Under-Secretary of State in British Foreign Office who was 1941-44 controller of BBC's European services. He succeeds Sir Kenneth Clark, whose 5-year term as chairman ended in Aug.

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ADVERTISING AGENCIES: Harry W. Bennett Jr., ex-Bryan Houston exec. v.p., joins Joseph Katz agency as senior v.p., N. Y. . . . Victor M. Ratner, a Benton & Bowles v.p., appointed communications & mass media consultant to NYU's general education div. . . . E. A. (Tim) Elliott resigns as media director of Ogilvy, Benson & Mather.

Advertisers Service Assoc. is formed in Hollywood (1487 Vine St., Hollywood 4-7288) as TV & radio program, research, testing & publicity organization for agencies which lack branch offices in 11-state western area. Gen. mgr. is Herbert K. Landon, ex-Kenyon & Eckhardt.

Necrology, 1957

GIVE PAUSE for some thought and prayers, dear readers, for your industry friends and professional acquaintances who passed away during the year now ending. These are the members of the TV-radio-communications and associated electronics fields who died during 1957, according to best available records:

Edward A. Allen
Maj. Gen. James B. Allison
Hoyt Andres
Johnnie Andrews
John Balaban
Col. Sosthenes Behn
G. Ralph Branton
John Joseph Brosnan
Gene Buck
Robert E. Burrows
Carl Byoir
Robin D. Compton
Thomas D. Connolly
Frank A. Cowan
Rubey Cowan
James M. Cox
Wayne Coy
Hugh Roy Cullen
Manton Davis
George B. Donohue
Dwight D. Doty
W. J. Convery Egan
Lawrence K. Elliott
Charles J. Feldman
James Leslie Finch
Frank Finney
Sir David Gammans
Frank E. Gannett
Charles F. Gannon
Eugene Gaughn
Basil M. Goldsmith
Sir Cecil Graves
Nils T. Granlund
Kenneth E. Greene
John F. Grinan
Hugh A. L. Halff
Joseph R. Hamlen
Ralph W. Hardy
Art Van Harvey
Cecil B. Highland
Edwin C. Hill
Henry J. Hoffman
Leonard H. Hole
Arthur A. Kalman
Keith Kiggins
Wm. T. Kilborn
Lawrence M. Klee
Cyril (Cy) Langlois
Dr. Irving Langmuir
Frank Pell Lawrence
Jesse W. Lewis
Richard Field Lewis Jr.
Thos. P. Littlepage Jr.
R. H. MacGillivray
Dr. Donald MacKenzie
James M. Mathes
H. W. McCandless
Charles E. (Ned) Midgley Jr.
Mrs. Frederick A. Miller
Joseph F. Moscato
B. Bryan Musselman
Al Naroff
William J. O'Connor
Robert W. Orr
Percy J. Orthwein
C. E. Palmer
Harry L. Palmer
Herluf A. Provensen
Raymond S. Pruitt
Herbert Pulitzer
Harry F. Randolph
Wm. H. Rankin
Howard W. Rapport
Abram K. Redmond
A. Cledge Roberts
Edward R. Rutledge
Thomas P. Ryan
Frank Samuels
Charles A. Schenck
David E. Scott
Robert W. Sedman
Jim Shott
Humphreys O. Siegmund
Wm. J. Skelly
Ann Gillis Slocum
Richard W. Slocum
John C. Spearman
Clarence A. Sprague
Gerard Swope
James A. Taylor Sr.
Harold C. Tipping
Adolph Ullman
Carveth Wells
Stephen P. Willis
Edgar T. Wolfe Sr.
John Woods

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Look Magazine's annual TV awards, presented on NBC-TV's *Perry Como Show* Dec. 28: best dramatic series, 60-min. or more, *Playhouse 90* (CBS-TV); dramatic series, 30-min., *Alfred Hitchcock Presents* (CBS-TV); dramatic show, "Green Pastures" on *Hallmark Hall of Fame* (NBC-TV); straight comedy series, *Jack Benny Show* (CBS-TV); situation comedy, *Phil Silvers Show* (CBS-TV); musical series, *Perry Como Show;* musical show, "Edsel Show" (CBS-TV); variety, *Steve Allen Show* (NBC-TV); novelty series, *Tonight* (NBC-TV); public affairs, *See It Now* (CBS-TV); religious series, *Life Is Worth Living* (ABC-TV); educational series, *Omnibus* (NBC-TV); children's series, *Disneyland* (ABC-TV); quiz panel series, *I've Got a Secret* (CBS-TV); sports & special programs, World Series (NBC-TV).

Contest rules for many awards offered in TV, radio, newspaper, magazine & industrial fields are compiled in *Honor Awards Handbook* published for $5 by Milton L. Levy, Box 425, Berkeley, Cal. Loose-leaf index of contests includes sponsors, qualifications, entry categories, deadlines, prizes.

Station Representatives Assn. elects pres. Frank M. Headley of H-R Television Inc. and H-R Representatives Inc. as pres., Richard O'Connell of Richard O'Connell Inc. as secy. H. Preston Peters of Peters, Griffin, Woodward continues as v.p., Eugene Katz of Katz Agency as treas.

Advertising Federation of America sets up new govt. relations & legislative intelligence committee to work with FTC on voluntary "truthful advertising" campaign (Vol. 13:43). Chairman is Coca-Cola v.p. Felix W. Coste.

New and Upcoming Stations: Programming debuts of 2 uhf stations and demise of another bring on-air box score to 521 (90 uhf). Starters are WMBD-TV, Peoria (Ch. 31), which begins programming Jan. 1 with CBS-TV, and WBLN, Bloomington, Ill. (Ch. 15), which reports that it resumed operation Dec. 1 as independent. Going dark Dec. 31 is WNAO-TV, Raleigh (Ch. 28)—its CBS-TV affiliation taken over by WTVD, Durham-Raleigh (Ch. 11). Canadian on-air total is now 47, with CHCA-TV, Red Deer, Alta. (Ch. 6) reporting Dec. 1 debut.

WMBD-TV has 25-kw RCA transmitter and 500-ft. Ideco tower with 24-gain antenna at Faye Hollow Rd., E. Peoria. Studios are at 212 S.W. Jefferson St. in downtown Peoria. Owners: Charles C. Caley (66.67%), who also holds 38% of radio WDZ, Decatur, Ill., and John E. Fetzer (33.33%), who also owns WKZO-TV, Kalamazoo (WKZO), KOLN-TV, Lincoln, Neb. and radio WJEF, Grand Rapids, Mich. Robert O. Runnerstrom is v.p. & TV director; Robert M. Riley Jr., from WMBD, sales mgr.; Douglas L. Sinn, regional sales mgr.; W. P. (Win) Baker, ex-KLFY-TV, Lafayette, La., program director; Gordon F. Max, ex-WREC-TV, Memphis, production mgr.; George Pyle, WMBD, chief engineer. Base hour is $500. Rep is Peters, Griffin, Woodward Inc.

WBLN resumed after being dark since Feb. 7 except for brief return last May (Vol. 13:7, 26). Gen. mgr. Worth S. Rough now owns but 12%, having sold stock to refinance (Vol. 13:51). It's on air from 5:30 p.m.-midnight, hasn't yet signed with network. Willard A. Nichols, ex-Bloomington Firestone store, is sales mgr.; Warner Tidemann, ex-Bloomington radio WJBC, program director. Base hour is $120. Rep is Jack Masla.

WNAO-TV, reporting $650,000 loss to date, joined off-air WTOB-TV, Winston-Salem (Ch. 26) in petition supporting request for rule-making by Jefferson Standard Bcstg. Co., asking that Ch. 13 be substituted for Ch. 8 for its WBTW, Florence, S. C., Ch. 8 for educational Ch. 13 in Charleston, S. C., and allocation of Ch. 8 to Greensboro-High Point-Winston-Salem area (Vol. 13:49). Petition also asks that the WTOB-TV construction permit be modified to permit operation on Ch. 8—station to be taken over by new Southern Bcstg. Co. Inc., which will have both WTOB-TV & WNAO-TV as stockholders, along with others to be selected.

CHCA-TV has 5-kw Canadian GE transmitter with standby Andrews antenna on 300-ft. Wind Turbine tower, plans shift next spring to permanent 2-slot coaxial antenna. G. A. Bartley is pres.-mgr. & principal owner; C. G. Harju, ex-radio CKRD, Red Deer, asst. mgr. & sales mgr.; Ray D. Torgrud, ex-CHCT-TV, Calgary, production supervisor; John Jonkman, chief engineer. Base hour is $100. Rep is John N. Hunt.

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In our continuing survey of upcoming stations, these are latest reports from principals:

KGHL-TV, Billings, Mont. (Ch. 8) is waiting for AT&T to furnish target for interconnection with network before it sets programming target, reports gen. mgr. Jeff Kiichli. It plans to wire 25-kw RCA transmitter early in Feb.; new RCA traveling wave antenna is ready on 417-ft. Ideco tower. Base hour is $200. Rep is Young.

WJPB-TV, Fairmont, W.Va. (Ch. 35) now hopes to resume in Feb., reports managing director Numa Fabre Jr., for owner J. Patrick Beacom. It has moved 1-kw transmitter to Grant & Hill Sts. Construction of tower was held up by bad weather and further delay was occasioned while RCA fabricated new antenna. Base hour will be $200. Rep will be Gill-Perna.

KUED, Salt Lake City, (Ch. 7, educational) has changed programming target to Jan. 10, reports mgr. C. Richard Evans for owner U of Utah. It has 5-kw RCA transmitter ready, and 6-section superturnstile antenna has been installed on 140-ft. Ideco tower. Studios on campus are to be ready in 2 weeks.

CHAB-TV, Moose Jaw, Sask. (Ch. 4) hasn't ordered equipment but hopes to start in mid-summer of 1958, reports gen. mgr. Sid Beyling for owner Mrs. L. A. Davis. Beyling, Jack Johnson, business mgr. and Merv Pickford, chief engineer, are from radio CHAB. Joe Lawlor will be sales mgr.; Jay Leddy, program director. Rep will be Television Representatives Ltd.

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Move of WNHC-TV, New Haven (Ch. 8) was held up this week as FCC granted protest of WWLP, Springfield, Mass. (Ch. 22), ordered evidentiary hearing. WNHC-TV holds authorization to move transmitter from 9 mi. north of New Haven and 26.5 mi. southwest of Hartford to 19.8 mi. northeast of New Haven and 14.5 mi. south of Hartford—and increase antenna from 720 to 770 ft.

RCA shipped 3-V color film camera Dec. 19 to KSLA-TV, Shreveport, La.

FM Conelrad? Use of FM stations for Conelrad alerting system in some 25 areas of country where present nighttime AM signal isn't satisfactory is being proposed in letter to stations by Comr. Robert E. Lee, who describes weather warnings (Vol. 13:49, 51) as "first peacetime use of Conelrad." Areas to use FM station midnight-6 a.m. are mostly rural: central U. S. from N. D. through Tex., northern Fla., N. C., S. C., north La. and Ark. Stations would receive weather information from local U. S. meteorologists. Lee also said he's been working with set manufacturers to build in device which enables Conelrad attention signal to alert sets which are left on with speakers muted. Device is said to cost manufacturers about 40¢, being made by RCA, Motorola, Miratel and others.

Rate increases: CKLW-TV, Windsor-Detroit, Jan. 1 raises U. S. base hour from $1200 to $1400, min. $240 to $280. WSJS-TV, Winston-Salem, Jan. 1 raises hour from $600 to $700, min. $125 to $140.

New rep: WFIE-TV, Evansville, Ind. to Raymer Jan. 1 (from Venard, Rintoul & McConnell).

Application for multiplexed stereophonic FM system was filed with FCC by Fordham U's WFUV-FM. Station seeks authority for multiplexing, but unlike multiplexing authorizations granted to date, both transmissions would be received by public. Under proposal, adapter would be required to enable listeners' FM sets to pick up sub-channel signal. WFUV-FM plans to present live and taped stereophonic music, using both transmissions; in addition, it hopes to present experimental dramatic programs and other cultural activities at same time as station's regular programs are on air.

Part 1 of FCC rules, governing practice & procedure, recently adopted (Vol. 13:50), was published in *Federal Register* Dec. 27—mail requests to be addressed to Supt. of Documents, Procurement Section, Box 1533, Washington 13, D. C.

Ban on TV-radio giveaways in Canada (Vol. 13:40) is expected to be voted by CBC directors at Feb. meeting. Proposed rules would permit programs involving skill in which contestants participate at station studios.

Wisconsin Transfer Deal: The Morgan Murphy interests (*Superior*, Wis. *Telegram*) acquires 55% control of WMBV-TV, Marinette-Green Bay, Wis. (Ch. 11) in deal filed with FCC this week involving $211,000 cash to present stockholders plus assumption of $360,000 obligations. Station has had operating losses totaling about $200,000 since founded in 1954, has expansion plans under new ownership which also controls WEAU-TV, Eau Claire (Ch. 13), is affiliated with WISC-TV, Madison (Ch. 3), both having adjuncts, and which owned old KGTV, Des Moines (Ch. 17), 1955 uhf casualty (Vol. 11:15). In new setup, pres. W. E. Walker surrenders 50%, reacquires 5%; gen. mgr. Joseph D. Mackin sells 23.3%, acquires 5% with option on Walker's 5%; Walter C. Bridges and Norman Postles, identified with Murphy group, 10% each; Charles Goldberg, Marinette clothier, 7½%; John Stang, Marinette, auto sales & trucking, 7½%. Mackin continues as gen. mgr., reporting to Bridges, who operates WEBC, Duluth, and Mackin and Walker retain their control of radios WBEV, Beaver Dam, Wis. and WRRR, Rockford, Ill. [For Morgan Murphy TV-radio-newspaper interests, see *TV Factbook No. 25*, p. 366.]

Reports of Radio Station Sales: WLEX, Lexington, Ky. by J. D. Gay Jr. & H. Guthrie Bell for $255,000 to Roy B. White Jr., ex-adv. consultant (R. C. Crisler & Co.) . . . KFOX, Long Beach, Cal. by Arthur B. Hogan for $700,000 to Kenyon Brown & Kevin B. Sweeney . . . KBYE, Oklahoma City, Okla. by Albert Zugsmith and associates for $180,000 to Kevin B. Sweeney, Glenn Griswold & F. F. Lynch . . . KJIM, Ft. Worth, by Earl Cullum, Jim Speck & Velma Collins for $139,500 to Jimmy Stewart, Paul Taft of KGUL-TV, Galveston, Wm. D. Schueler of KBRZ, Freeport, Tex., Milton Underwood of KXYZ, Houston, and oilman F. Kirk Johnson, each 20% . . . WPIK, Alexandria, Va. 32% by C. C. Carlin Jr., J. B. Phillips & Elizabeth H. Hoffman for $80,000 to Carl L. Lindberg, pres. & gen. mgr., who now owns 98.8%.

Frank Sinatra's Essex Productions Inc. this week bought 100% interest in Mount Rainier Radio & TV Bcstg. Corp. (KJR, Seattle; KXL, Portland; KNEW, Spokane) from Mr. & Mrs. Lester M. Smith and Mr. & Mrs. Lincoln Dellar, each of whom owns 25%, for $2,000,000, subject to adjustments downward. Smith will probably continue as gen. mgr. of stations.

Japanese Govt. has issued CPs for 43 new TV stations, bringing total authorized to 68. Of new outlets, 36 will be commercial, 7 operated by semi-governmental Broadcasting Corp. of Japan (NHK). Best-served areas will be Tokyo, with 6 channels, Osaka with 5. In next 2 years, Govt. hopes to have 108 stations in operation, with additional chains of satellites and boosters to fill in gaps later.

Sheldon Anderson, reentering broadcasting "after a much needed rest from worries" incurred in operating now off-air KAFY-TV, Bakersfield, Cal. (Ch. 29), this week bought radio KBMX, Coalinga, Cal. from Vernon J. Stedry & Jesse F. Tepner for $30,000.

Propagation study covering Baton Rouge area has been turned over to TASO by Assn. of Maximum Service Telecasters; Wilkes-Barre report was first. Under way are measurements in Fresno and Madison areas; 5th project is planned for Columbia, S. C.

Two Canadian TV applications to be considered by CBC Board of Governors at Feb. 14 meeting in Ottawa are for Ch. 5, New Carlisle, Que. by La Television de la Baie de Chaleurs Inc. and for Ch. 6 satellite, Inverness, N.S. by CJBC-TV, Sydney, N.S. (Ch. 4).

TV headliners are sketched in *The NBC Book of Stars* (184 pp., Pocket Books) by *N. Y. Post's* Earl Wilson.

Telecasting Notes: First big group of post-1948 features to be sold to TV is understood to be contained in package of 218 movies & 15 serials sold by Republic Pictures to group of stations headed by NBC-TV owned outlets (excluding Chicago's WNBQ). Little is known about composition of package, sold for a reported $3,500,000, but it's believed to contain large proportion of post-1948 features . . . United Artists-AAP combine (being challenged by NTA in courts) now reported to have inside track on Paramount pre-1948 feature backlog; United Artists' first TV series will be 39-episode 30-min. drama anthology, each episode to be produced by one of UA's theatrical producers . . . "Champagne Package," NTA's newest batch of 58 feature films, has been sold in 50 markets . . . Screen Gems expands European operations, enlarging London technical headquarters and opening Paris office . . . Biggest feature film sale to British TV, involving 100 Hollywood features—mostly RKO, and including some made as recently as 1955—has been concluded by Robin International (Nicholas Reisini) and BBC, for "well over $600,000," reports Dec. 25 *Variety* . . . Bing Crosby has decided to do 26 filmed shows next season, most of them 30-min., to be filmed abroad—film company and network as yet unspecified, but sponsor expected to be Chesterfield . . . Another 60-min. live drama show, *Pursuit*, planned by CBS-TV for next season; to originate in Hollywood, "pilot" will be taped in Feb. . . . Mike Wallace's interview show, on kinescope, to be offered overseas by ABC Film Syndication, starting with 26 half-hour programs . . . Add TV success stories, as detailed in current trade journals: *Variety* profiles TenDay Press-On Nail Polish, "which emerged from the obscurity of a new product to become a $10,000,000-a-year seller inside of 4 months, with a conservatively estimated 35% share of the nail polish market, all through TV." *Sponsor* devotes article to Maypo, maple-flavored hot oat cereal, which led listless existence until it pinned its identity to one-min. cartoon commercial, boosting sales 78%.

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CBS-TV is chief culprit in minor baseball clubs' case against Sunday major league game-of-the-week telecasts (Vol. 13:49-51), International League pres. Frank Shaughnessy complained this week. Asserting several major clubs are on side of minors in their fight to save Sunday gates, he said they "realize what a televised Sunday game would mean to the minors." But "CBS has very little going for them on week-end afternoons. So they're trying to steal our market and meanwhile we can't sell TV & radio for our own games." Network has pointed out it plans to withhold Sunday telecasts from areas where minor clubs play home games, but Shaughnessy said minors' gates would suffer anyway.

TV business in Kenya can be surprising, Dec. 27 *Wall St. Journal* reports in account of how Hollywood producer Gross-Krasne is financing filming of new *African Patrol* series around Nairobi. One thing led to another after company helped local Barclays Bank with movie shorts to persuade natives to put money into bank instead of goat herds. Bank then made big loan to Gross-Krasne on favorable terms. British subsidiary using British actors & technicians has been set up, beating TV film quota system, saving labor costs. Gross-Krasne is settling down in Africa at 2 permanent studios. It expects return of "at least $6000 per episode" on first series, which opens in Jan. on WJW-TV, Cleveland, and WAGA-TV, Atlanta.

Add mergers: Roche, Williams & Cleary Inc. and U. S. Adv. Corp., both Chicago, form Roche, Rickerd & Cleary Inc., taking former's offices at 135 S. LaSalle St. John Pierre Roche is chairman; C. E. Rickerd, U. S. Adv. pres., becomes pres. of merged agency.

Rating Business Bubbles: Following ARB's "Arbitron" demonstration, A. C. Nielsen spokesmen told us this week that they've been operating pilot run of their own wired instant rating system "for some time" in Chicago, but "are not now making any specific proposals to our clients."

Nielsen instant Audimeter system was first developed in 1946, they said, with results flashed to N. Y. and Chicago offices. "It was all ready to go except for money," they declared, adding that it actually ran for a year or so, but they found clients just couldn't afford telephone lines.

At week's end, Nielsen was still negotiating with networks for renewal of audience measurement research contract. NBC & CBS were both showing great interest in Arbitron system, but presumably as a supplement to the information of the type currently supplied by Nielsen. There was no doubt, at any rate, that ARB's announcement and demonstration of instant ratings last week was having impact on networks' negotiations with Nielsen.

In other TV research developments: (1) Pulse initiated new rating technique in Boston, based on average of 4 weeks in month, eliminating so-called "rating week." Pulse says new method will soon be used in all markets. (2) M. A. Wallach Research, N. Y., announced it plans new TV rating system combining telephone, personal interview and diary methods. (3) ARB stated it's starting work on 4th annual "A-to-Z" Metropolitan Area Coverage Study, listing viewing habits and station preferences in more than 200 markets; it's due for release in mid-March.

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Convicts go for westerns, warden Maurice Sigler of La. state penitentiary at Angola has discovered. Committee of prisoners petitioned him to change one-night-per-week late TV-viewing privileges from Sat. to Tue. Reason: WBRZ, Baton Rouge, carries solid 9-11 p.m. Tue. schedule of westerns (*Sugarfoot, Cheyenne, Tombstone Territory, Colt .45*), whereas Sat. night schedule stresses music & gaiety. Warden granted permission for switch to shows in which law always wins.

Fifth national survey of TV sets in U. S. households is to be taken by Census Bureau Jan. 20-25 for American Research Foundation—with networks, NARTB & TvB picking up tab. ARF managing director A. W. Lehman says no decision has been made to produce county-by-county estimates on previous survey (Vol. 13:43), but "it is very probable" that results of Jan. survey will be used to derive county-by-county figures for 1958.

New science TV series, intended to dramatize technology & engineering in Sputnik era, is planned by veteran TV-radio producer Theodore Granik in cooperation with Research Corp., N. Y., top-drawer private organization in field of fundamental research. Year-long once-a-month series seeks rotating sponsorship by big companies whose commercials would be aimed at recruiting youth for science careers.

Antennavision Inc., Phoenix (Bruce Merrill, pres.) is surviving corporation, with merger of CTV Constructors Inc., Antennavision Mfg. & Engineering Co. and following CATV systems: Community TV System Inc. (serving San Manuel and Ray-Sonora), Clifton-Morenci Community TV Inc., Winslow-Holbrook Community TV Inc., Antennavision Inc. of Globe-Miami-Safford.

New TV review column for afternoon newspapers is offered by United Press as Mon.-thru-Fri. wire service. Written by Wm. Ewald, who had been doing TV-radio news column, "Television in Review" format will depend on night's viewing, column covering single show or several programs plus TV briefs.

Ziv's 1957 Gains: Sales by all divisions of Ziv Television Programs Inc. rose 53% above 1956 levels, while "every facet of Ziv's operations reached a new peak of activity," company announced this week in year-end statement. Exemplifying expansion of production activity was increase of production budget from $8,000,000 in 1956 to $12,500,000 in 1957 and an anticipated $16,000,000 in 1958—accompanied by increase from 6 to 8 to an expected 10 series in production. Ziv gave this division breakdown of increased activity in 1957 over 1956: Syndication, sales up 57%, with multi-market sales up 73%; Economee TV (rerun) div., sales up 83%; national sales div., sales direct to national spot & regional advertisers up 33%; network sales up threefold (from one to 3 series); international div., sales up 120%. Ziv's sales force has been increased to 123 men this year, and total number of employes in all phases of Ziv operation now stands at 3300. Meanwhile, Ziv's radio transcription affiliate, World Broadcasting, noted that radio's resurgence increased its new business 21% over 1956, with renewal business up 17%.

NARTB year-end statement reports TV viewing increased 15-30%, highest percentage gain noon-3 p.m. weekdays, but largest audience—38,000,000 households—tuned 6 p.m.-midnight; average week had 38,000,000 families watching TV, up 4,000,000 from 1956—and average week's viewing time was 41 hours, 34 min. vs. 38 hours, 52 min. NARTB estimates total TV advertising in 1957 at $1.284 billion, up 6% over 1956—networks accounting for 4.5% boost; national & regional spot, 10%; local, 5%.

All-color TV station in Havana, to be operated by Cuban TV-radio pioneer Gaspar Pumarejo (Vol. 13:36), now has set Jan. 12 as opening day. RCA-equipped outlet, Canal 12 TV, will have antenna atop Hilton Hotel, plans to specialize in "all kinds of news, interviews, entertainment and a daily New York report." Station's general representative & correspondent in N. Y. is Jose A. (Babby) Quintero, 205 W. 88th St.

Primest of prime hours on U. S. TV may be 9-10 p.m., but in Argentina that time segment's a complete dud, according to Argentina's Institute of Public Opinion, which finds TV viewing at its lowest ebb during that hour (6% of set owners). Best time, survey showed, was 7 p.m., just before dinner hour (percentage of sets in use unspecified).

Salaries of top management went up average of 5.1% in 1957 compared with 5.9% in 1956, according to American Management Assn. study of 35,000 executives of 3800 firms. Profits of these firms averaged 5% increase in 1957, were up nearly 25% in 1956.

It's official from next Wed., Jan. 1—reversion of name of National Assn. of TV & Radio Broadcasters (NARTB) to National Assn. of Broadcasters (NAB). First NAB board meeting of year will be at Camelback Inn, Phoenix, Jan. 19-24.

TV award-winning films in NAM's *Industry on Parade* newsreel series, shown now in 273 cities and telecast by USIA in 15 foreign countries, have been donated to Library of Congress.

Pay-TV system patent (No. 2,816,158), assigned to Zenith, has been granted to Myron G. Pawley, Alexandria, Va. & Jacob M. Sacks, Silver Spring, Md.

Pay-TV publication, scheduled to start Jan. 26, is *PAY-TV Newsletter & Digest*, 25 California St., San Francisco. Publisher is Edward J. Cory, editor Don Rico.

NARTB TV Code subscribers totaled 299 stations, all 3 networks, as of Dec. 15.

Clips from the Current Press—

(Digests of Noteworthy Contemporary Reports)

Higher 1958 ad budgets are forecast by 70% of top-bracket agencies—"contrary to widespread reports of a tough business year ahead"—according to Dec. 23 *Advertising Age*. Roundup of opinion by executives of agencies whose 1957 billings aggregate $2 billion indicates "outlook is not as optimistic as it was last year," but that most expect increase of 2%-15% in ad expenditures. Budgets for next year are being set less firmly by consumer goods advertisers, however. They're "ready to cut back quickly if necessary."

Christmas TV debut by Queen Elizabeth II, whose speaking performances have been criticized in British press, won plaudits this week. Her holiday message on BBC was delivered in "easy, polished manner," British Press Assn. said. Even Lord Altrincham, who called Queen's style "pain in the neck" last summer, had no complaint to make. *Daily Express* thought she was "wonderful" on TV, but said BBC's production was "disgraceful business." *Express* suggested Hollywood professional should supervise Queen's makeup & dress in future.

"In 1958 we believe the tape recorder will become the center of the home music system," says ORRadio Industries pres. J. Herbert Orr, quoted in *Wall St. Journal* as attributing 1957 sales rise to $2,260,000 from 1956's $1,528,931 to growing use of magnetic tape for hi-fi reproduction. New $500,000 plant at Opelika, Ala. will increase production capacity by 400%. Report for fiscal year ending next Feb. 28 will show earnings of about 37¢ a share vs. 28¢ preceding year.

Predictions for 1958 are featured in special marketing outlook section of Dec. 27 *Printers' Ink*, covering TV & radio, agencies, newspapers, magazines, govt. regulations, etc. Byline forecasters include pres. John Blair of rep John Blair & Co., who sees daytime TV growing, and Matthew J. Culligan, NBC v.p. in charge of radio network, who forecasts increase in network radio affiliates.

Agency names on doors don't necessarily mean they correspond with names of men who run the firms, Carl Spielvogel points out in Dec. 27 *N. Y. Times*. Founders of agencies often aren't around any more; their names are kept on for prestige & goodwill. Examples: Erwin Wasey, Ruthrauff & Ryan; J. Walter Thompson; Young & Rubicam; N. W. Ayer; Benton & Bowles; Kenyon & Eckhardt.

TV alone gained in general advertising in Oct. over Sept., according to monthly index in Dec. 27 *Printers' Ink*. Index as whole was down 3%, but network TV was up 6%. In other categories, network radio declined 5%, magazines 2%, newspapers 10%, business papers 3%, outdoor 4%.

Magnavox pres. Frank Freimann reports that sales for 6 months ending Dec. 31 are expected to be at record level, exceeding $46,395,187 in 1956 period. He predicted "somewhat higher" profits over last year despite "disappointing" TV sales and below-expected volume in current quarter, "due primarily to a leveling off of general business conditions and to certain production delays which were encountered in the introduction of new TV and hi-fi phonograph models." But he expects higher net because of improved efficiency. He said that Magnavox will introduce new color set next year; that hi-fi shipments are running well ahead of last year; that inventories are below normal, mainly due to delays in production start of TV & hi-fi models.

Financial Notes: Higher sales, lower profits is picture painted by RCA chairman Brig. Gen. David Sarnoff in year-end report noting business volume exceeding billion-dollar mark for 3rd consecutive year. He estimated 1957 volume at $1.180 billion but said "softening of general economic conditions in the 4th quarter and the highly competitive situation in the radio-TV industry now indicate that profits for the full year will be slightly below 1956." Earnings in 1956 were $40,031,000 ($2.65 per share) on sales of $1.127 billion.

Gen. Sarnoff said RCA continued to lead in black-&-white TV sales through 1957 and that "public bought more color receivers under the stimulus of increased programming, improved quality and nation-wide 'Carnival of Color' promotions." Color sales "have not as yet attained the desired volume," he declared, but "there is encouraging evidence throughout the country that a mass-market status for color TV is close at hand." In Dec. 1956 (Vol. 12:52), Sarnoff disclosed that RCA sold 102,000 color sets in year with factory billings of approximately $58,000,000, net loss of $6,900,000 after taxes—including all costs such as development, personnel training, advertising & promotion, programming, etc. No comparable figures were given for this year.

RCA report also said govt. business totaled 23% of firm's 1957 volume, with current backlog of about $250,000,000; capital improvements for year were about $35,000,000.

For 1958, Sarnoff said: "Based on present indications, we believe . . . total volume of business in the electronics industry will exceed the 1957 volume."

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Warner Points With Pride: Warner Bros. pres. Jack L. Warner—in annual report just distributed to stockholders—instead of bewailing the encroachments of TV, makes special point not only of fact company has 35 feature films in preparation but that it is "broadening its activities to meet . . . an ever-growing demand for high quality TV film productions"—and pridefully lists ABC-TV series *Cheyenne* (GE), *Maverick* (Kaiser), *Sugarfoot* (American Chicle) and *Colt .45* (Campbell Soup) as its productions; also, that its year-old commercial & industrial film subsidiary is producing 4 one-hour science films for AT&T as well as TV commercials for some 75 companies, including Eastman, Lever Bros., RCA, GE, Kaiser, Kellogg's, Gillette, General Motors, Procter & Gamble. "As far as toll or pay TV is concerned," report states, "we are maintaining close watch on all developments in this unsettled field." Warners did better in both sales and earnings in fiscal year ending Aug. 31 than in preceding year (Vol. 13:49) but expects Nov. 30 quarter to show loss from operations "because of the decline in domestic and foreign film rentals." At Aug. 31, however, it was in strong financial position, with net working capital of $40,956,000, including $13,529,000 cash, book value going up to $25.01 per share vs. $23.96 in preceding year when net profit of $15,295,000 ($6.16 per share) from sale of old films was transferred to earned surplus which went up to $49,040,451 as of Aug. 31, 1957.

Western Union earned $10,750,950 ($1.73 per share) on 11-mo. gross operating revenue of $238,384,931 vs. $11,518,289 ($1.85) on $230,385,099 in 1956 period. Nov. net income was $725,451 on revenue of $19,908,711 vs. $1,186,193 on $21,521,342 revenue year ago.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
December 28, 1957

ELECTRONICS FACES SPACE CHALLENGES: Missiles, satellites -- and eventually space ships -- spell out vastly expanded role of electronics industry in new areas of control and communications, in view of 2 leading industry spokesmen, RCA chairman David Sarnoff and EIA pres. Dr. W.R.G. Baker.

In year-end statement, Gen. Sarnoff said "electronics and the technology of space propulsion form the keystone of our defense structure" and the American electronics industry "is equipped and ready to meet this challenge."

Sarnoff cited electronics industry 25-year growth "from virtually no place to fifth among American industries." He foresaw doubling of 1957 volume of $12 billion in 10 years, listing these as prime growth areas: color TV, automatic systems, electronic components, nuclear research, atomic power. (For Gen. Sarnoff's report on RCA financial outlook, see p. 9.)

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Dr. Baker called attention to electronics' role in economy and defense, said industry is on threshold of "another era in which its role will be even more significant" -- emphasizing that missiles, satellites, etc. would be useless without reliable electronic instruments. He also pointed to TV's potential in education: "TV provides a ready and effective means for overcoming the shortage of teachers and bringing the best teaching talent to the greatest number of pupils."

Rise of military electronics procurement to about 50% of industry volume, Baker noted, means no decline in TV-radio business -- "but rather that the other segments of the industry have expanded more rapidly."

FACTORS IN ESTIMATING 1958 TV BUSINESS: Guesses on number of sets industry will sell in coming year are actually based on 5 factors:

(1) How many of 45,000,000 sets-in-use will be replaced?

(2) How many more of 46,000,000 wired homes will become multiple set owners? (About 11% now watch second & third sets.)

(3) How many of 1,000,000 new homes expected to be built will include new TV?

(4) How many of 1,000,000 families to be formed will create new set sales?

(5) How many of 10,000,000 homes now without TV will buy their first set?

Of several schools of market guessing, 2 rely heaviest on replacement area. One expects 4,000,000 in replacement market; 3,000,000 from other areas. The second expects 5,000,000 in replacement & 1,000,000 elsewhere.

So far, high guesses are running at 7,000,000 units for 1958 sales; lowest at 6,000,000. Most others are in at 6,500,000 or a shade over. But there is tacit agreement among all schools that first half business will be poor and that all chips must ride hopefully on better-than-average upswing in second part of year.

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Production: TV set output was 116,296 week ended Dec. 13 vs. 109,339 the preceding week & 138,149 in 1956. Year's 50th week brought total to about 6,163,000 vs. 7,136,233 last year. Radio production was 373,322 (118,284 auto) vs. 387,597 (121,784 auto) the preceding week & 383,063 (181,553 auto) in 1956. Through 50 weeks, production totaled about 14,752,000 (5,274,288 auto) vs. 13,295,717 (4,721,266 auto) last year. Figures would indicate home radio production close to 10,000,000 for the year, highest since 1948. Note: EIA did not compile Dec. 20 figures due this week, explaining that too few manufacturers reported output.

Trade Personals: Wm. Balderston, Philco chairman since 1954, retires after 26 years with company; he was 61 on Dec. 13, said "the time is now opportune for me to complete my retirement program" . . . **Ian F. McRae** elected chairman of Canadian GE, succeeding **Harold M. Turner** who continues active directorship; McRae continues as gen. mgr. of Canadian GE's civilian atomic power department . . . **Carl N. Reifsteck** promoted to mgr., general quality control, RCA Victor TV div.; **Bryce S. Durant** named administrator of color TV coordination; **James H. Hickey**, administrator of black-&-white coordination; **R. K. Sparks**, administrator of profit improvement; all report to div. operations mgr. **George K. Bryant** . . . **Max E. Markell** promoted to eastern area commercial administration mgr. of RCA electron tube div. . . . **Percy L. Spencer** elected senior v.p. of Raytheon, continues as mgr. of microwave & power tube div. . . . **Edward J. Quirk** promoted to mgr. of CBS-Hytron Lowell (Mass.) semiconductor plant . . . **Stanley Everett**, Everett's TV & Radio, Alhambra, Cal. elected pres. of Electric League of Los Angeles, succeeding Edward G. Marten, WESCO . . . **Eugene M. Kinney** elected v.p. of Zenith Radio of Canada . . . **James E. Brown** named Ampex secy. and secy. & asst. treas. of subsidiary Ampex Audio Inc. . . . **Albert K. Fowler**, ex-GE, named sales mgr. of Technical Appliance Corp. commercial & govt. antenna div. . . . **Harvey A. Ludwig**, secy. of Tenna Mfg. Co., Cleveland, elected sales & adv. v.p.

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Dr. **Ernst Weber**, native of Vienna, holder of many patents in microwave fields, elected pres. of Brooklyn Polytechnic Institute, where he has been acting pres. since death last June of Dr. Harry S. Rogers.

Obituary

Henry Wallace McCandless, 91, who worked with Dr. Lee deForest 1905-7 in developing what became the first 3-element tube, and who manufactured it until 1914 when he sold out to Westinghouse, died Dec. 24 in a nursing home at Dunellen, N. J. Surviving are 3 daughters, including Mrs. Margaret Carberry, of Johnson's Dr., N. Plainfield, N. J., with whom he lived.

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Color TV sales on West Coast are better than most talk indicates, says Dec. *Electrical Merchandising*. Examples: Los Angeles dealer moving one color set to 50 black-&-white at average price of $600 and 25% gross profit vs. 17-18% on black-&-white; big Seattle dealer moving 5-6 per month—one to every 10 black-&-white; key San Francisco account reports sales double this year but still at only 1-40 ratio; another, up 80%, ratio 1-25, gross of 30-33%. Stereo-hi-fi pitch by dealer-columnist Mort Farr in same issue of magazine urges dealers to start getting ready for this next go-round in sound-for-the-home. Farr ventures industry could be on brink of evolution which will obsolete records in few years; he predicts thinner, slower-speed tape which will give 8 hours of music on single threading of cartridge. Good system will cost customer $500, he says, but warns that sales deterrent is floor salesman who doesn't know enough about loading of tapes and proper demonstration techniques.

Speakers at annual NARDA convention at Conrad Hilton Hotel, Chicago, Jan. 12-15, include: Willard H. Sahloff, v.p. & gen. mgr., GE housewares & radio div.; J. B. (Kip) Anger, national sales mgr., Motorola radio & phono div.; Carl L. Bixby, marketing mgr., Canadian GE appliance & TV dept. Among other speakers: George T. Moore, Asst. Secy. of Commerce; Lee Miller, pres.-elect of American Bankers Assn.; Fran Allison, TV-radio actress.

Electronics Personals: Paul R. Brousse named Western Electric mfg. v.p., succeeding Paul A. Gorman who joins N. J. Bell as operations v.p.; Charles D. Dugan replaces Brousse as v.p.-finance; **Frank J. Hammel** elected v.p.-controller, replacing Dugan . . . **Russell W. McFall**, ex-GE, named v.p. of Litton Industries & gen. mgr. of its Md. div., replacing Dr. **Harvard L. Hull** who resigned to become pres. of Nucledyne Corp., subsidiary of Cook Electric in Chicago . . . **Charles M. Heiden** promoted to mgr. of research application dept., GE research lab, Schenectady . . . **Frank L. Miller** promoted to marketing mgr., GE power tube dept. . . . **Adm. James F. Byrne** (USN ret.) named director of material, Norden-Ketay labs div. . . . **Carl Neisser** named manufacturing mgr. of Beckman Instruments systems div. . . . **Frank Clarke**, ex-Melpar, named military relations engineer, Texas Instrument semiconductor components div., with headquarters in Washington . . . **Frank W. Lynch**, ex-Northrop Aircraft, named engineering v.p. of Hallamore Electronics div. of Siegler Corp., succeeding **John Burke**, recently named exec. v.p.; **Walter J. Kruel** named v.p. & works mgr. . . . **George E. Geyer** & **Dr. Joseph Seton Smith**, both ex-Control Instrument, elected pres. and v.p. & treas., respectively, of All-Tronics Inc., Westbury, N. Y. . . . **Murray C. Walker Jr.**, ex-Ace Electronics, named New England regional mgr. of DuMont military operations dept. . . . **David A. Findlay**, ex-*Electronics*, joins Ziff-Davis as editor of electronics annuals & directories . . . **Nathaniel M. Marshall** promoted to new post of assoc. director for sales of industrial products div. of General Precision Lab.

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NAPA's Business Outlook: Lower level of general business in first 6 months of 1958 is predicted by 40% of National Assn. of Purchasing Agents' business survey committee, 40% see business holding even with 1957 period, 20% think it will be better. Majority feel some major strikes will deter 2nd-half pickup, 30% expecting whole year to be worse than 1957, 42% the same, 28% better. NAPA reports brisk retail sales, but 43% record poorer new order bookings—highest number since Jan. 1954. Group says production and employment are down, some prices have been cut to reduce inventories and meet competition. Meanwhile, Govt. reported Nov. consumer price index at record 121.6 of average 1947-49 prices, 0.4% higher than in Oct. and 6.1% higher than at start of spiral in Feb. 1956.

TV's estimated decrease in factory sales (off about 14%, according to EIA) for 1957 finds numerous parallels in major appliances. National Electrical Mfrs. Assn. this week projected white goods declines to year-end vs. 1956. Only bright spot is built-in ranges with plus of 10.4%. All other NEMA projections are off: standard ranges, —21.7%; refrigerators, —9.5%; freezers, —5.1%; water heaters, —8.1%; dishwashers, —2.5%; disposers, —9.8%; dehumidifiers, —18.2%. Laundry appliance figures from American Home Laundry Mfrs. Assn. go only for 11 months: automatic washers, —15%; conventional washers, —22%; dryers, —15%.

"Some easing" of Nov. general business activity from last summer's peaks is reported by Commerce Dept.'s Office of Business Economics in Dec. *Survey of Current Business*, calling declines modest, economy "currently functioning at high, near-record rates." Using 1947-49 as basic 100, Oct. TV-radio production was 282 vs. 312 in Oct. 1956; wholesale TV prices were 71.4 in Nov. vs. 69.9 in Nov. 1956, radio & phono, 93.2 vs. 91.1. TV production, including combinations, for Nov. was 562,600 vs. 680,000 in Nov. 1956; Nov. radio production preliminary total was 1,687,000 vs. 1,381,000.

Foreign TV-Radio Growth: Uneven expansion of TV in other countries is reflected in these recent reports—from State Dept., Commerce Dept., etc.:

(1) West German TV production this year is estimated at 850,000—exceeding early-in-year predictions.

(2) Argentine assembly of sets, including many imported components, is expected to total about 42,000 this year vs. 12,000 in 1946. There are at least 14 manufacturers, and demand is outrunning production. About 325,000 radios are produced annually.

(3) USSR is reported producing about 1,000,000 receivers this year, bringing total in use to more than 3,000,000. (Russian embassy in Canada recently bought 3 Admiral color sets for $2760, plans to exhibit them in Moscow.)

(4) Philippines' 1958 TV production target is 2500 units vs. 1800 in 1957. Radio output for next year is projected to 35,000 vs. 23,000 this year. TV imports dropped from 768 in 1955 to 487 in 1956, radio from 17,944 to 5606. Most components are imported.

(5) Colombian TV market is said to be sharply curtailed because of peso devaluation, with some 10,000 of the 22,560 sets imported in 1956 in inventory. Domestic TV production started this year, Bogota firm assembling 200. Radio production this year is estimated at 80,000-140,000 —down 25-30% from 1956.

(6) Syrian radio imports, mostly from Netherlands, rose from 34,340 in 1955 to 41,686 in 1956. Sets-in-use total about 300,000, served by 2 stations.

(7) Egypt cut radio imports drastically—from 118,935 in 1955 to 58,200 in 1956, 2400 in first half of 1957—to conserve foreign exchange. Netherlands is major source, and sets-in-use figure is put at 720,000.

EIA Radio Report: Shipment of radio sets to dealers totaled 6,830,249 through Oct., when production was 7,583,443, retail sales were 6,764,221—excluding auto. In first 10 months of 1956 shipments were 6,080,825, production 7,276,749, retail sales 5,990,718. Oct. shipments were 985,969 vs. 1,056,274 in Sept. & 754,005 in Oct. 1956. Here's EIA 10-mo. shipment report (county-by-county tables available to EIA members):

State	Total	State	Total
Alabama	80,616	Nevada	9,524
Arizona	32,898	New Hampshire	22,979
Arkansas	35,697	New Jersey	277,539
California	518,598	New Mexico	20,499
Colorado	45,852	New York	1,065,593
Connecticut	96,573	North Carolina	101,350
Delaware	12,329	North Dakota	16,312
District of Columbia	63,378	Ohio	394,527
Florida	155,291	Oklahoma	65,653
Georgia	125,344	Oregon	56,441
Idaho	15,747	Pennsylvania	531,717
Illinois	584,925	Rhode Island	40,432
Indiana	124,455	South Carolina	42,223
Iowa	76,739	South Dakota	16,029
Kansas	56,114	Tennessee	89,814
Kentucky	97,323	Texas	304,335
Louisiana	101,720	Utah	23,789
Maine	38,087	Vermont	15,275
Maryland	130,531	Virginia	105,326
Massachusetts	249,405	Washington	92,718
Michigan	293,249	West Virginia	52,579
Minnesota	105,978	Wisconsin	146,953
Mississippi	40,229	Wyoming	7,888
Missouri	175,204		
Montana	18,492		
Nebraska	39,058	GRAND TOTAL	6,830,249

Litton Industries' proposed acquisition of Aircraft Radio Corp. (Vol. 13:42, 51) has been endorsed by ARC management and 4 directors, while 2 other directors opposed on grounds they believe stock exchange would reduce preferred stockholders' equity. Proposal is to be submitted to Cal. Corporation Commission and if approved it will be voted on by ARC stockholders; Litton stockholders have already given approval.

DISTRIBUTOR NOTES: Graybar elects as directors: J. E. Carroll, Allegheny district mgr., and G. L. Call, central Pacific district mgr.; transfers C. E. Kirkpatrick to Chicago as central district mgr. from Erie district mgr. at Cleveland . . . Sylvania appoints The Shield Co. for Ft. Worth & Dallas, replacing Straus-Frank . . . Raymond Rosen, Philadelphia (RCA), names Jack Kelley, ex-Philco Distributors, to "special assignments."

Freight rate increase of 3% is asked for in petition by major railroads to Interstate Commerce Commission this week. Categories of goods affected include TV & radio sets, heavy broadcasting equipment—as well as other appliances and hard goods. (Furniture is in 5%-increase bracket.) With certain exceptions (between N. Y. & Philadelphia, for instance), increased rates will apply to all longer distance (Chicago to or from either coast, for example). Also requested are hikes in pickup and/or delivery of less-than-carload shipments, in-transit stopping for loading or unloading, COD service. All-commodity rates, in-line haul rates won't be changed. Hikes are sought to be effective Feb. 1. Oral argument will be heard Jan. 29.

Philco's improvement in 1957—to sales of more than $360,000,000, per-share earnings of more than $1 vs. 1956 net of less than 1¢ per share—is analyzed by company officials in Dec. 24 *Wall St. Journal* interview. Pres. James M. Skinner Jr. noted: (1) Low inventory in 1957 3rd quarter, "therefore we made money on every set," with similar results in radio-hi-fi. (2) "Significant profits" in tubes & transistors. "We've had a far better cost picture [and] we've done a fairly good job of inventory control." John M. Otter, merchandising exec. v.p., said TV has been "good for us since June," saw nothing to slow it up.

Hi-fi promotion gets double test in Chicago Jan. 2 when Sol Polk kicks off 6-week, 6-store, city-wide "Polk Bros. Spectacular Hi-Fi Show." Ten manufacturers who will pick up all or most of tab will learn whether single huge dealer can boost area-wide hi-fi business and whether heavy promotion can sell hi-fi "off season." Polk will use 850 billboards, advertise in entertainment sections of papers, mail tickets to half million customers, expand hi-fi depts. in all units, tie in 2 major jazz-circuit restaurants with "hi-fi cocktails" and a major ice cream maker with "hi-fi sundae."

TV set sales in Canada declined in 1957 to estimated 470,000 sets, according to J. Herbert Smith, recently elected pres. of Canadian GE, who expects 1958 to hold at about same level. He said that radio continued high, should hit 700,000 units this year due to low-cost portables in color, clock radios and transistor set demand; that Canadian appliance firms are increasingly concerned over U. S. exports across border, blaming situation on "mass overproduction in the U. S. together with the interpretation of what constitutes 'fair' market value."

Admiral filed sweeping denial and asks dismissal of FTC charges (Vol. 13:47) that company's advertising of TV sets leads public to believe picture tube sizes represent horizontal rather than diagonal measurements; that its ads do not make this clear; that public is deceived and there is unfair competition.

FTC consent order, approved this week, prohibits Sunset House Distributing Corp., 792 Sunset Blvd., Hollywood, Cal., from misrepresenting that its "Color Filter" plastic adapter will produce same effect as color TV (Vol. 13:27).

Great Britain's TV set licenses totaled 7,524,071 Oct. 31, an increase of 125,886 from Sept. 30. Radio-only was 7,153,541.

GE—Review & Preview: Spokesmen for 3 GE departments this week issued wrap-up statements on the 1957 year and predictions for 1958. Fact & opinion came from Syracuse & Owensboro on both home and industrial electronics:

(1) TV set inventories are excessive at 1957 year end, said Jack S. Beldon, TV receiver marketing mgr., but not as bad as last year. "GE [is in] better inventory position than the industry," he said. Industry TV sales in 1958 will be slightly behind this year. GE will go easy on color, seeing no great consumer rush for present sets, will continue work on own color techniques.

(2) Hi-fi will continue boom as component makers work on pickup cartridges for stereo records, said L. Berkley Davis, electronics components div. gen. mgr. With records already being produced in stereo, and compatibility —records or tape—a feature of most other stereo sound components, cartridge is major bottleneck in stereo record growth.

Unit sales of transistors, Davis predicted, will increase 75% to 48,000,000 worth $105,000,000, with home entertainment taking ⅔ of units and ⅓ of dollars; transistor versions of home portable radios will double in 1958; transistor car radios will go up 75% as ¾ of all sets use some transistors, though the all-transistor car radio won't be a substantial market until 1959. Transistors for TV will be rather small market due to costs. Total semiconductor market will be up 35% to $200,000,000. Receiving tubes will increase 7% to $420,000,000, as entertainment types hold even with this year and military & industrial types increase. Picture tubes will hit 13,700,000 in factory sales worth $260,000,000, half for replacement.

Industrial & military CR tubes will use transparent phosphors more extensively and trend to higher resolution, post acceleration and deflection devices will be stronger.

(3) Closed-circuit TV will double 1957's $6,000,000 business in 1958, according to Wm. J. Morlock, technical products dept. gen. mgr., as GE diversification aims at larger share of that business. Further diversification has led to stronger interest in scatter communications, high-frequency heating devices and slow-scan TV. Morlock, who had previously predicted televised phone calls within 5 years, now sees first practical step taken in 1958 with a military installation next spring. GE's work in scatter communications has increased its distance goal from present 200-250 mi. to 600-700. Although scatter system is mainly military, Morlock believes it to be first step in practical transoceanic commercial TV broadcasting.

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Regional TV set sales from electrical assns.: Chicago —Distributor sales of black-&-white for Nov. were 24,267 vs. 30,811 last year . . . Kansas City—Nov. sales hit 7811 vs. 10,108; Nov. color sales were 223 for total to date of 2828 . . . Philadelphia—Distributors in Nov. sold 16,553 sets vs. 20,726 last year; for 11 months, set sales totaled 145,765 vs. 172,742 last year.

Tax status on rebuilding picture tubes has been clarified by IRS which holds that excise tax is due if tube is opened for recoating screen or replacing gun, exempt if tube is restored without opening tube. It also held that rebuilders' wholesale price must include amount allowed for used tube accepted in exchange.

Accent on sound in TV merchandising trend continues (Vol. 13:48) as Olympic adds "high fidelity TV with 3-D" in two 1958 drop-in consoles: 21-in. at $309; 24-in. at $279, both with new horizontal chassis and "3-D control" in 3-speaker system.

Electronic refrigerator is much further along in Japan than in either Russia or U. S., according to Dec. 23 *Electronic Week* review of Japanese electronic progress and exports to U. S. (Vol. 13:45). It reports that under Prof. Suga of Tokyo U, one company is on threshold of introduction of industrial model.

New magazine, capitalizing on popular interest in electronics, TV-radio-hi-fi, is bi-monthly *Electronics Illustrated*, edited by Charles Tepfer, ex-technical editor of *Popular Electronics*. First issue (May) is due on newsstands March 13 at 25¢.

Single RCA Victor 45rpm records have been increased from 89¢ to 98¢ effective Jan. 1. Move follows $1 raise in Red Seal LP line from $3.98 to $4.98.

Sales aide for dealers and technicians is provided in 24-page booklet, *Profit Builders*, available from RCA electron tube div., Harrison, N. J.

New booster offered by Blonder-Tongue is designed to couple 1, 2, or 3 sets to same antenna.

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EIA reports $926,000,000 defense electronics spending in quarter ended Sept. 30 vs. $637,000,000 in 1956 period. Breakdown for the 2 quarters: Aircraft, $340,000,000 in 1957 to $213,000,000 in 1956; missiles, $273,000,000 & $205,000,000; electronics and communications, $24,000,000 & $130,000,000; research & development, $73,000,000 & $65,000,000; ships-harbor craft, $23,000,000 & $17,000,000; miscellaneous, $11,000,000 & $5,000,000; combat vehicles, $1,000,000 & $2,000,000; support vehicles, $1,000,000 & no 1956 figure.

GE communications products dept. opens regional offices at Richmond, Va. under H. L. Blom, St. Louis under M. S. Chapin, Minneapolis under W. G. Pree, and 23 district offices. Walter E. Sutter is promoted to mgr. of microwave equipment sales; Kent Worthen to mgr. of product planning-microwave; L. R. Sheeley, mgr. of sales, mobile equipment; R. L. Casselberry, mgr. of product planning, mobile, and marketing research.

Insul-8-Corp. sets up closed-circuit TV development and production div. at San Carlos, Cal. under gen. mgr. & chief engineer Bruce J. Scievers. It has 41 employes, plans expansion into production of additional electronic devices.

Thompson-Ramo-Wooldridge Products Inc., a subsidiary of Thompson Products Inc. and Ramo-Wooldridge Corp., has been formed to make industrial process control instruments—first an electronic computer for process control.

Zenith hearing aid div. names Bausch & Lomb Optical Co. as its distributor in foreign markets, under supervision of export mgr. S. W. Steensma.

Second National Conference on Automation Systems is scheduled for Jan. 22-24 at Arizona State College, Tempe, under EIA auspices.

Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1957 issues of the Television Digest Weekly Newsletters, plus the semi-annual TV Factbooks with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken until Jan. 7. Price: $25 per volume.

Do You Know That . . .

Quite a few former FBI agents, most of them graduates of J. Edgar Hoover's famed academy at Quantico for training tough young men, usually athletes, for the exciting job of crime-hunting, and nearly all holders of law or accountancy degrees, are to be found in many TV-radio broadcasting and associated pursuits?

There's FCC Comr. Robert E. Lee, of course, and Jack E. Buckley, chief of the FCC common carrier N. Y. field office; also still in govt. service, with U. S. Information Agency, which operates Voice of America, are Adelbert R. Baker, Paul J. McNichol, Joseph C. Walsh.

Practicing law in Washington, specializing in TV-radio, are Edward P. Morgan, of Welch, Mott & Morgan, and Robert L. Heald, ex-NARTB chief counsel, now with Spearman & Roberson. Chief counsel of Music Corp. of America is Robert E. Bramson, and, on NBC legal staff, also in New York, there's Edward T. Burns. Also practicing law is Melvin H. Purvis, of Florence, S. C., famed for helping bring Dillinger to bay; he owns radio WOLS, Florence.

In broadcasting, generally in top administrative posts, are Norman B. Bagwell, WKY, Oklahoma City, where his former FBI colleague Hoyt T. Andres, then newly transferred from WSFA-TV, Montgomery, Ala., to manage WKY-TV, died last summer; Wade H. Alley, WHIO, Dayton; Joseph W. Evans, KFJZ-TV, Ft. Worth; Arthur E. Haley, WORL, Boston; James W. Coan & John G. Johnson, WTOB, Winston-Salem; Philippe V. Moore, WINZ, Miami; Lamont L. Thompson, WHCT, Hartford.

Among station reps with distinguished FBI records are Frank R. Headley, pres., H-R Television Inc.; Edward R. Kenefick, with George P. Hollingbery Co.; Theodore Van Erk, The Bolling Co. Inc. And at the agencies are J. Lewis Ames, Erwin Wasey, Ruthrauff & Ryan; Carl I. Cartwright, J. Walter Thompson; Wm. F. Geeslin, Young & Rubicam; Howard O. Anderson, Ted Bates & Co.

With Westinghouse stations headquarters in N. Y. is Paul C. O'Friel, and electing to become commentators are Ron V. Cochran, CBS, and Howard D. Smoot, Dallas free-lance. Robert M. Dore, TV-radio agent in N. Y., is also ex-FBI, as are Joseph Wohl, Republic Pictures; Blayney F. Matthews, Warner Bros.; Alfred B. Berry, RKO.

In other branches of communications and electronics fields are still more FBI "alumni"; we'll list them for you in a later column.

French TV & radio were blacked out over Christmas holiday by nationwide technicians' strike. Among shows cancelled were several specially prepared Yuletide programs.

New European headquarters of A. C. Nielsen Co. Ltd. has opened at Oxford, England. British market research firm, started in 1939, employs 900.

Add ad tax gimmicks: Virginia's 0.3% retail merchants sales tax would be extended to include TV, radio & newspaper advertising under new revenue-raising plan by Norfolk Mayor W. Fred Duckworth. Pointing out that media now get off "scot free" from licensing or sales levies assessed against other businesses, he wants state legislature to remove exemption when it meets in mid-Jan. Proposal doesn't follow pattern of special 6% taxes on all advertising enacted by Baltimore City Council and threatened in St. Louis (Vol. 13:45-51). But Duckworth's move will be fought by Advertising Federation of America, whose pres. & gen. mgr. C. James Proud told us this week: "We have to sympathize with him, but we have to oppose any tax on advertising on principle." General sales taxes now apply to advertising in half-dozen states and Hawaii.

TV-ASCAP 4-Year Pact: Beating Dec. 31 contract deadline, closing of negotiations for new TV licensing agreements between ASCAP and networks & stations seemed certain in N. Y. this week. CBS, NBC & ABC have accepted 4-year renewal terms (2.5% of time sales plus 110% of highest 30-min. monthly rate) offered by ASCAP. Polled by wire Dec. 24 by broadcasters' contract committee headed by Irving Rosenhaus of WATV, Newark-N. Y., 250 stations it represents were voting overwhelmingly to continue same ASCAP fees (2.05% of gross plus highest 15-min. monthly rate) another 4 years. ASCAP, which has been collecting around $10,000,000 annually from TV, had conditioned renewal offer on acceptance by "substantial majority" of licensed stations. Radio-ASCAP licensing agreements run to Dec. 31, 1958.

Infrared TV: Air Force last week received patent for infrared TV camera, invented by David A. Huffman of Cambridge, Mass. on basis of his research at Ohio State U Research Foundation. Presumably, Air Force device would be companion to such infrared military devices as snooperscope and sniperscope, both of which use invisible infrared rays instead of light. Japanese scientists have been working for about a year with a TV system called "noctovision," developed for Broadcasting Corp. of Japan (NHK), which also uses infrared.

Commercial TV network competitive to the semi-commercial state-controlled chains has been authorized by West German Govt. New Freies Fernseh, with headquarters in Frankfurt, plans to start telecasting in about 18 months, though it hasn't yet decided on location of stations. New private outfit plans to take spots between shows, but no sponsorships as such. Present German networks devote small amount of time to commercials.

RCA awards 9 fellowships for advanced studies in engineering, physics, dramatic arts, bringing total awards to some 120 since started in 1947. This year's recipients will study at New York U, Columbia U, Cal. Institute of Technology, Cornell U, U of Ill., Princeton U, Rutgers U, Carnegie Institute of Technology, Yale U.

World's TV & radio stations are listed in 1958 edition of *World Radio Television Handbook*. Printed in English, new 12th edition may be ordered from Publisher-Editor O. Lund-Johansen, 1, Lindorffsalle, Hellerup, Denmark ($2 by surface mail, $4 airmail).

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